

Global Electronics Company Expands Reach and Doubles Conversions with Syntasa's Composable CDP

BACKGROUND

A global leader in consumer electronics was looking to optimize its retargeting efforts and increase conversions. Their existing approach relied on rules-based retargeting and lookalike models to build audiences. While these methods captured engaged users, scaling them without sacrificing performance proved challenging.

The company needed a more flexible, scalable, and cost-effective way to expand their high-intent audiences while maintaining a strong return on investment.

CHALLENGES

Traditional audience-building approaches limited the company's ability to maximize engagement:

- Rules-based segments focused on users who had already demonstrated interest (e.g., product views, cart additions), but did not expand reach.
- Lookalike models helped extend targeting but lacked the scale and efficiency needed to drive significant impact.
- Siloed data and rigid infrastructure prevented the company from activating advanced AI-driven segmentation in real time.

The company needed a composable approach—one that could leverage multiple data sources, deploy custom machine learning models, and activate high-value audiences across marketing platforms seamlessly.



SYNTASA'S SOLUTIONS

The company partnered with Syntasa to leverage their Composable CDP to build, test, and activate AI-powered audience segments without disrupting their existing MarTech stack.

With Syntasa's AI-driven audience modeling, the company was able to:

- Unify first-party behavioral data (clickstream, browsing activity) within a composable framework.
- Deploy nine custom algorithmic models to dynamically predict purchase intent.
- Effortlessly activate AI-driven audiences across ad platforms

Unlike traditional CDPs that primarily focus on known customers and leave a gap in addressing anonymous visitors, Syntasa's Composable CDP enables businesses to activate both known and unknown audiences—without data duplication or rigid infrastructure constraints. The solution was deployed in just three weeks, making real-time audience activation a reality.

/// Case Study

RESULTS



2X Higher Conversion Rates

Audiences generated by Syntasa's custom models converted at twice the rate of traditional rules-based segments.

See Figures A and B



42% Cost Savings

The campaign achieved **98% of forecasted conversions** while spending only 42% of the planned budget.

See Figure C



57% Lower CPA vs. Baseline

AI-driven audiences significantly reduced the Cost Per Action compared to existing targeting methods.



9X Larger Reach than AAM Segments

Algorithmic audiences expanded targeting while maintaining high conversion efficiency.

Figure A: Marketing Activity Share

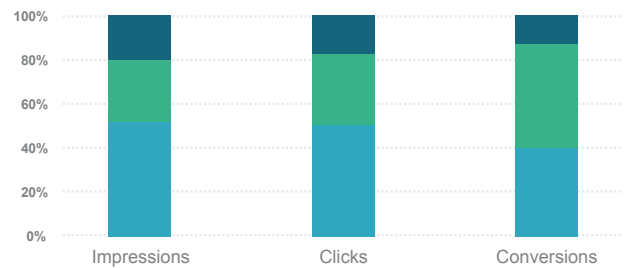


Figure B: Performance Comparison

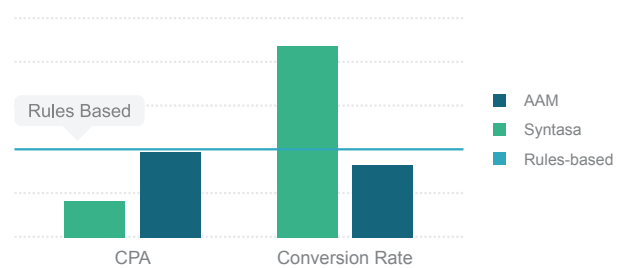


Figure C: Overall Retargeting Spend



42% savings in advertising spend vs. company forecast

FUTURE OUTLOOK: A COMPOSABLE STRATEGY FOR OMNICHANNEL ACTIVATION

With the success of AI-driven audiences in retargeting, the company leveraged Syntasa's Composable CDP to activate audiences across additional channels, including:



Social media campaigns



App push notifications



Personalized email marketing

By adopting Syntasa's Composable CDP, the company gained the ability to continuously test, refine, and scale high-performing audiences—driving better outcomes across all marketing channels.

Syntasa will continue to expand its capabilities to more products and markets, ensuring ongoing innovation and adaptability in an ever-changing digital landscape. By evolving alongside its customers, Syntasa remains committed to delivering cutting-edge solutions that drive long-term growth and success.

SYNTASA®

Syntasa's Composable CDP: A warehouse-native, modular platform that captures and unifies customer data to enable personalization, segmentation, insights, and AI models with full transparency and scalable data architecture.

Contact: syntasa.com info@syntasa.com