

3 ways to drive **business growth** using your customer data.



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Introduction

Marketers currently have multiple growth opportunities at their fingertips: from the advent of new AI solutions to the ability to generate rich customer data.

Yet many face hurdles consolidating data sources. Without being able to easily access actionable insights, marketers feel they lack the detail they need to make informed decisions. On top of that, they risk becoming too reliant on busy engineering teams due to a lack of system integration.

One solution is to implement a **customer data platform** (CDP). A CDP helps you capture data from every customer interaction, consolidate that data into centralised user profiles and audiences, and connect the right data to the tools your teams use to run campaigns and drive growth.

Taking this approach also helps to build **trust**: both between teams and with your customers. Employees benefit from streamlined operations, boosting efficiency and cross-team collaboration. While customers get enhanced experiences and support, demonstrating you as a reliable and trustworthy brand they can keep coming back to.

It's clear that customer data is the gateway to fruitful business outcomes. Yet, even with the right insights at the right time, how can marketers actually use this information to drive tangible growth?



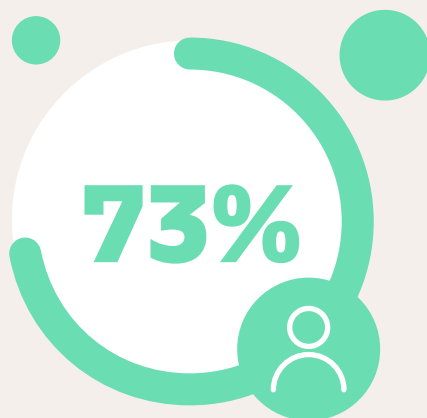
How to unlock growth opportunities

1. Enhance the customer experience

Getting up close and personal with your customer helps you make decisions that lead to superior customer service, a better CX, and higher customer satisfaction scores (CSAT).

With the right data to hand, you can identify chinks in your armour, weeding out any issues for a smooth and streamlined customer journey.

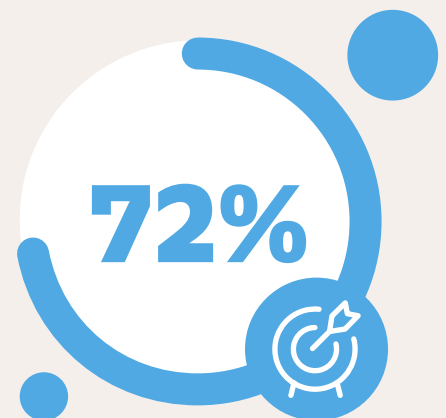
Insight around product usage, satisfaction levels, and pain points can help you uncover areas for product improvement and innovation, while understanding how your customers like to be contacted can inform your communications strategy.



of customers say **CX is the number one thing** they consider when deciding whether to purchase from a company*



of consumers expect **specialised treatment** for being a good customer**



of leaders believe that **merging teams and responsibilities** around the customer experience will increase operational efficiencies***

Source: *PWC **Accenture ***Zendesk

2. Personalise your content

With the help of detailed information on customer preferences, behaviours, and demographics, you can create highly targeted and personalised marketing campaigns that resonate with your audience.

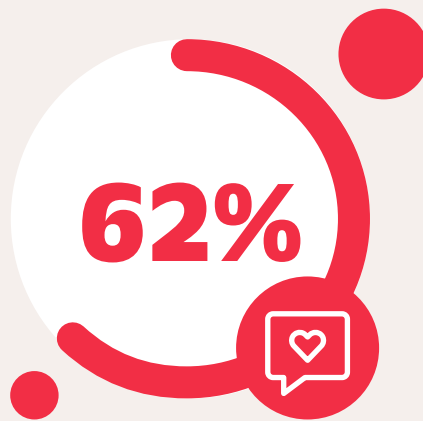
And the deeper this link, the more likely they are to keep spending.

Beyond that, keeping users engaged between purchases with personalised content helps develop a stronger rapport, encouraging them to stick around.

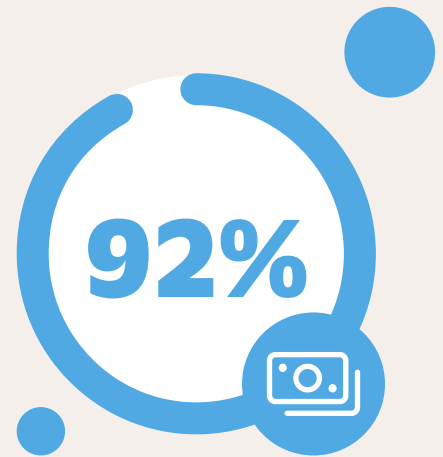
What's more, it helps you enhance trust, demonstrating to your customers that you're reliable and that their needs will be met.



of companies feel like **getting accurate data** for personalisation is a **challenge**



of business leaders cite **improved customer retention** as a benefit of personalisation efforts



of businesses are using AI-driven personalisation to **drive growth**

Source: [The Power of Personalisation report](#)



“Twilio Segment is integral as it touches on everything from the acquisition side, to churn, to looking at product awareness and doption. Really, the full spectrum of a user’s lifetime.”

Andy Hattemer
Senior Developer Marketing Manager, DigitalOcean

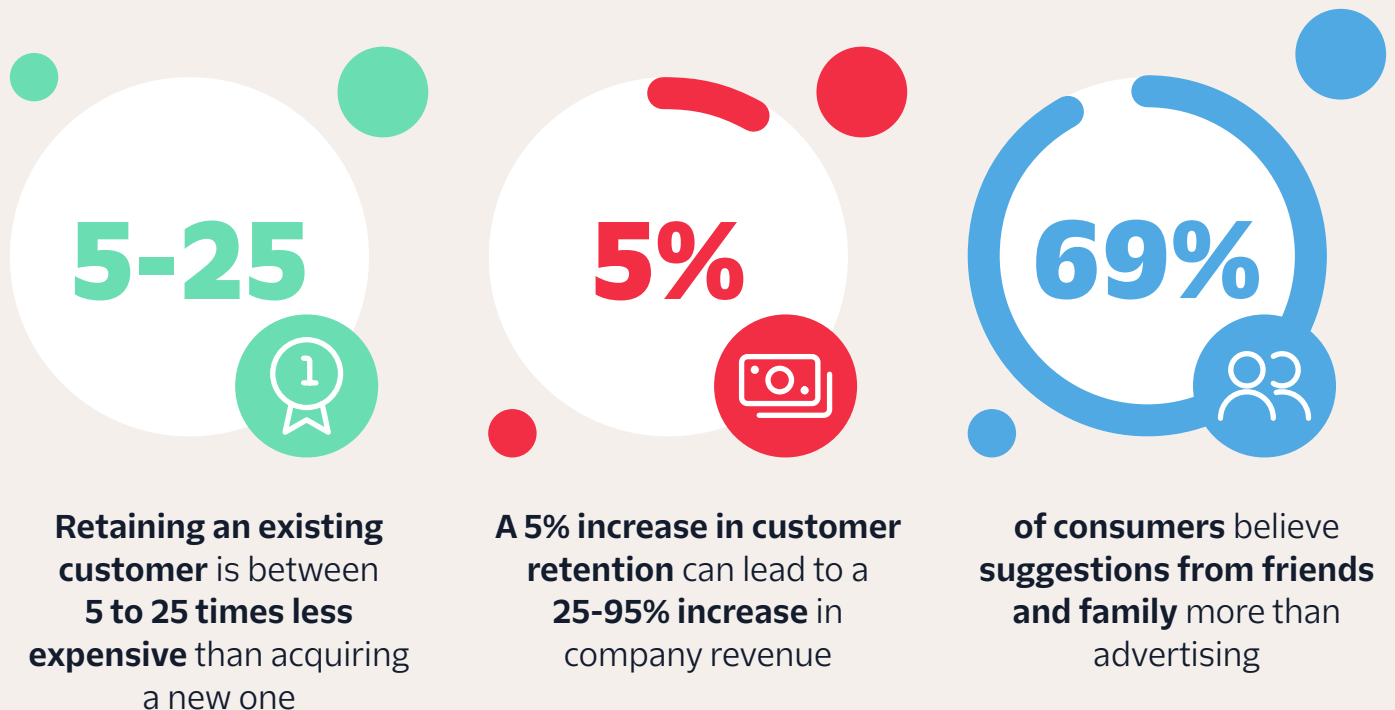
3. Build stronger loyalty programs

Analysing customer data is critical for identifying at-risk customers and predicting churn, helping you proactively intervene to stop people from up and leaving.

Plus, it can reliably inform loyalty programs, strengthening lifetime value (LTV) and retention levels through tailored incentives.

And this is the gift that keeps giving: the more your customers engage and exhibit brand loyalty, the more insights you can generate, creating further opportunities for cross-selling and upselling.

What's more, customer data can better inform pricing strategies by revealing how different segments respond to price changes or promotions, helping you stay competitive.



Source: [The Ultimate Guide to Customer Retention](#)



“I’m all about experimentation, and the results of what we’ve been able to do with Twilio speak for themselves.”

Guillaume Cabane
VP of Growth, Drift

Trust in data

Twilio Segment is a CDP that enables you to collect valuable first-party data, driving revenue and growth opportunities by enabling better targeting and multichannel engagement. With all of your customer data in one place, you can banish silos for good, enabling easy access for marketers and taking the pressure off engineering teams.

Through using insights to streamline your CX, offer personalised content, and create an engaging loyalty program, you can build and enhance trust. This cements your relationship with your customer, strengthening LTV and driving revenue as a result.



With Twilio Segment, you get:



Self-serve access. Sync customer profiles and push user information so all teams can easily access the insights they need, improving effectiveness of marketing and other revenue-generating activities.



Data activation. Enrich customer profiles with real-time data streams before activating in third-party destinations: e.g., using offline data to better target users with ads on Google or TikTok.



Ad spend optimisation. Segment supports advertising best practices such as ad suppressions – where ads are only seen by matching profiles – lookalike targeting, and re-targeting.



“Since implementing Segment, MongoDB has seen a significant increase in revenue which we attribute to the improved targeting and personalisation of our communications.”

Ale Dimitriu

Senior Marketing Operations Manager, MongoDB



Empower your teams with customer data

Twilio Segment helps you make real-time decisions, accelerate growth, and deliver world-class customer experiences.

For more information about how to get started.

[Get in touch](#)

Get clued up on how it works with our interactive demo.

[Take a tour](#)