



Danone Nutricia Nurtures Lifetime Value through Real-Time Insights with Tealium CDP



Customer Story

Company Profile

Danone Nutricia, a €27bn global health and nutrition company, manages a complex array of products designed to enhance the wellbeing of individuals at every life stage.

Challenge

Danone Nutricia sought to implement a sophisticated digital- and data-first multibrand and multichannel strategy that could address diverse consumer needs at speed and scale. The company's aim was to harness the power of first-party data to create an enriched 360-degree single customer view for real-time omnichannel activation.

Solution

In collaboration, Danone Nutricia and CHEP Network sought to design customer journeys that would yield the greatest lifetime value per customer. By implementing Tealium's innovative CDP, Danone Nutricia established the foundation from which to realise shared stakeholder ambitions across its complex organisation.

Results

With Tealium's scalable CDP, Danone Nutricia has imbued agility into the heart of its marketing operations to provide personalised support for each customer in the moments that matter most. In collaboration with CHEP Network, the company continues to design a data architecture that will promote privacy and AI readiness in a dynamic regulatory environment.



418%

ROI of CDP investment two years post-implementation



250%

Of forecasted revenue attained

From Data Pitfalls to Data Excellence

Amid third-party cookie deprecation, building signal resilience was at the forefront of Danone Nutricia's data strategy. The company recognised that the ability to unify and transform data into actionable intelligence would be key to competitive advantage in a dynamic market.

Moreover, impending reforms to privacy legislation, the introduction of AI regulation and pervasive consumer concerns regarding commercial data management practices necessitated a CDP-led technology transformation.

Danone Nutricia sought to implement a CDP that could stitch together disparate data to create an enriched single customer view. The ability to understand individual health needs across pivotal customer journey stages would enable the brand to provide holistic health solutions with consumer welfare in mind.

Delivering Holistic Health Solutions through a Multibrand Strategy

Danone Nutricia's diverse audience, product and brand portfolio enables the company to support the nutritional needs of individuals at every age. In turn, this provides Danone Nutricia a distinct competitive advantage through a higher average customer lifetime value that can be realised through extending loyalty and retention. To capitalise upon the revenue potential available via the implementation of a multibrand strategy, Danone Nutricia sought to acquire holistic customer insights to inform connected experiences that were personalised, always on and accessible across its vast brand portfolio.

"With a customer-centric brand ethos, Tealium's innovative CDP was a natural fit due to our shared values. In a complex market, Tealium elevated Danone Nutricia's data-driven CX strategy to address multifaceted requirements; including, privacy compliance, signal resilience, multibrand marketing and consumer welfare. The vast capabilities of Tealium's solution enabled us to connect the dots in our multibrand portfolio to weave together a seamless and coherent customer journey designed to meet the distinct health needs of diverse individuals.

With Tealium at the heart of our marketing operations, Danone Nutricia is empowered to maximise its potential through our commitment to advancing the health outcomes of our valued customers."

- Stuart Sheridan

Head of Digital & Data
Danone Nutricia



The Path to Value with Tealium and CHEP Network

By implementing Tealium's innovative CDP, Danone Nutricia established the foundation from which to realise shared stakeholder ambitions across its complex organisation.

Next, CHEP Network sought to empower Danone Nutricia to identify areas of improvement from which to accelerate the ROI of the company's CDP journey. With Tealium's CDP implemented at the heart of Danone Nutricia's marketing operations, four initial use cases were identified:

1. Audience suppression
2. Audience retargeting of lapsed samplers
3. New member onboarding
4. Retargeting of abandoned cart users



Personalisation at Scale through Automating Complexity

Tealium's CDP provided Danone Nutricia an enriched 360-degree view of each individual customer. Moreover, an automated process enabled the identification of each customer's need and position in their own health journey.

With the benefit of real-time customer intelligence, Danone Nutricia could nurture product uptake based upon segmentation, purchase behaviour and product usage compliance. Consequently, the brand was able to fulfil its corporate responsibility obligation to enhance consumer welfare by encouraging product usage compliance to enable health dividends in the lives of individual customers.

As effective customer onboarding is key to accelerating lifetime value, Danone Nutricia sent targeted and personalised eDM communications during the first 100 days post-acquisition to encourage customers to remain on their individualised health journey. In turn, this approach empowered customers to establish patterns and habits that were beneficial to their unique health goals.

Results: The Importance of Selecting the Right Use Cases

Post-implementation of Tealium's CDP, Danone Nutricia yielded spectacular time to value. Lapsed customer and abandoned cart trigger-based activation translated to **10% of eCommerce sales**, and was the key contributor to **28% of eCommerce revenue growth**. Moreover, the **ROI of the CDP investment stands at a remarkable 418%** within the two-year period following implementation.

In the 2023 financial year, Tealium's technology led to Danone Nutricia's attainment of **250% of forecasted revenue**.

A snapshot of Danone Nutricia's individual brands showcases each contributing to enhanced portfolio returns. For example, AptaGrow has risen to a **32.9% market share**, and Souvenaid sales leaped to **60% above forecast**, with a **400%+ increase in sample requests**.

Transformative Technology Ignites a Health & Wellbeing Revolution

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"CHEP Network is an agency built to enable more innovative and effective customer experiences through our 'connected creativity' philosophy. Our mission is to strategically partner with ambitious brands on their journey to become positive forces in the world. Our partnership with Danone Nutricia was inspired by this mission, with a mutual goal to enhance the health and wellbeing of individuals, one engagement at a time.

Implementing Tealium's CDP as the foundation of Danone Nutricia's martech stack required a diverse set of skills. CHEP Network's specialist technology, project management, consulting, customer experience and content creation skills empowered Danone Nutricia to maximise the ROI of their CDP investment.

We look forward to scaling our partnership with Danone Nutricia and Tealium to enable the creation of shared value through more connected and effective experiences."

- **Mark Gretton**
Chief Technology Officer
CHEP Network



The Wellbeing of All Starts with the Wellbeing of One

As Danone Nutricia makes strides in advancing its data maturity to compete in a Web 3.0 era, it simultaneously continues in its steadfast commitment to improve customer choice, convenience, relevance and product usage compliance. In turn, Danone Nutricia is fulfilling its aspirational purpose of empowering the health ambitions of all individuals through establishing a new benchmark in multibrand customer experience excellence.



“In a dynamic digital economy, Danone Nutricia’s complex business model demanded a CDP that could rapidly unify and transform disparate data derived from multiple portfolio brands into actionable intelligence. The implementation of Tealium’s real-time CDP has been a game changer that instigated a data-driven revolution at Danone Nutricia. With Tealium’s solution, we have markedly improved our competitive position to confidently meet the health and wellbeing needs of individuals in a Web 3.0 era, one insight-led engagement at a time.”

- Isabelle De Casanove
Data, CRM, Marketing
Automation & Analytics Lead
Danone Nutricia



We Connect Data So You Can Connect With Your Customers

Tag Management • API Hub • Customer Data Platform and Machine Learning • Data Management

Tealium connects customer data - spanning web, mobile, offline and IoT devices - so brands can connect with their customers. Tealium’s turnkey integration ecosystem supports over 1,300 client-side and server-side vendors and technologies, empowering brands to create a unified, real-time customer data infrastructure. The Tealium Customer Data Hub encompasses tag management, an API hub, a customer data platform with machine learning, and data management solutions that make customer data more valuable, actionable and secure. More than 1,000 businesses worldwide trust Tealium to power their customer data strategies.

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