



# Subaru puts data in the driver's seat with Treasure Data



## CHALLENGE:

To accurately know the customer's readiness to purchase a new model.



## GOAL:

Create behavior-based audience segments to personalize communications for different segments to drive growth, retention and monetization.



## RESULTS:

Using Treasure Data's enterprise Customer Data Platform, Subaru created holistic, 360° audience segments that showed recent digital behavior, strong signals of buying intent, and known customer information such as purchase history and demographics. They were able to integrate offline, "in-store" activity linked to a customer's online profile for omni-channel journey analysis.

With a lineup of only seven car models, Subaru may not be the biggest automaker, but brand-wise? It's one of the best, with numerous industry accolades:

- "Best Overall Brand"
- "Most Trusted Brand"
- "Best Performance Brand"

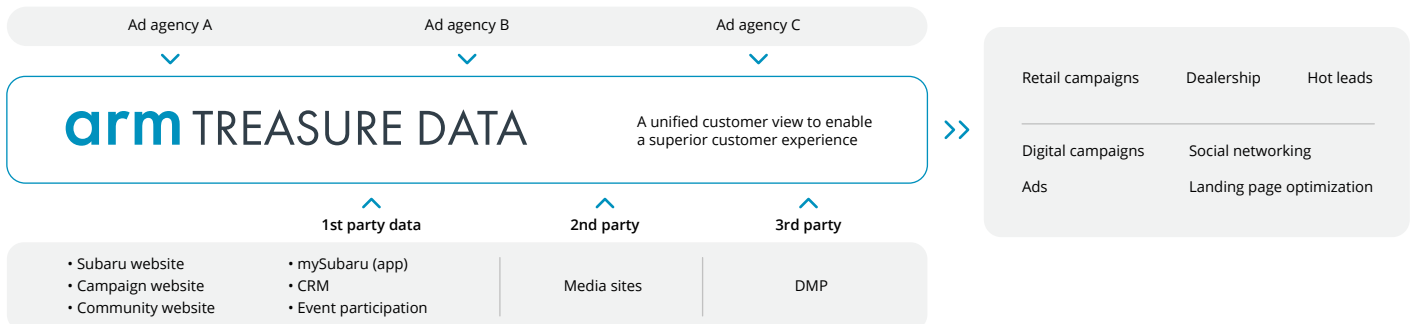
How does Subaru keep scoring big on sales and brand value year after year? By using customer data to understand their current customers' needs and capture the attention of vehicle-buying consumers. Subaru is not only well-received by new car buyers, the brand also has a loyal following of customers that keep coming back to Subaru when they are ready for their next vehicle. Subaru's ability to provide a personalized customer experience using Treasure Data's enterprise customer data platform (CDP) also gives them strong headway to reaching Millennial and next generation shoppers.

## Accurate customer buying journey

Previously, Subaru relied on gut-feeling to form their marketing and advertising campaigns. But in order to optimize their marketing ROI, they needed to accurately understand the customer buying journey and distribute messaging based on behavior-based data. They realized that having 3rd party data alone failed to accurately capture where each customer was in the buying journey.

To personalize the customer experience, Subaru needed to gather all their 1st party (proprietary) customer data and merge it with their 3rd party data. This achieved the holy grail for marketers: a 360° view of the customer, comprised of data from:

- Customer loyalty information from MySubaru
- Customer engagement at dealerships
- Support history with maintenance facilities
- Advertising on Yahoo! and Google
- Marketing automation tools
- Social channels like Facebook, Instagram and Twitter

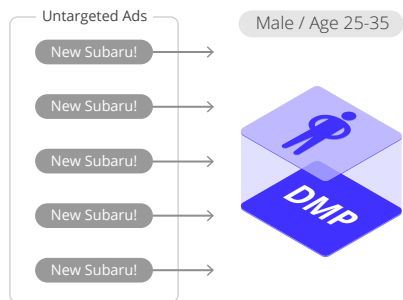




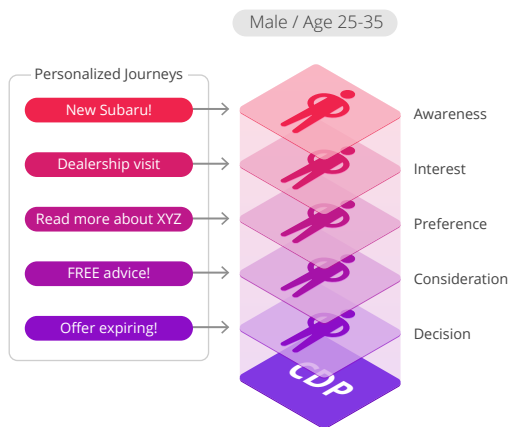
*“We started thinking about people, not devices. Buyers who just started to consider and those who are almost decided are quite different in character, and putting the same advertisement for both is not effective.”*

## The Right Message At the Right Time To the Right People

### BEFORE: Disconnected Data, Wasted Budget



### AFTER: Right Message at Right Time



Unfortunately, many of the tools and data sources did not easily integrate. And it didn't help that most of the 1st party data was either hidden or scattered among various corporate departments. For instance, website logs were managed by marketing; purchase history by sales; and support information by customer support.

To further make matters complicated, each car model had its own advertising data, managed by separate agencies.

## 80% faster time to value

Treasure Data's CDP provided Subaru with an easy, plug-and-play solution that was flexible enough to integrate all their 1st and 3rd party data sources.

Onboarding with Treasure Data's CDP took only a few weeks. It was so speedy even Subaru was shocked.

***“We said: ‘What? Did you really do that in such a short time?’ There were no technical troubles at all. I really felt the speed.”***

Atsushi Yasumuro  
Senior Manager of Digital Marketing  
Subaru

Having Treasure Data do the grunt work versus in-house IT delivered 80% faster time to value.

## 350% CTR increase by targeting behavior – not devices

After implementing their Treasure Data CDP the CTR soared 350% on their advertisements. But the results did not end there. Now Subaru is able to deliver personalized, one-to-one marketing.

Before, advertisements were not well received by consumers, especially mobile ads. But by delivering relevant information at the right time to the right audience, Subaru transformed the customer experience and ultimately achieved sustained growth in sales and brand value.

## The road forward with customer data

Subaru knows that their best point of contact with customers is through their dealers, so they are working on ways to help dealers leverage customer data as well. As the threat of the sharing economy and connected cars come to dominate their addressable market, Subaru is investing in even more ways to make the Treasure Data enterprise CDP work to their advantage.

***“The possibilities are endless with what you can realize with data.”***

## About Treasure Data

Treasure Data enterprise customer data platform (CDP) brings all your enterprise data together for a single, actionable view of your customer. Only Treasure Data CDP handles the scale, security, and complexity required by a global enterprise and enables you to deliver a superior customer experience based on data-driven decisions. Learn more at [www.treasuredata.com](http://www.treasuredata.com)