

## Auto Manufacturer Delivers Personalized Experiences that Drive Increased Conversions and Loyalty

**Challenge:** Customers of an automotive manufacturer did not enjoy a seamless experience across brand interactions due to data fragmentation between offline and digital touchpoints.

**Solution:** Expand the auto manufacturer's Real Identity solution to include a first-party digital identity graph. This expansion created a foundational identity orchestration layer connecting disparate customer touchpoints across siloed offline and online digital channels, platforms and lines of business. This allowed for a **single customer identity** to power brand use cases.

### Results:

- Increase customer engagement, to generate \$50 million in additional conversions
- Deliver personalized experiences enabled by the single customer view, lowering churn rate by 1%, to result in more than \$20 million savings
- Reduce media waste, to generate \$15 million in savings on media spend
- Drove efficiencies across the enterprise

### Media Savings



**\$15 Million**

### Increased Conversions



**\$50 Million**

Provided the enterprise a single customer identity across channels, platforms and lines of business.

### Privacy Compliant



**Reduce Risk**

### Increased Loyalty



**\$20 Million**