

## **CDP Case Study:**

### **Revolutionising Sony India's Marketing with AGL and Treasure Data CDP**

**Client:** Sony India, Consumer Electronics Brand

**Challenge:** Inefficient marketing, fragmented customer data, and increasing costs.

#### **Introduction:**

Sony India, a leader in consumer electronics, sought to enhance customer engagement and marketing effectiveness. They embarked on a transformative journey with Treasure Data CDP, implemented by AGL.

#### **The Challenge:**

Sony India faced marketing inefficiencies due to fragmented customer insights, rising costs, and a lack of real-time data-driven strategies.

#### **The Quest for a Solution:**

- Sony India's search led them to Treasure Data CDP, supported by AGL's implementation expertise.
- AGL's track record in India reassured Sony India of a seamless CDP implementation.

#### **Embracing CDP Implementation:**

- AGL ensured smooth integration with existing systems.
- Minimal disruptions during migration and platform training.

#### **Delivering Results:**

- Optimized marketing spends, improved ROI.
- Increased lead generation and customer acquisition.
- Real-time insights optimized media spends.

#### **Engaging Customers:**

- Real-time personalized experiences.
- Boosted customer satisfaction and loyalty.
- Successful marketing use-cases implemented by AGL.

#### **Looking Ahead:**

Sony India envisions continued growth and innovation with CDP integration, supported by AGL's expertise. Data-driven decision-making is now integral to their strategy.

Join AGL for a transformative journey towards seamless success. Let's unlock your business's full potential together.

#### **Contact AGL for Your CDP Needs:**

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