Creating Single Source of Data for Global Motorcycle Manufacturer Across Eight Countries

**Challenge:** The motorcycle manufacturer was looking to drive customer acquisition by gaining a deeper understanding of customers in eight of their major markets across four regions.

**Solution:** Understand the defining characteristics of customers versus the reference population to create accurate personas for targeting.

**Results:**
- Presented a single story around global data
- Enhanced customer data and executed consistent portrait reports across United Kingdom, France, Germany, Italy, Canada, Japan, India and Australia
- Displayed comprehensive reporting techniques
- Provided a consistent pricing structure across all countries

Knowledge of the **global data landscape**

Successful delivery of the same services in the U.S. and in global markets

Ability to globally **define characteristics** of customers in detail and **develop personas** for effective targeting

Consistent reporting portraits across major markets

Enhanced customer data across eight countries