

CDP Case Study:**Driving Success: Maruti Suzuki's Journey with AGL and Treasure Data CDP**

Client: Maruti Suzuki India Limited

Challenge: Data silos, integration hurdles, and incomplete insights hindered customer-centric marketing.

Introduction:

Maruti Suzuki India Limited, a dominant force in the Indian automotive industry, embarked on a customer-centric digital transformation journey. They partnered with Treasure Data CDP, implemented by AGL, to put customers at the heart of their operations.

The Challenge:

Maruti Suzuki faced significant challenges:

- Data scattered across 12+ marketing platforms and sources.
- Complex data integration and stitching processes.
- Inability to iterate marketing campaigns based on insights.
- Lack of complete data hampering customer behavior understanding.

The Quest for a solution:

- AGL streamlined data integration, creating a unified customer view.
- Continuous customer journeys and personalized touchpoints were established.
- Smart segmentation and suppression tactics were employed.
- In-depth customer context enabled next-best actions.

Delivering Results:

- Achieved a remarkable 200% higher CTR targeting new customers through lookalike modeling.
- Integrated 1100+ local dealerships with Treasure Data CDP.
- Saved 30% in ad costs through suppression and hyperlocalization strategies.
- Unified 87 million customer profiles for holistic insights.

Looking Ahead:

Maruti Suzuki is poised for continued digital transformation, leveraging Treasure Data CDP's capabilities. AGL's support remains instrumental in their journey towards unparalleled customer engagement and operational excellence.

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Join hands with AGL for a transformative journey towards customer-centric success. Together, we'll redefine the future of your business.

Contact AGL for Your CDP Needs:

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