Auto Manufacturer Delivers Personalized Experiences that Drive Increased Conversions and Loyalty

**Challenge:** Customers of an automotive manufacturer did not enjoy a seamless experience across brand interactions due to data fragmentation between offline and digital touchpoints.

**Solution:** Expand the auto manufacturer’s Real Identity solution to include a first-party digital identity graph. This expansion created a foundational identity orchestration layer connecting disparate customer touchpoints across siloed offline and online digital channels, platforms and lines of business. This allowed for a single customer identity to power brand use cases.

**Results:**
- Increase customer engagement, to generate $50 million in additional conversions
- Deliver personalized experiences enabled by the single customer view, lowering churn rate by 1%, to result in more than $20 million savings
- Reduce media waste, to generate $15 million in savings on media spend
- Drove efficiencies across the enterprise

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**Media Savings**

- **$15 Million**

**Increased Conversions**

- **$50 Million**

**Privacy Compliant**

**Reduce Risk**

**Increased Loyalty**

**$20 Million**

Provided the enterprise a single customer identity across channels, platforms and lines of business.