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 Al-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 Al-powered audience segments without disrupting their existing MarTech stack.

With Syntasa's Al-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 Al-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.



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

Al-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.

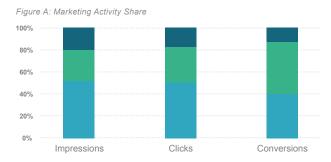


Figure B: Performance Comparison

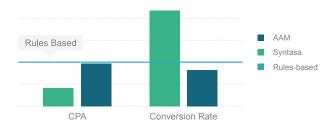


Figure C: Overall Retargeting Spend



42% savings in advertising spend vs. company forecast

FUTURE OUTLOOK: A COMPOSABLE STRATEGY FOR OMNICHANNEL ACTIVATION

With the success of Al-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'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.

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