

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