

Beyond the basics:  
**Personalization  
tactics that  
actually convert**



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This content is co-authored by Twilio, SendGrid, and Segment teams.

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# Introduction



Across industries, businesses are beating the drum of personalization – an increasing necessity in our ever-more digital-first world.

But too often, discussions on this topic get stuck on recycled statistics or fluffy best practices, rather than digging deeper into the strategy of implementing personalization at scale.

In fact, according to our [2023 State of Engagement Report](#), 91% of brands report that they often or always personalize engagement with consumers while just 56% of consumers agree. So, where's the disconnect?

At Segment, we've helped thousands of customers with their personalization efforts and have seen that technical challenges – specifically fragmented customer data and a lack of data democratization – are the biggest roadblocks. You need to have solid answers to questions like:

1. What customer data should we be tracking?
2. How do we stitch together disconnected data points to create a holistic view of the customer?
3. What tools do we need to deliver those experiences?

We created this guide to help navigate the complexities of personalization, from building the right data foundation to implementing advanced personalization strategies that have a real impact. Learn more and use the below strategies and templates directly with Twilio Engage to enhance and refine your customer's experience with your brand.

# Building a foundation for personalization

To build a scalable foundation for personalization, three core components are necessary:

- 1 The right data being collected
- 2 A tool to aggregate said data
- 3 A tech stack that allows you to execute using this data

We'll now look at each of these factors in more detail.



## Step 1: The data

Before you even think about going any further, it's necessary to start collecting every relevant piece of information about a customer's past and current behavior (and then aggregate it with a customer data platform like [Twilio Segment](#); but more on that later).

This underlying data layer will look different from company to company, but here are some of the most common components. (P.S. You can track all of this data with Segment.)

- **Website interactions:** Track the actions users take on your website: how they navigate web pages, how frequently they view a product or page, or when they complete a conversion. This data provides insight into your visitor's interests without asking them directly about them.
- **Mobile interactions:** Track the actions users take in your app: installs, clicks, opening and closing push notifications, navigation – these pieces of data are all a veritable gold mine when it comes to personalization.

- **Demographic data:** This includes things like name, job title, and location, which are frequently captured through forms during sign-ups, etc.
- **Server data:** Collect data directly from your server code, whether that's Python, Ruby, Java, etc. It's great for sending mission-critical data like payment events, or sensitive information.
- **Survey data:** Net Promoter Scores (NPS) or CSAT surveys can gauge customer engagement and satisfaction.
- **CRM data:** Your CRM should already have a wealth of information to pull from. Ensure your sales and support teams keep lead contact records up to date.
- **Call center data:** Your contact center is an untapped goldmine of data you can use for personalization, like product preferences, ticket events, satisfaction ratings, and usage data.



## Step 2: The aggregation

This is one of the most common pitfalls when it comes to personalization.

Every company worth its salt is collecting and storing massive amounts of data. Where they run into trouble is merging the most relevant data together so that it's actionable. For this to happen, three critical systems are required:

### 1. A customer data platform

As we saw in Step 1, the customer data required for personalization comes from many different sources. Many different sources mean many disconnected systems, often owned by different functions within the business.

For example:

- Site interactions: owned by marketing
- CRM data: owned by sales
- Survey data: owned by product
- Call center data: owned by customer support

A CDP solves this problem by being your one-stop shop for data collection. The ability to centralize different data sources in one place gives you personalization superpowers – you can see all the activity of a user, from any channel, online or offline, in one place.



## 2. An identity resolution system

An identity resolution system merges the complete history of each customer into a single unified profile.

Why does this matter? On a typical customer journey, a user might interact with sales, marketing, and support. Companies need visibility into these cross-functional activities to build consistent and personalized customer experiences across every channel customers use to interact with your brand.

For instance, let's say Jane Doe couldn't complete her checkout and logged a complaint with the customer support team. Your marketing team can then send a personalized follow-up email with a discount by way of apology.

With a real-time identity resolution solution like Segment Unify, businesses can easily:

- Merge the complete history of each customer into a single unified profile
- Freely sync customer profiles to their customer data platform
- Activate these 'golden' profiles in their customer experience tools of choice, including Twilio Engage and Twilio Flex

This makes it possible for data teams to consolidate, move, and activate customer profiles at scale all in one platform. This provides companies with complete, accurate, and trusted customer profiles that they can use to build tailored experiences for their users.

## A Marketer's Guide to Identity Resolution

Learn how identity resolution can help you build stronger campaigns

[Get the guide >](#)

## 3. Data activation

Now it's time to put all this data to work. With Twilio Engage, you can use your data to build audiences based on shared characteristics, which can range from broad (e.g., everyone who signed up for a free trial) to highly specific (e.g., only those who interacted with a specific ad).

Then, you can then send these audiences downstream to marketing automation tools to trigger personalization workflows.



This personalization can be as granular as you want it to be – down to a full 1:1 relationship with your customer – made possible with a CDP at the center of your tech stack.

By integrating directly with native channels, like email and SMS, and over 400+ out-of-the-box integrations, Twilio Engage makes it possible to activate these profiles across a multitude of different omnichannel customer experiences. The best part? You can build these custom campaigns seamlessly and at scale from a single platform.

Learn more about Segment Unify [here](#).

### Step 3: The tools

After aggregating and categorizing customer data in your CDP, you can then send these profiles downstream to the other tools in your tech stack to take action. Here are some of our favorite tools you should consider, but there are dozens more in [Segment's Integration Catalog](#).

- **Algolia:** [Algolia](#) is an AI-powered search and discovery platform that helps businesses maximize the speed and relevancy of search. It allows customers to find the right content or products on websites and apps faster and more efficiently.
- **Contentful:** Contentful is a content infrastructure that helps businesses create, manage, and distribute content across any platform. Unlike a CMS, Contentful gives companies total freedom to create their own content model so they can decide which content to manage.
- **Conscia:** [Conscia](#) is a digital experience graph that has the ability to unify, validate, enrich, and distribute data via APIs to all downstream channels. Essentially, your business can determine which content,

offers, and experiences get served to specific customers, so you can ensure every experience is personalized to their liking.

- **Clearbit:** [Clearbit](#) is a data enrichment software that can fill in any gaps you might have in your data. It can take the emails you have on hand for each customer (e.g., johndoe@segment.com), and identify the domain tied to that email (segment.com) to relay information like the office addresses, business phone numbers, and even job titles.
- **Moveable Ink:** [Moveable Ink](#) activates data into personalized content for use in email, mobile, and any digital engagement channel. It can auto-generate content at scale, allowing businesses to deliver personalized content for every customer interaction. Looking for some step-by-step guides for getting the most out of Twilio Segment and Moveable Ink? Try these recipes:
  - [Use behavioral events for open-time email personalization](#)
  - [Leverage Segment's Golden Profiles and Moveable Ink to power dynamic, personalized content – and customer loyalty](#)







- **Rencombee:** Rencombee is a recommender-as-a-service (RaaS) that leverages real-time data to provide the most accurate content and product recommendations for each user. Segment can send user interactions (views, purchases, plays, etc.) directly to Rencombee, helping Rencombee make even more accurate recommendations to your users based on their latest interests and behaviors. Learn more [here](#).
- **VWO:** VWO is an A/B testing tool that can take the audiences you've built and perform tests to see which design or messaging strategies are most effective with them. It has an easy-to-use visual campaign builder that lets you trigger targeted campaigns to segment customers based on location or browser.
- **Mutiny:** Mutiny is a dynamic personalization tool that can tailor website content to your specific audience. For instance, if you know the visitor is a CMO in the Midwest, you can make sure that only case studies of Midwestern companies appear on your page. Other options for dynamic personalization tools include [Personyze](#) and [Proof](#).

# 5 advanced personalization strategies to start using



With the right foundations in place, you can turn your attention to delivering those personalized touchpoints, safe in the knowledge that you have accurate and reliable customer data to work with.

Here are a few strategies Segment customers have found most successful.

## 1. Increase conversions with personalized lifecycle campaigns

Chances are, your business doesn't cater to one type of customer. It could be selling a product to businesses vs. consumers or marketers vs. engineers – all customers who need to be engaged in different ways.

The first step to building personalized lifecycle campaigns is to split users into different audiences, or personas. Think of the attributes that drive engagement among your customers and work from there. These could be **demographic** (role, location, industry), **behavioral** (click history, cart abandonment, downloaded content), or **lifecycle** (new signup vs inactive customer).

Then, map out the different stages in your funnel (to match the right user to the right funnel stage based on their behavior). Here are a few events you can track in Segment to help:

- **'Signed Up'** – collected at the time of the first signup.
- **'Collected Data'** – triggered when the user first sends data into Segment.
- **'Enabled Destinations'** – collected when a user enabled their destination.
- **'Upgraded Plan'** – a track call is triggered when the user upgrades to a paying user.

Now it's time to send these audiences to the marketing tool(s) of your choice and create behavior-based campaigns. The best way to visualize these campaigns is as a matrix, split between persona and lifecycle stage – with the overarching goal being to nudge users to the next phase in the funnel.



## Template: Converting trial accounts to paid accounts

This template shows how to create an acquisition campaign designed to convert trial accounts to paid accounts with a paid media strategy, email reminders, and support outreach.

First, you need to qualify users into two categories: those who've subscribed to a paid plan and those who haven't. From there, our template sends these two user types down different paths:

- 1. Converted users:** Send these new customers directly to email and support destinations to kick off new user onboarding and show them the ropes with welcome messages.
- 2. Unconverted users:** Send this user list to your email, support, and advertising destinations to continue marketing to these users in the hopes of converting them from the free trial to a paid subscription.

Here's how to build this template in Twilio Segment:

1. Create the entry condition with the step name **Trial\_ Started**.

→ All users who performed **Trial\_ Started** at least once and who performed **Subscription\_Started** exactly 0 times.

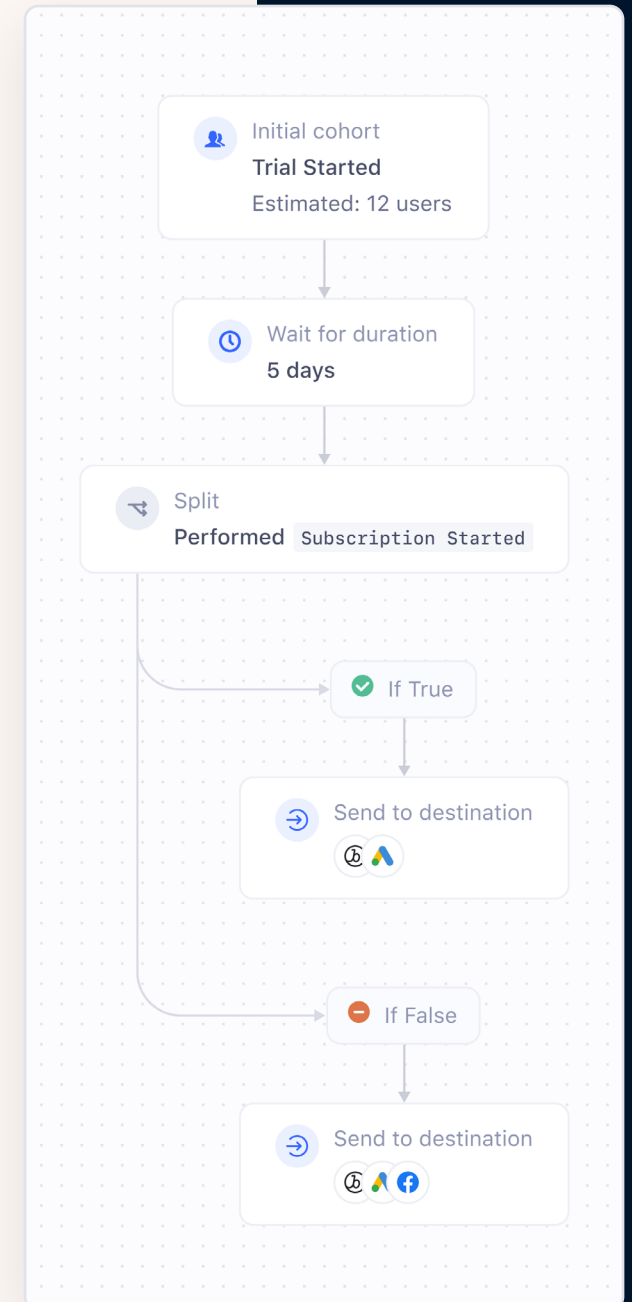
2. Add a wait duration of 5 days.

3. Add a True/False split.

→ Split the audience around users who have performed **Subscription\_Started**.

4. For the True branch, send the list of users to Email and Support destinations to kick off onboarding/welcome messages.

5. For the False branch, send the list of users to Email, Support, and Advertising destinations for targeted subscription reminders.



## 2. Improve ROAS with personalized ad retargeting and lookalike audiences

In our recent State of Personalization Report, 62% of business leaders cite improved customer retention as a benefit of their personalization efforts. And with the current economic headwinds, improving return on ad spend (ROAS) in marketing campaigns remains mission-critical.

In the past, digital consumer brands have traditionally used programmatic ad retargeting to move anonymous visitors through the funnel. But this type of retargeting is also much more generic due to limited user context – and in today’s world, that level of broad targeting just won’t cut it.

To increase ROAS, we suggest businesses focus on personalized, funnel-based ad retargeting.

With Twilio Engage, you can configure customer profiles to track anonymous users from web and mobile traffic. (Make sure `anonymous_id`, `ios.idfa`, and/or `android.idfa` are included in your identity resolution settings. It’s simple – [here’s how](#))

Then, identify where users are in your purchase funnel. Here’s an example of certain traits to track at different stages:

- **Awareness and Interest:** page visits by type, like category, brand, resource, etc.
- **Consideration:** Product Viewed event
- **Intent:** Product Added and Cart Viewed events
- **Evaluation:** Checkout Started, Checkout Step Viewed, Checkout Step Completed events
- **Sale:** Order Completed event with properties like product, category, or other properties

By connecting this data to your analytics tool, you can use it to identify key audience segments and serve them more personalized ad campaigns. For example, you may notice that a first-time purchaser typically visits the site three times before making a purchase and that your jackets category is the highest converting category from ads.

In this case, you would want to create a dedicated segment to retarget



non-purchasers that have visited the site twice and viewed a product in the jacket category. By sending this retargeted segment to advertising tools, you can trigger a relevant campaign for these users and push them to convert.

You can also do something similar by targeting people with similar purchase patterns and shopping habits as your top customers based on a variety of traits on the web, social media, email, etc. This is called a lookalike audience. By identifying and targeting this group of individuals, your business can significantly lower customer acquisition costs (CAC) by not wasting ad spend on indifferent prospects.

## **Template:** Create a lookalike audience targeting high-intent leads

In the below template, we show how to create a lookalike audience that targets high-intent leads on Facebook, using Twilio Engage.

### **Step 1: Create a custom audience in Twilio Engage for your high-value customers. This is what your lookalike audience will be modeled on.**

- In Twilio Engage, select Audiences then the New Audience button.
- Create an audience with the Computed Trait, **Total\_Revenue**, and use the “greater than” condition to set the desired amount (this should represent the monetary value of who would be your top spenders).
  - Set a time constraint, if desired (e.g., “any time within X days/months”).
- Click Preview to make sure everything looks correct.
- Name your audience something specific, e.g., Customers - Big Spenders and click Create Audience. Make sure to leave the Gather historical data checkbox toggled on.
- If set up, select Destination and choose Facebook Ads Manager. (For steps on how to set up a Destination, [click here](#).)
  - Or, you can choose to export the audience as a CSV file list and upload it to Facebook manually

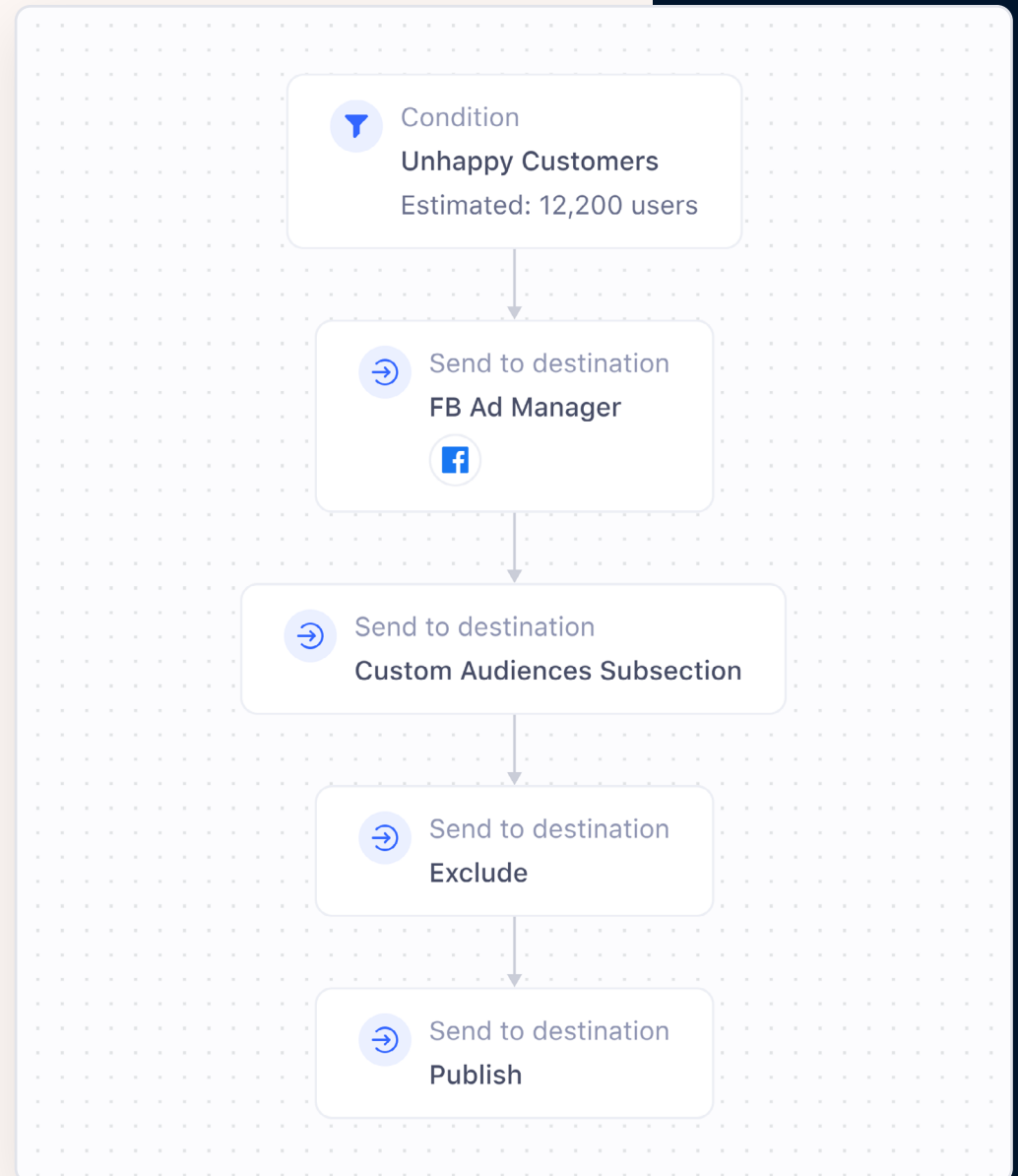


## Step 2: Set up your lookalike audience in Facebook Ad Manager. [See the recipe.](#)

- In your Facebook Ads Manager, choose Create Audience > Lookalike Audience.
- Click Select Your Lookalike Source, and navigate into the Other Sources tab. Choose your synced or uploaded customer list, which we just created.
- Under Select Audience Location, specify the country you're targeting.
- For Select Audience Size, choose 1%. Going any higher would dilute the efficiency of the targeting.
- Click Create Audience.

## Step 3: Create a new ad, targeting the lookalike audience you just created.

- Create a new ad set in your Facebook Ads Manager by clicking the Create button. Give it a name like Lookalike Big Spenders - 1% US.
- Scroll to the Audience > Custom Audience section. Type the name of your lookalike audience and select it.
- Set up the rest of the ad as usual and click Publish.



### 3. Re-engage cart abandoners with personalized email campaigns

Are your customers ghosting you? The average shopping cart abandonment rate for online retailers is 69%, accounting for \$18 billion in lost sales revenue annually. Luckily, hesitant buyers can be coaxed back with a personalized abandoned cart email campaign.

To pull this off successfully, businesses need to first understand how visitors are behaving on-site. First, **create a Source** for your eCommerce site in Segment to track events like **[Product Viewed]** and **[Checkout Started]** which are necessary for identifying cart abandoners. We recommend beginning with a Javascript source and installing the Segment snippet on your website. (Check these docs out to learn more.)

We suggest tracking these events to understand what actions users are taking, as well as sending an identify call each time a user registers, logs in, or updates their information to create a complete user profile.

Event Name	Description
Product Clicked	User clicked on a product
Product Viewed	User viewed product details
Product Added	User added a product to their shopping cart
Product Removed	User removed a product from their shopping cart
Cart Viewed	User viewed their shopping cart
Checkout Started	User initiated the order process (a transaction is created)
Checkout Step Completed	User completed a checkout step
Payment Info Entered	User added payment information
Order Completed	User completed the order
Order Updated	User updated the order
Order Refunded	User refunded the order
Order Canceled	User canceled the order



Once you're tracking user actions, you can create custom audiences of cart abandoners. While you can create your own custom criteria, we typically recommend you make an audience of users who:

1. Have added something to their cart
2. Have not removed it
3. Have not made a purchase at all within the last 24 hours

Using Twilio Engage, you can then create an abandoned cart email or SMS template for use in your campaign.

These templates can include:

- References to the products that were abandoned
- Incentives to come back and complete the purchase (free shipping, coupons, etc.)
- Product recommendations for similar items to those they abandoned
- Anything else you think will help win back their business

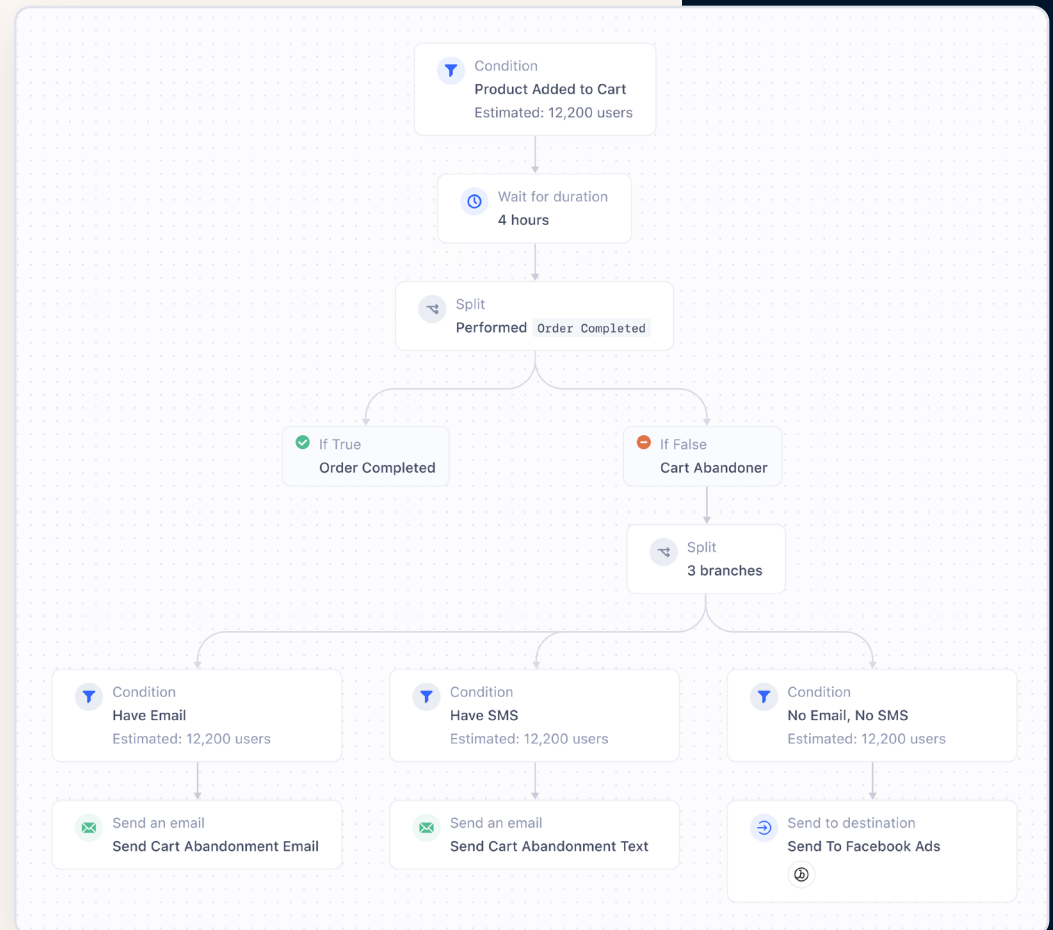
To evaluate the success of these campaigns, don't forget to pick a conversion metric as the measuring stick (e.g. having a customer complete a purchase within 3 days of receiving the email).



## Template: Win back customer business with abandoned cart messages

Using Twilio Engage, your business can identify users who recently abandoned their shopping cart and send them an email or SMS alert depending on which channel they've opted in. If you don't have a user's contact information, you can still launch a targeted ad campaign to try and win back their business. Here's how to build this template using Twilio Engage:

- Create the entry condition with the step name **Product Added to Cart**.
- Include all users who performed the Product Added event at least 1 time within the last 7 days and who haven't performed **Order Completed** at least 1 time in the last 7 days.
- Add a delay of 4 hours.
- Add a True/False split. Split the users around a Computed Trait of **Order Completed** at least 1 time within 7 days.
- For the False branch, add a multi-branch split.
  - For users who have the Custom Trait **email\_opt\_in** equals *true*: Send an email to receive a purchase reminder.
  - For users who have the Custom Trait **SMS\_opt\_in** equals *true*: Send an SMS to receive a purchase reminder via text.
  - For users who have the Custom Trait **email\_opt\_in** equals *false* and who have the Custom Trait **SMS\_opt\_in** equals *false*: Send to an ads destination.



## 4. Personalize landing pages to visitor's interests

Visitors arrive on your website with different levels of intent – ranging from “just browsing” to “ready to purchase.” And landing pages should dynamically address those different needs.

There are a number of ways to personalize landing pages to visitors. You can pull demographic data with a tool like [Clearbit](#) to show industry-specific content, use browsing history to feature relevant products, or show pricing in the visitor's local currency (e.g., USD vs. Euros).

In Twilio Engage, you can also identify which customers are your biggest spenders, using Computed Traits to calculate the average checkout value of every customer based on purchase history. (Learn more about Computed Traits [here](#).)

Once you've determined which traits you want to target, you can then create custom audiences using Twilio Engage. In an experimentation tool like [Optimizely](#), you can set up different versions of landing pages and redirect users accordingly.

Here's a quick overview of how it works:

1. The server receives a request to render the web page.
2. Before rendering, the server pings Twilio Engage to find the visitor's information.
3. This information is saved in a cookie on the front end.
4. Optimizely reads the cookie and delivers the relevant web page (only rendering a personalized web page when the cookie variable equals the relevant persona).

Once you've shipped your personalized landing pages, it's time to iterate. Here are some useful pointers:

- **Don't over-optimize.** Start with just a few segments to see what's working, and what isn't, and go from there.
- **Recommend related products to those who've already browsed or purchased.** Use everything from the articles they've read to their purchase history to determine what they'd likely buy next.
- If you don't have enough information to personalize a page, just ask. **A quick survey can tell you exactly why a visitor is on your site** and what they're interested in.

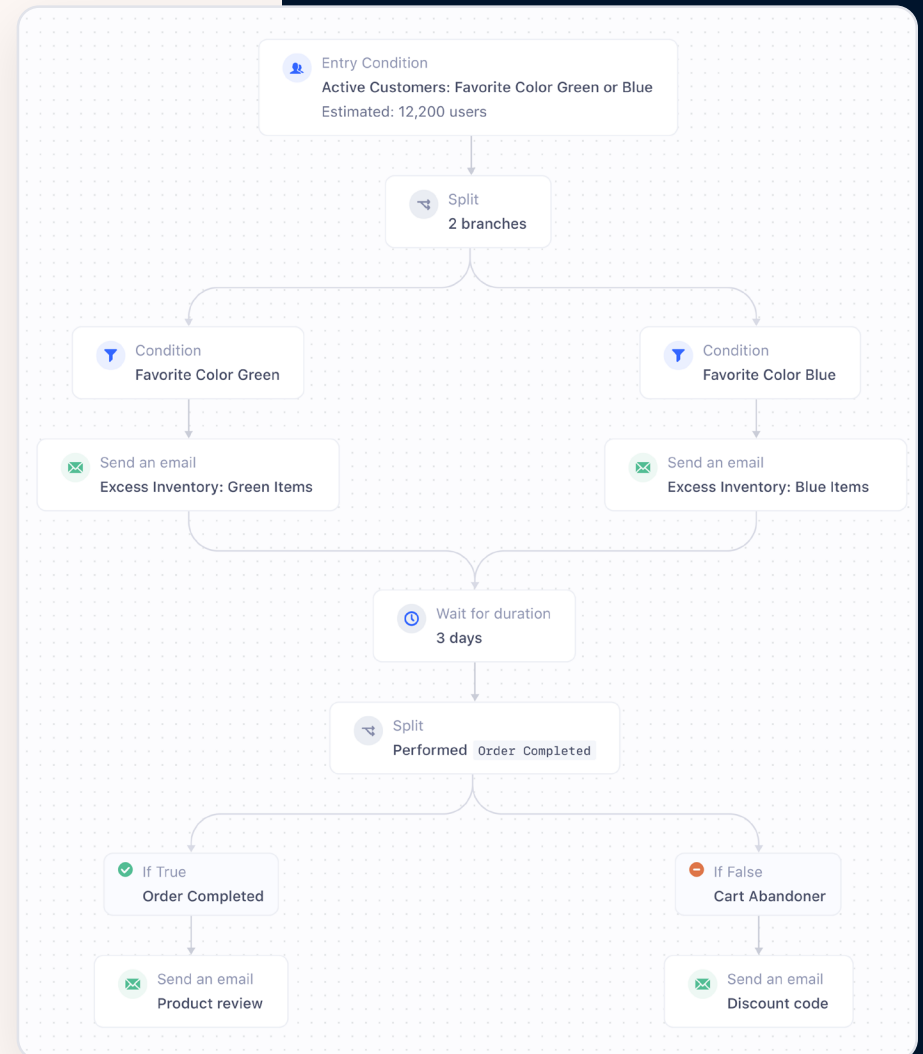


**We've personalized Segment landing pages for our B2B, retail, and media audiences.**

## Template: Personalize landing pages based on customer preferences

In this template, we take on the role of an e-commerce company that wants to launch a personalized landing page to help sell excess inventory by promoting items we know are a customer's favorite color (either green or blue). Here's how we do it using Twilio Engage.

- To start, we'll create a Computed Trait for the most frequent product color viewed to determine a customer's favorite color, naming that trait: **"favorite\_color."** This computed trait will be kept up to date on the customer's profile, to be utilized for marketing activation purposes.
- When creating your Entry Criteria, you can use events as well as traits. Here we have an Entry Criteria of all the people who **Page Viewed** at least once within the last 30 days, and have the Computed Trait, **favorite\_color = green or blue.**
- Split your customers into two cohorts: Favorite Color Green and Favorite Color Blue.
- Send promotional email campaigns sending individuals to personalized landing pages comprised of green and blue items to the respective cohorts.
- Add a 3-day delay to give customers time to open emails.
- Add a True/False split. Split the customers into those who completed an order in the past week, and those who didn't.
  - For the True branch, email the users who made a purchase asking them to leave a product review.
  - For the False branch, send the list of users a follow-up email that contains a discount code to entice them to return and make a purchase.



## 5. Personalize customer communications using real-time data location

When used properly, location data helps companies deliver powerful, differentiated customer experiences.

For example, using data location platform like [Radar](#), businesses can set up a geofence (or virtual perimeter) to generate “entry” events when an app user crosses into this specified area.

Segment can then send this data to the company’s marketing automation tool (e.g. [Customer.io](#)) to create personalized messaging campaigns that are triggered by the event: Geofence Entered.

Of course, personalizing messages based on a customer’s location doesn’t have to be too complicated. In the template below, we’ll explore another way you can use customer location to send targeted communications.

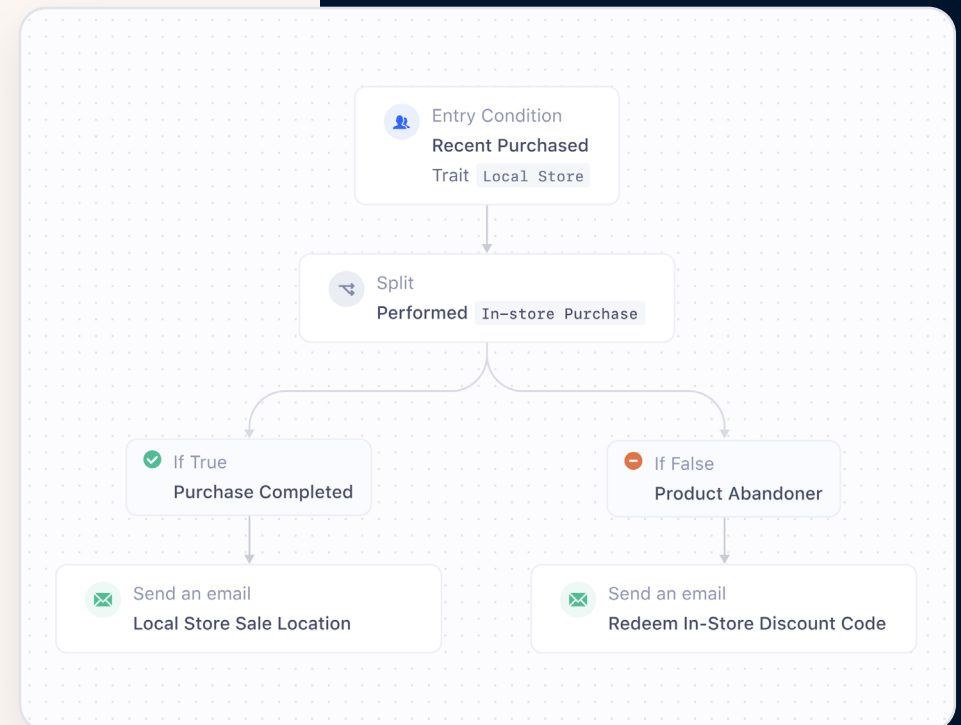


## Template: Marketing an in-store-sale to local customers

Say your business is hosting an in-store only end-of-season sale and you want to encourage customers to come shop in-person. First, you'll need to identify who lives near your store(s) before building out a campaign to entice them. In this instance, we've decided to market differently to our two customer segments: customers who have previously shopped in-store and customers who've never made an in-store purchase.

Since our customers who've previously shopped in-store are more likely to do so again, we'll just inform them of the sale. On the other hand, since our customers who've never made a purchase in-store before might need some additional coaxing, we'll send them an additional discount to sweeten the deal. Here's how we can build this journey using Twilio Engage:

- Prior to creating your journey, create a SQL trait for **local\_store** using the entry criteria: **Recent\_purchase** (or the user has made a purchase within the last 6 months) and has SQL trait of **local\_store** exists
- Add a True/False split. Split the customers into those who have completed an in-store purchase and those who have not, using **in\_store\_purchase** is true or false.
  - For the True branch, send an email to the users advertising an in-store sale that's going on near them. Use merge tags for **{{local\_store}}** to specify the location in the message.
  - For the False branch, send an email to the users advertising the in-store sale and include a 15% off any item discount for them to redeem in-store.



# Case study: Domino's and Twilio Segment

## USE CASE

- Data powered performance marketing

## INDUSTRY

- Consumer Goods and Services
- Retail

## HEADQUARTERS

- Mexico City

## REGION

- NAMER
- LATAM

## PRODUCTS

- Twilio Engage



## How Domino's personalization helped decreased cost per acquisition by 65%

Domino's Pizza Mexico wanted to invest in online delivery and build more engagement across its digital platforms. Unfortunately, siloed customer data prevented the company's marketing team from personalizing campaigns based on customers' behavior, forcing the team to use generic and poorly targeted messaging that failed to wow customers.

By partnering with Twilio Segment, the brand was able to build a 360-degree customer view, gaining newfound visibility into ad campaign effectiveness and the ability to create hyper-personalized audiences with Twilio Engage. Now, the company could serve targeted ads to customers based on order recency, frequency, and monetary value (RFM). With this newfound visibility, the company was able to:

- **Increase return on ad spend (ROAS) by 700%** for Google ad campaigns
- **Increase Facebook conversions for customer acquisition by 23%**
- **Drive revenue and incremental orders** across all paid and owned e-commerce channels
- **Decrease overall customer acquisition costs (CAC) by 65%**

Thanks to Twilio Segment and Engage, Domino's is using complex, hyper-relevant audiences to create more effective ad campaigns and drive more revenue in the process.

“Having Segment not only helped us do the personalization work we’ve always wanted to do, but we can now improve on the effectiveness of our ad campaigns and create a better feedback loop.”

**Christian Rocha Castillo**

Deputy Director E-commerce/Digital Media, Domino's Pizza

[Read the full story](#)





# Case study: Vista and Twilio Segment

## USE CASE

- Customer 360
- Customer data infrastructure
- Customer insights and analytics
- Data powered digital customer experiences
- Data powered performance marketing
- Data stack modernization

## INDUSTRY

- Retail, Consumer Goods and Services

## HEADQUARTERS

- Remote-first environment

## REGION

- EMEA

## PRODUCTS

- Connections, Data Warehouses, Data Lakes, Functions, Journeys, Protocols, Twilio Engage



## How Vista used homepage personalization to help returning customers

Design and marketing company Vista needed to introduce a more sophisticated data strategy to deliver more personalized customer experiences. Vista turned to Twilio Segment to centralize its data and help build a culture of experimentation within the company.

One such experiment centered around the company's homepage. Returning customers had trouble with the company's reordering process, so Vista decided to test having a new dashboard at the top of the homepage to make it easier for returning users to access previous projects and orders and discover relevant products.

The redesign was an immediate success, resulting in a:

- **121% Increase in click-through rate (CTR)** from the homepage dashboard
- **3 to 4% increase in traffic** to two key landing pages
- **9x more website experiments** using Twilio Segment
- **23% increase in NPS promoters** since replatform

Prior to Segment, it could be challenging and time-consuming for Vista to deploy tests without easy access to centralized, high-quality data. Now, the company can not only run tests more easily, but it can also implement fixes and build better customer experiences more quickly.

“Bringing in Segment has had a huge impact on the quality of our customer data and this is enabling us to push the boundaries when it comes to personalization and experimentation. But what’s really exciting is the fact that there are still so many untapped opportunities for us to go after. This really is only the start in terms of what we can achieve with Segment.”

**Lukas Vermeer**

Deputy Director Experimentation, Vista

[Read the full story](#)



# Case study: DigitalOcean and Twilio Segment

## USE CASE

- Data powered performance marketing

## INDUSTRY

- B2B SaaS and Technology

## HEADQUARTERS

- Barcelona, Spain

## REGION

- NAMER

## PRODUCTS

- Twilio Engage



## How DigitalOcean used ad personalization to drive conversions

Cloud infrastructure company DigitalOcean felt it wasn't unlocking the full potential of its ad campaigns. Every time customer data changed, the company had to upload a new audience list to ad networks to ensure it used the most up-to-date information to target users.

Tired of this manual, time-consuming process, DigitalOcean turned to Twilio Segment to:

- Unify customer data
- Create real-time audiences based on behavior and intent
- Sync these cohorts to ad platforms automatically

Using Twilio Engage, DigitalOcean's user acquisition team can now easily test lookalike campaigns, remove converted users from acquisition campaigns, and use reactivation campaigns to warm up inactive users, helping the company improve marketing returns.

In fact, the team saw a **33% improvement in cost per conversion** when testing Twilio Engage audiences against Google's "in-market" audiences and can now **build new audiences based on high-value customer attributes 5x faster** than their previous workflow.

“With Twilio Engage, we’re able to test campaigns five times faster than before. We can define ‘persona’ in Segment and then push that to whichever platform we want to use.”

### **Sam Coren**

Former User Acquisition Manager, DigitalOcean

[Read the full story](#)



# Conclusion: Taking actions

Learn how Twilio Engage makes building personalized experiences simple. Schedule a demo [here](#).

As these examples and strategies show, personalization is a complex interplay between strategy, data, and technology. But it doesn't have to be a daunting task for businesses.

**A CDP at the center of your personalization tech stack will help you leverage your customer data to produce truly relevant, and impactful, experiences – no matter what team you're on.**

When every team has access to accurate, consistent, and real-time customer data, magic happens. Plus, with a tool like Twilio Engage, you can activate this data instantly to create personalized experiences for your customers and, more importantly, send them the right message at the right time to push them further along their journey.

# About Twilio Segment



**Twilio Engage uniquely puts the power of a native customer data platform (CDP) and native omnichannel together in one solution so marketers can build data-first, personalized experiences that reduce costs and grow lifetime value.**

Built “data up” on Twilio Segment’s CDP, Twilio Engage enables marketers to quickly activate real-time, first-party data across best-in-class engagement channels from a unified solution without needing to rely on engineering resources—so you can go from idea to campaign in minutes. By providing a complete view of the customer and the ability to easily create and scale multi-step customer journeys across any digital channel, Twilio Engage helps marketers deliver more engaging and relevant customer experiences while driving long-term, efficient growth.

# Recommended reading



## The state of personalization report 2023

Through our extensive survey analysis from business leaders and consumers alike, we explore the latest trends in personalization, consumer loyalty, privacy, and more.

[Download guide](#)



## 5 tried & true customer acquisition campaigns + templates

In this guide, we wanted to explore more cost-effective ways to acquire new customers, and how to accelerate the entire process. We landed on 5 effective customer acquisition campaigns to feature and included step-by-step templates for a quick setup.

[Download guide](#)



## 5 tried & true customer retention campaigns + templates

From personalized email campaigns to targeted in-app messaging, we cover everything you need to know to improve your customer retention rates and take your business to the next level.

[Download guide](#)



Thanks for reading  
If you would like to learn more about what Twilio can do for your business,  
please [contact the Segment sales team.](#)