

Unlock Revenue Growth Faster with a Warehouse-Native Composable CDP

STOP WAITING FOR UNIFIED CUSTOMER INSIGHTS. START DRIVING REVENUE IN WEEKS, NOT MONTHS.

As a retail leader focused on boosting revenue, you want to act on your customer data – now. Traditional CDP implementations can be lengthy, complex, and ultimately delay your time to value. Imagine a solution that leverages your existing data warehouse to power personalized customer experiences across every touchpoint, delivering tangible results in a matter of weeks.

INTRODUCING THE AGILE PATH TO CUSTOMER ENGAGEMENT: THE COMPOSABLE CDP FOR RETAIL

A **warehouse-native composable Customer Data Platform (CDP)** transforms your data warehouse into the intelligent engine driving your entire marketing and advertising ecosystem. Forget the limitations of monolithic systems. Embrace a modular approach that puts you in control, accelerates your initiatives, and delivers rapid revenue impact.



/// Solution Overview

WHAT: SEAMLESS CROSS-CHANNEL CUSTOMER EXPERIENCES

Unify your data:

Break down data silos by connecting all your retail data sources – **e-commerce transactions, in-store purchases, website behavior, loyalty program data, CRM interactions, and more** – directly within your secure data warehouse.

Build a single customer view:

Stitch together disparate data points to create a **comprehensive and enriched profile of each shopper**, understanding their journey, preferences, and purchase history.

Orchestrate consistent experiences:

Activate these unified customer insights across all your key channels – **personalized email campaigns, targeted marketing and advertising, and dynamic on-site experiences** – ensuring a consistent and relevant message at every interaction.

HOW: SUPERCHARGE DECISIONS AND VALUE WITH YOUR DATA & AI

A robust, usable data layer:

Transform your raw retail data into a clean, harmonized, and readily accessible layer within your warehouse, forming the foundation for all your marketing actions and AI initiatives.

Out-of-the-box AI models for retailers:

Leverage pre-built AI templates within the composable CDP environment for **propensity to purchase, personalized product recommendations, and even social proofing**, accelerating your ability to deliver intelligent experiences.

Bring your own retail-specific models:

Seamlessly integrate your in-house data science models, tailored to your unique customer base and business objectives, to further enhance personalization and drive predictive insights directly within your CDP environment. This allows you to leverage your proprietary knowledge for maximum impact.

Real-time decisioning:

Analyze real-time customer behavior on your website to trigger personalized experiences, such as highlighting trending products or offering targeted promotions to "on-the-fence" shoppers.

APPROACH: YOUR PACE TO VALUE – CRAWL, WALK, RUN



Crawl: Rapid Data Unification & Initial Activation.

Unlike traditional CDP overhauls, quickly connect your core retail data sources (e.g., e-commerce, in-store) within your warehouse and activate foundational cross-channel campaigns to start seeing immediate value.



Walk: Enhanced Personalization & AI Adoption.

Implement more sophisticated audience segmentation and begin leveraging out-of-the-box AI models for personalized product recommendations and targeted offers, improving key customer journeys.



Run: Advanced Optimization & Proprietary Integration.

Integrate your custom-built retail-specific AI models and orchestrate truly dynamic, real-time experiences across all touchpoints, leveraging your unique insights for maximum revenue impact. This iterative approach allows for a faster time to value compared to traditional "big bang" implementations.

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SUCCESS NUMBERS: REAL RETAIL RESULTS, FAST TIME TO VALUE

Achieve tangible results in weeks:

Witness the power of your unified data within an accelerated timeframe. While specific timelines vary, the modularity of a composable CDP allows for focused implementations delivering initial value much faster than traditional multi-month projects.

UK Retailer Success:

A large retailer in the UK and Ireland utilized a composable CDP to unify web, transaction, and product data, resulting in **over 20 million pounds in incremental revenue through segmentation and web personalization**. Their product recommendations, powered by the CDP, generated an additional **23 million pounds in revenue in just one year**.

Global Electronics Retailer Impact:

A global electronics retailer stitched together **169 million customer profiles** and achieved **over \$100 million in revenue** through first-party data activation across multiple regions. Their real-time website personalization efforts, including social proofing, generated **over \$80 million in incremental revenue**.

Rapid Experimentation:

The platform empowers your teams to conduct marketing experiments and optimize customer experiences in weeks, not months, leading to faster learning and continuous improvement.

Stop being held back by complex integrations and delayed timelines. Unlock the power of your data warehouse and drive rapid revenue growth with a Composable CDP.

Ready to see how quickly you can achieve retailer-specific results? Let's discuss your unique needs and chart a course for accelerated revenue impact.

Contact us at sales@syntasa.com

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.

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