

Treasure Data CDP Kicks Maruti Suzuki's Digital Transformation into High Gear

Customer journey orchestration, personalization, and campaign optimization help India's top auto company expand its lead



200%

Up to 200% higher CTR on ads using lookalike modeling to target new customers

1,100+

local dealership websites integrated with Treasure Data CDP

30%

ad costs saved with suppression & hyperlocalization

Maruti Suzuki India Limited brands are iconic in India, one of the largest car markets in the world. Already a leader there, with more than a 50% market share, Maruti Suzuki has embarked on digital transformation that puts customers at the center of everything they do.

But in a country so diverse and vast, how do you match each consumer with the right dealership, and ultimately, the best car, service, and add-ons? Aided by Treasure Data Customer Data Platform (CDP), Maruti Suzuki has launched an ambitious new program that is already yielding cost savings and increased revenues in more than half a dozen ways.

"We need to manage the customer conversation with consistency across our businesses and omnichannel journey—purchase, loyalty, insurance, accessories, finance—all of it. Treasure Data is the backbone to our customer centricity. It also helps us drive performance. It is changing the culture here."



Noritaka Wakuda

Advisor & Leader for Digital Transformation, Maruti Suzuki India Ltd.



CHALLENGE

- Serve customers with the best experience
- Create a data-driven, agile culture
- Close gaps in fragmented customer journeys
- Improve ad spend & conversions



SOLUTION

- Stitch together all data for a unified customer view
- Create continuous customer journeys
- Personalize across touch points & platforms
- Smart segmentation & suppression
- Understand customer context for next best action



WHY TREASURE DATA?

- Foundation to scale customer-centricity
- Flexible data connectivity uses any data, any format
- Removes silos between data, insight & engagement
- Fast time from data to value
- Ease-of-use for marketing agencies, other partners



TOP USE CASES

- Tailor personalized customer journeys
- Smart segmentation & suppression to improve media spend
- Enable cross-sell & upsell across business lines
- Data & insights to uncover opportunities quickly
- Enterprise-level security & data governance

The Challenge

Know Every Customer, Support Every Dealership

India's growing auto market & many regions make personalized, 'hyperlocalized' marketing critical



For years, the price of car ownership was too high for many in India, making it an unattainable luxury. With the goal of "democratizing mobility," Maruti Suzuki has become a leader in India, offering high quality cars, including lower-cost options for first-time car buyers. That's why Maruti Suzuki can boast eight of the ten most popular car brands in the country, between its popular ARENA and NEXA auto lines.

Maruti Suzuki is also known as an innovator in both automotive technology and marketing. Its size and success have allowed it to build an ecosystem that has spawned startups and revitalized existing Indian companies.

As the market grew more competitive, Maruti Suzuki realized digital transformation was essential to delivering relevant experiences that today's consumers expect.

Data Silos Were a Drag on Marketing

Maruti Suzuki India Limited didn't suffer from a lack of data sources. But data stitching was a challenge and took a significant amount of time. Marketers were on a monthly campaign planning cycle, limiting their ability to quickly run campaigns, get results, and modify their next campaigns based on the insights gained from the earlier ones. Data was coming from more than a dozen marketing platforms and other sources, but because marketers couldn't rapidly use that data to coordinate efforts, they couldn't fire on all cylinders.

Another part of the problem was the granularity—lack of data completeness or detail—in the data coming from many different sources.

"From one touchpoint to another, there was such a large gap," says Noritaka Wakuda, Advisor and Leader for Digital Transformation at Maruti Suzuki. "We started to look at our inquiries—we get a lot of inquiries—and ask, 'How many people who inquired actually converted?'"

"Also, we wanted to make our advertising more efficient. For

example, we were serving ads to people, and some of them had already bought a car," says Wakuda.

Customers Were Dropping Out of the Sales Process

The company also faced a number of challenges related to the customer journey. First, Maruti Suzuki's marketers knew they were losing potential customers at key points in the sales process, often in the handoff from websites to the nearest local dealership. Consumers would look at a website, but many of them never actually visited one of the more than 1,100 local Maruti Suzuki dealerships. To reap the rewards of digital transformation, Maruti Suzuki needed a full end-to-end view of engagement.



"Our organizational silos are fading away as people see what they can do with Treasure Data CDP."

Vinay Pant

Vice President, Marketing
Maruti Suzuki India Ltd.

Without that, Maruti Suzuki marketers were forced to use inefficient techniques to compensate for the lack of interoperability among its diverse martech. Maruti Suzuki lacked the ability to use its data to control—or "orchestrate"—campaigns.

"Cross-platform personalization and orchestration was just not there," says Wakuda. "All of our info had to be stitched together, from applications and other data sources."

In addition, the company saw that a significant portion of car buyers wouldn't return post-purchase for service, parts, or accessories.

Why Treasure Data?

The company chose Treasure Data Enterprise CDP because it could scale to meet the demands of customer-centric initiatives across the organization. Treasure Data also provides the flexibility to ingest data from a variety of sources, including legacy applications, advertising platforms, and key marketing and dealership systems.

In addition, Maruti Suzuki appreciated Treasure Data's abilities to do ID unification with hundreds of millions of data points, granular segmentation to provide an always-updated Single Customer View (SCV), and personalization on an extremely large scale. The company also liked the flexibility Treasure Data gave its data scientists. They could access data directly using preconfigured capabilities, such as Treasure

Boxes and Treasure Data's AI/ML capabilities, or bring their own models into the system. The ability to use sophisticated attribution models was also a key feature.

"Treasure Data could do everything we wanted," says Wakuda.

The company also liked Treasure Data's enterprise security and administration features because they fit in well with its strict data governance policies.

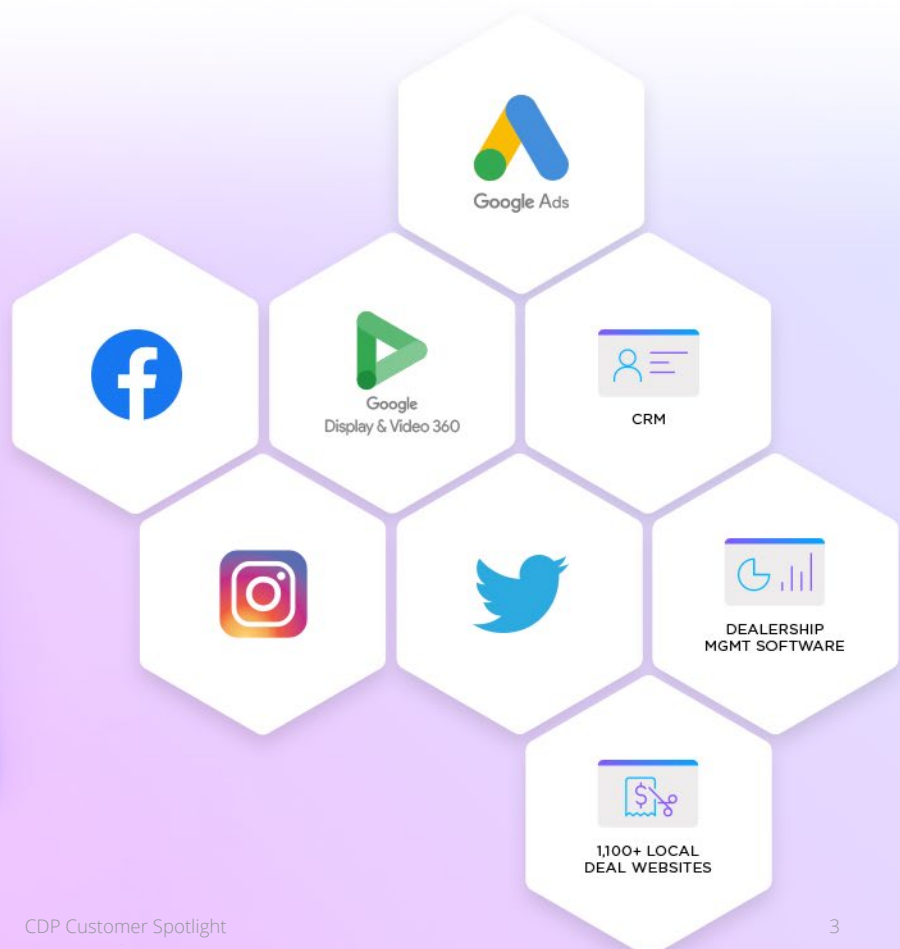
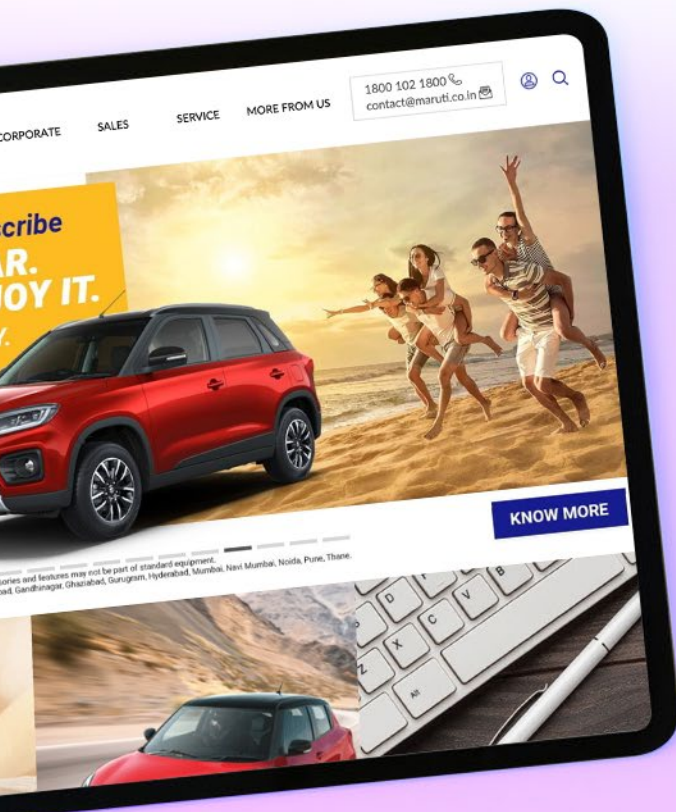
"Having a robust platform like Treasure Data in place and good governance is very important, because if we have just one incident with PII going out, it could destroy the reputation we've worked for so long to build," Wakuda says. "Treasure Data is secure and encrypted, and helps us manage our data through unified governance."

"We recently saw a quick 10% decrease in customer acquisition costs in one of our regional markets, simply due to suppression."

Noritaka Wakuda

Advisor & Leader for Digital Transformation, Maruti Suzuki India Ltd.

Key Integrations



The Solution

Lookalike Modeling, Ad Suppression and Next-Best Action Boost Sales and Cut Costs

Quick time-to-value and impressive early results raise the bar for omni-channel personalization



Implementation started with unifying the company's data, a huge task in itself, but the process went quickly with Treasure Data. In the end, more than 2.3 billion rows of data had been ingested from 11 data sources. The result was 87 million unified customer data profiles and about 21 million known profiles.

Wakuda notes, "We had very smooth development and go-live processes. We thought it would take two to three years for implementation, testing, rollout, and results—but we were able to get good, meaningful insights and results in under a year."

First, Maruti Suzuki used the Treasure Data CDP to optimize its always-on social and paid media spend. The CDP helped local dealerships cater to active customers who want to buy quickly—taking into account their location and models of interest. It also helped dealers deepen relationships with loyal customers.

"The fact that we could get a lot of data very fast—without worrying about infrastructure or compute power, etc.—that was something really exciting," says Vinay Pant, Vice President of Marketing at Maruti Suzuki India Ltd. "With Treasure Data, we never had the usual development challenges. This has let us scale up the use of data in our decision making, and helped us personalize digital experiences to our users."

Knowing its consumers and their context helped Maruti Suzuki determine who it should be targeting and when. With lookalike modeling, Maruti Suzuki better understands who buys Maruti Suzuki vehicles, and the company can then search for similar profiles.

Rakesh Yadav, co-founder and CEO of AdGlobal360 (AGL), Maruti Suzuki's advertising agency, says Maruti Suzuki's ability to unify, analyze, and activate customer data through a CDP allowed them to be more effective in their marketing and to do things that weren't previously possible.

"Maruti Suzuki has many initiatives that are growing in importance, with tons more in the works. Most of them are digital and data-intensive, so having a single source of truth, which Treasure Data CDP provides, is of paramount importance," says Yadav.

Maruti Suzuki's next objective was to tailor experiences so that each engagement across all touch points was more relevant to the consumer. The company was able to do this three times faster than expected. Here, the CDP helped Maruti Suzuki understand the context of each customer journey and drive the next best action. As a result, personalized interactions increased conversions. Now the company can create journeys for buyers depending on their journey stage, including using time- and event-based activations.

Suppression was another high-priority use case that quickly yielded results. People who had already bought cars were excluded from further ads designed to motivate car purchases and instead were sent more relevant communications or promotions related to service, accessories, and loyalty programs.

"Linking our data together is what we were looking for, and Treasure Data has done beautifully on that."

Vinay Pant

Vice President, Marketing
Maruti Suzuki India Ltd.

Also, if behaviors indicate that a customer has interest and affinity for a particular Maruti Suzuki brand—ARENA, NEXA, or True Value—marketing messages and ads for the other two lines are suppressed, increasing the efficiency of the campaign, says Udit Chitray, a technology consultant with AGL.

He explains: "This ensures that we direct the audience towards the brand and model that they're interested in," rather than wasting money and effort advertising to people whose data and behavior already indicate an affinity for one product line.

The results from these early use cases were so clear that the company is now expanding into new use cases.

The Results

Treasure Data Revs Up Maruti Suzuki's Marketing in Record Time

Millions saved, fewer customers lost, faster campaigns, and a corporate culture that relies on data instead of intuition spurs future growth



More than 1,100 dealership websites have been tagged, billions of records unified, customized journeys have been implemented, advertising campaigns tap into always-updated Single Customer Views (SCVs), and the initial results are already paying off for Maruti Suzuki.

Maruti Suzuki has seen a reduced overall cost of acquisition, as well as reduced time to conversion. In addition, click-through rates have seen increases of up to 200%. Plus, company executives say the new Treasure Data CDP paid for itself in less than a year.

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"Being able to optimize our marketing with such granular data from our Treasure Data CDP is really quite remarkable," says Pant.

Wakuda agrees. "Treasure Data is helping us change the culture of how we do business here," he says.

Treasure Data Helps Maruti Suzuki Pick Up the Pace

"Our marketing is faster now," Wakuda explains. "Our campaign cycles have gone from more than a month to day-to-day planning by our brand managers. With Treasure Data CDP, we can be much more data-driven."

Treasure Data Enterprise CDP is also opening up new opportunities at Maruti Suzuki. "What we've done with our loyalty program is unique," says Wakuda.

"We recently relaunched the Maruti Suzuki Rewards program, which used to be run with mostly offline data," says Pant. "We can get real-time data into our app because of Treasure Data, and link it with customer journeys for personalization. That is something we weren't able to do before."

Treasure Data Fuels Collaboration Company Wide

But perhaps one of the biggest changes at Maruti Suzuki is that teams outside of marketing are able to use the data for their own purposes.

"Everyone can use the data the way they want to," says Wakuda. "Our data scientists can do better segmentation to see which segments respond better," he adds. "Our CRM folks can do SMS push notifications, because we are orchestrating those channels with Treasure Data Enterprise CDP, which is quite flexible that way."

"We connected our Treasure Data CDP to our business intelligence, so we can now show the data to all of our brand managers, so if they do a campaign, they know exactly what's happening with each digital asset," says Wakuda.

It's an approach that is allowing them to innovate as a data-driven organization, as people realize the power of unified data. "Our data silos are fading away as people see what they can do with Treasure Data CDP," says Pant.

TREASURE DATA

Treasure Data Customer Data Platform (CDP) empowers enterprises to deliver relevant, real-time customer experiences.

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