

## **CDP Case Study:**

### **Transforming Marketing for Matter Motors with AGL and Treasure Data CDP**

**Client:** Matter Motors, Leading Electric Vehicle Company

**Challenge:** Channelizing data from diverse sources into a centralized system to enhance marketing efficiency and achieve better ROI.

#### **Introduction:**

Our client, a prominent player in the electric vehicle industry, recognized the need to streamline their data from multiple sources into a centralized system. This transition aimed to eliminate data silos, empower data-driven decisions, and enable personalized marketing and automation initiatives. AGL partnered with them to transform their data strategy using Treasure Data CDP.

#### **Purpose:**

To develop a system that collects data from various sources, enabling marketing automation and analysis tools.

Recommendations included:

- **Marketing Automation:** Enhancing ad and marketing automation for sharper targeting.
- **Reporting Data Setup:** Establishing a unified reporting data setup.
- **Unified Customer Profile:** Creating an end-to-end view of customers from various product lines, previously siloed into different systems.

#### **Use Cases Implemented by AGL:**

##### **1. Optimizing How Dealerships Follow Up with Leads**

- **Problem:** Slow and tedious follow-up processes with no insight into customer interactions on web assets.
- **Solution:** AGL organized data, stitched behavior and transactional information, and used Treasure Data TD Box tools for training and scoring leads.

##### **2. Provide Demographic Insights in Media Planning**

- **Problem:** Dependency on 3rd-party platforms for demographic insights.
- **Solution:** AGL organized data to map interaction to demographic information, trained and predicted unknown users' age and gender using Treasure Data Age Gender TD Box tools.

##### **3. Provide Insights for Media Planning - NBA**

- **Problem:** Lack of real-time targeting insights.
- **Solution:** AGL organized data from targeted systems, prepared structured data, and used Treasure Data NBA tools for training and predicting segments, optimizing media spends.

##### **4. Marketing that works - MTA**

- **Problem:** Struggling to identify effective marketing channels.
- **Solution:** AGL organized data from targeted systems, used Treasure Data MTA tools for training and prediction, enabling multi-touch attribution with Shapley Values for optimal resource allocation.

Join hands with AGL for a transformative journey towards data-driven marketing success. Together, we'll shape the future of your business.

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

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