

8 Customer Engagement Strategies that Drive Growth



8 Customer Engagement Strategies that Drive Growth



Recently, Segment joined [SIGNAL](#), Twilio's annual customer and developer conference, alongside 25,000+ developers, product leaders, enterprises, and startups.

In addition to keynotes, product demos, and special guests, SIGNAL featured the official launch of [Twilio Engage](#), an omnichannel marketing tool built on top of Segment's CDP.

Twilio Engage is a growth platform for businesses to quickly build and scale personalized omnichannel campaigns based on real-time customer interactions.

SIGNAL presented a vision for all businesses to deliver on the promise of digital-first customer engagement using first-party data. With the power of Twilio Segment, businesses of any size can now engage their customers on the digital channels of their choice, while delivering real-time personalization at scale.

Throughout the conference we heard from business leaders at IBM, Vista, Univision, and others about how they're building for the future of customer engagement.

To help you build towards the same future, we've compiled 8 effective strategies to help you engage your customers with quality first-party data.

Contents

8 Customer Engagement Strategies that Drive Growth	2
Drive marketing efficiency with real-time customer data	4
Build a digital-first business	5
Personalize your customer interactions	6
Increase direct-to-consumer sales	7
Foster a culture of experimentation	8
The power of customer data and digital channels	9
Build a data-driven culture	10
Embrace omnichannel marketing	11
Learn how to fully engage your customers with Twilio Segment	12
Want to learn more?	13

Drive marketing efficiency with real-time customer data



“With the first-party data we have in Segment, we can build complex, up-to-date audience definitions, and use them on any ad platform.”

Maxime Lagresle
Associate Director of Data Veronica Beard

COMPANY

VERONICA BEARD

HQ

USA

INDUSTRY

E-commerce/Retail

CDP USE CASE

Better digital experiences
Standardize data across all team

Founded in 2010, luxury retailer Veronica Beard offers classic American-style clothing to over 500 global distributors, 15 branded retail stores, and an e-commerce site.

To deliver customer-first experiences, [Max Lagresle](#), Associate Director of Data, emphasized how every data point creates an opportunity to optimize the customer experience, including on paid channels.

Powered by Twilio Segment first-party data, Veronica Beard built their “omni-customer” approach across online and in-person touchpoints, and future-proofed their customer acquisition to avoid issues with third-party tracking cookies.

From real-time suppression to lookalike acquisition strategies, their team leverages its wealth of high-quality customer data in [Twilio Engage](#), Segment’s audience management tool, to transform its Facebook Ads strategy into one of its highest-quality acquisition channels, resulting in a 20% reduction in CAC and an 11% increase in ROAS.

[Watch session on-demand](#)

[Read the full story >](#)

Build a digital-first business



“Segment’s ease of use, combined with the insights gained around adoption, retention, and churn, are reasons at the core of why IBM chose Segment.”

Alex Velaise
Product Manager, IBM Growth

COMPANY



HQ

USA

INDUSTRY

B2B SaaS and
Technology

CDP USE CASE

Data-powered digital
customer experiences

IBM, one of the most iconic technology companies in the world, provides a suite of data and AI tools to help enterprises on their journey to the cloud.

[Alex Velaise](#), Growth Product Manager at IBM, shares how the data platform team guided hundreds of diverse products through instrumentation using Twilio Segment.

By standardizing data and integrating multiple platforms and systems, the IBM Cloud team gained seamless customer communication, delivered real-time personalization, and improved user adoption, retention, and churn.

[Segment Protocols](#) enables IBM to get data from 200+ diverse products and 10+ internal systems to the right teams within the organization by creating tracking plans to set and enforce data standardization rules.

With Twilio Segment, IBM improved the customer journey by pairing visualization platforms with tools that nudge users toward desired actions. This drove improvements across the board that resulted in a 30% increase in product adoption and a 17% increase in billable usage.

[Watch session on-demand](#) [Read the full story >](#)

Personalize your customer interactions



“Partnering more closely with Twilio Segment makes me really excited to see what next year will bring when we start to explore Twilio Engage.”

Drew Forster
Director of Omnichannel Analytics, Vista

COMPANY



HQ
USA

INDUSTRY

Retail & Consumer
Goods and Services

CDP USE CASE

Data-powered digital
customer experiences

Vista is the design and marketing partner to millions of small businesses around the world. As a remote-first company, Vista has team members in more than 25 countries.

For [Drew Forster](#), Director of Omnichannel Analytics, having great customer data-driven experiences through their website and marketing campaigns is key.

To address its legacy infrastructure and inefficient marketing spend, Vista pivoted away from its single-product transactional business of printing business cards, to focusing on acquiring small businesses and building long-term customer relationships.

Access to trusted, actionable customer data through Segment allows Vista to collect website user behavior, create audience segmentation, and deliver highly personalized campaigns. Recent wins include doubling customer conversions and shortening time to conversion.

With Twilio Segment, Vista is utilizing the robust customer data platform to build new, efficient, acquisition and retention strategies, foster a culture of experimentation, and empower their marketing teams to make data-driven decisions.

[Watch session on-demand](#)

[Read the full story >](#)

Increase direct-to-consumer sales

COMPANY



HQ
USA

INDUSTRY

Pharmaceutical

CDP USE CASE

Better digital
experiences
Standardize data
across all teams

As a global pharmaceutical company, Allergan had traditionally followed a B2B2C model: products had to be administered by healthcare providers, who then educated patients about those products.

But today's consumers do their own research; they want to know more about the brands they choose to use. This led Allergan to ask: How can we connect directly with consumers, and strengthen the brand relationship instead of leaving it all to healthcare providers?

After mobilizing to build out a direct-to-consumer approach, [Christine Li](#), Director of Marketing Technology at Allergan, found that like many other companies, the data about their 4M+ consumers was completely siloed across their numerous brands, digital products, and providers.

With Segment's help, Allergan built a centralized system connecting data across its website, apps, and digital loyalty programs. This development offered the marketing team a unified view of their customers, and an opportunity to provide their users with better digital experiences.

Christine and team took their newly unified data and developed a digital loyalty program to communicate directly with consumers. Their focus was on delivering in-app personalization to encourage cross-promotion for two of their brands: Botox and Juvederm.

[Read the full story >](#)

Foster a culture of experimentation



“With Twilio Segment, we’re able to realize an analytics-driven culture.”

May Chin
Principal Product Manager - Growth,
Experimentation & Analytics, ZALORA

COMPANY

ZALORA

HQ

Singapore

INDUSTRY

Retail & Consumer
Goods and Services

CDP USE CASE

Single source of truth
Data-driven
experimentation

ZALORA, part of Global Fashion Group, is the leading direct-to-consumer (D2C) online fashion retailer throughout Asia with over 3,000 brands.

[May Chin](#), Principal Product Manager - Growth, Experimentation & Analytics at ZALORA, highlighted how the brand leveraged Segment to upscale their analytics stack and improve their D2C business model.

ZALORA created a data-driven culture rooted in analytics and experimentation. With Twilio Segment, the clothing brand created a single source of truth for customer data to address data silos and the disparate sets of information stored across their platform.

With a CDP positioned in the center of their analytics stack, Segment is able to transform and reconcile their customer data and funnel it to downstream vendors for activation.

Consolidating user profiles with [Twilio Engage](#) allows ZALORA to follow all customer journeys on their e-commerce site. Resolving mismatched user IDs improved A/B testing, allowing them to complete over 400 experiments in the first year with Twilio Segment.

Activating real-time data enables ZALORA to use segmentation and targeting for better marketing campaigns. With customer data at the core of their platform, May and her team have full visibility into every user to make data-driven decisions.

[Watch session on-demand](#) [Read the full story >](#)

The power of customer data and digital channels



“We had to bring about a data collection environment, and have it be stable and run our analytics, and the only way to do it was with Segment.”

Jay Iyer
Vice President,
Data Engineering, Univision

COMPANY



HQ
USA

INDUSTRY

Media and
Broadcasting

CDP USE CASE

Scaling customer
data infrastructure
Personalization

Univision is the largest US broadcaster of Spanish-language content, reaching an incredible 97% of Hispanic households.

Jay Iyer, Vice President, Data Engineering at Univision, shared how his team was able to launch a video streaming service in three months using Twilio Segment as its data layer.

Univision leveraged Twilio Segment to improve their D2C business model by collecting real-time data and sending it to various endpoints with minimal engineering.

Knowing the value of accurate information, Univision used first-party customer data to launch a new streaming video service and efficiently acquire subscribers.

With customer data at the center of their platform, Jay and his team built an infrastructure to collect, unify, and take action on customer data. Out-of-the-box integrations allowed Univision to efficiently connect to 194 sources and destinations within Segment without engineering, aside from writing a few lines of JavaScript.

Today, Univision has a stable data collection platform, boasting a >99% up-time since launching their streaming service in Feb. 2022. Through Twilio Segment’s CDP, Univision has maintained unprecedented growth, adding 21 million monthly active users in just six months.

[Watch session on-demand](#)

[Read the full story >](#)

Build a data-driven culture



“Segment helps us integrate with sources like JavaScript websites, mobile apps, and web apps, which are developed in-house and out-of-house for Endeavor subsidiaries.”

Ilya Galperin
Staff Engineer, Endeavor

COMPANY

ENDEAVOR

HQ

USA

INDUSTRY

Entertainment,
Media, and
Broadcasting

CDP USE CASE

Omnichannel
marketing
Scaling customer data
infrastructure

Endeavor is a \$10B+ enterprise holding company that has grown to encompass many sub-brands and 7,000+ employees, across sports, entertainment, talent, and events.

[Ilya Galperin](#), Staff Engineer at Endeavor Digital, shared how Twilio Segment empowers business units within the organization to access their data and take action on it.

By leveraging the Segment API, Endeavor is able to efficiently manage and govern its data, and scale marketing best practices across the many companies under its umbrella.

Having a trusted customer data platform allows Endeavor to provision support across their 30+ brands, link to 70+ sources, provide access to 30+ users, and 10+ Engage Spaces; a feat that Ilya said wouldn't be possible without Segment's API.

Powered by their first-party data, [Twilio Engage](#) allows Endeavor to use the customizable platform to build, enrich, and activate dozens of audiences for omnichannel campaigns.

Marketers operate in a self-serve mode, not relying on the engineering team to access behavioral and other data which empowers them to create audiences for campaigns.

Powered by trusted, actionable data with Segment, Endeavor has been able to scale its data infrastructure and drive digital transformation across its expansive family of brands.

[Watch session on-demand](#)

[Read the full story >](#)

Embrace omnichannel marketing



“Segment allows us to compile data all in one place, forming a Golden Profile, which allows other teams to easily utilize and activate data.”

Seth Levenson
Head of Digital Architecture, Sanofi

COMPANY

SANOFI 

HQ

France

INDUSTRY

Pharmaceutical &
Healthcare

CDP USE CASE

Omnichannel
campaigns
Personalization

Sanofi is one of the world’s largest pharmaceutical healthcare companies, providing medications, life-changing treatment options, and life-saving vaccines to people around the world.

Sanofi uses [Segment Connections](#) to quickly integrate their data sources and destinations using Twilio Segment’s catalog of 400+ out-of-the-box integrations.

By leveraging a customer data platform, Sanofi creates better experiences for its healthcare provider customers (HPC) by building accurate, real-time, customer profiles that power digital-first engagement and personalization.

Achieving a complete 360-degree view of the customer by combining offline and online data sources to form “golden profiles” allows their team to launch campaigns across its e-commerce site using real-time audiences and messaging powered by Segment data.

By collecting and centralizing their data, and activating it in under 3 hours (compared to 3+ days prior to implementing Twilio Segment), Sanofi can now easily share data with their customers about new medications and treatment plans for better patient care.

[Read the full story>](#)



Learn how to fully engage your customers with Twilio Segment

The world is changing quickly, which can make it difficult to predict what the future of customer engagement will look like.

However, based on the inspiring stories shared at SIGNAL, it's clear that a CDP like Twilio Segment offers businesses of all sizes the opportunity to build for the future with the data foundation required to put customers at the heart of every decision.

[Schedule a demo](#) to learn how to get the most out of your customer data with Twilio Segment.

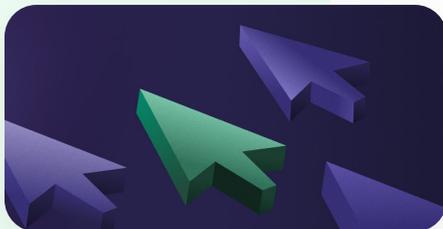
Want to learn more?



The Ultimate Guide to Omnichannel

This joint guide between Segment, Twilio, and SendGrid details the importance of omnichannel strategies in a digital-first world.

[Download guide >](#)



5 Ways to Improve Customer Engagement with a CDP

Discover how to leverage a CDP to boost engagement rates across channels like SMS, live chat, customer support, and more.

[Download guide >](#)



Customer Acquisition Cost (CAC) Guide

Learn about customer acquisition costs, how to calculate CAC, and ways to improve your LTV:CAC ratio for long-term success.

[Download guide >](#)



Thanks for reading



If you would like to learn more about what Twilio can do for your business,
please [contact the Segment sales team](#).