

The Business Case for Modern Customer Relationships

The Problem: Disconnected CRM is costing you millions in lost revenue.

Disconnected customer experiences aren't just frustrating; they're expensive.

- ▼ **32% of customers** will abandon a brand they love after just one bad experience, creating significant churn.
- ▼ Globally, companies put **\$2.8T in revenue** at risk due to bad experiences.
- ▼ Customers will pay up to a **16% premium** for great experiences.

Customers expect brands to recognize them as individuals. Yet most companies manage CRM as campaigns and channels, not an ongoing conversation.



53% of customers feel recognized by a brand as the same person across channels



41% don't find loyalty programs personalized to them



51% of consumers find the personalization they receive to be extremely or very helpful

The Solution: Connected CRM orchestrates customer relationships.

Connected, or modern, CRM is how everything comes together: customer data, loyalty, media, and behavioral insights grounded in identity, orchestrated into continuous, cross-channel conversations. It's the operating model that turns discrete interactions into relationships.

Outcomes of Connected CRM

- ▼ Smarter media targeting and higher customer lifetime value
- ▼ Faster learning loops and stronger engagement
- ▼ Dynamic, personalized messaging across email, social, direct mail, and web

Proof: Real-World Results from Our Clients

A fast-casual chain connected loyalty, media, and behavioral data to find high-value prospects, build smarter lookalike audiences, and run more efficient media campaigns.

- ▼ 2.5M program enrollments in 2 months, 3x more than original projections
- ▼ 148% higher visitation rate for display media
- ▼ 19% improvement in CTV media cost efficiency

A global pharmacy used first-party data to create messaging based on each individual's use case, delivered through dynamic content across email, social, direct mail, and site banners.



Email

\$4.6M in attributed incremental revenue in under six months



Social

3.3x higher than CTR benchmarks



Display

1.2x higher than CTR benchmarks, one-third of average CPC