

YOU OWN THE DATA. NOW OWN THE EXPERIENCE.

Make every customer conversation more relevant
with the data you already have





PERSONALISATION IS THE NEW BASELINE

Customers today expect more than generic service—they want experiences tailored to them. And when brands don't deliver? They walk.

Consumers across key global markets—from Asia to Latin America—are especially likely to switch brands when interactions feel impersonal.

The message is clear: personalisation isn't just a nice-to-have—it's what keeps your customers from leaving.

Acquiring new customers costs around five times

5x

more than keeping the ones you already have.


WHEN PERCEPTION AND REALITY DON'T MATCH

Consumers expect tailored, seamless digital experiences across the channels they prefer. However, there's a growing disconnect between what brands think they're delivering and how customers perceive it.

While many businesses believe they're doing a great job with personalisation, customers tell a different story. Frustration is rising, and impersonal interactions are driving people away.

To close that gap, brands need to rely less on assumptions and more on owned data. That means tapping into the signals customers are already sharing—zero-party and first-party data—to create relevant, real-time experiences, especially in the moments that matter.

With third-party data on its way out, now's the time to get your data house in order. **And you'll need more innovative solutions to acquire the type of data that matters.**



While nearly half of brands believe they're doing personalisation well, ONLY A FRACTION OF CUSTOMERS AGREE

WHY FIRST-AND ZERO-PARTY DATA Are Your Real Advantage

Too many brands are still leaning on data they don't control. And that's a problem.

While the industry shifts away from third-party cookies, most businesses aren't fully prepared to operate without them. The truth is, relying on external data sources for personalisation was never a long-term strategy—it was a shortcut.

To build the kinds of experiences customers expect, brands need to collect and activate owned data, specifically, zero-party and first-party data.

Here's the difference:

Zero-Party Data

What customers intentionally share with you—like survey answers, quiz results, or messages.

First-Party Data

What you observe through interactions—like browsing behaviour and purchase history.

Second-Party Data

Someone else's first-party data, shared through a partnership.

Third-Party Data

Broad data sets collected and sold by aggregators, often without direct customer relationships.

Customers are already making their preferences clear: many are opting out of cookie tracking altogether. And in a tough economy, retaining customers through relevant, timely engagement isn't just intelligent—it's essential.

Still, only a minority of brands rate their ability to collect and use owned data as excellent. That's a missed opportunity. The longer businesses wait to make the shift, the further behind they'll fall.

**Half of consumers say
they've left a website
RATHER THAN
ACCEPT COOKIES**

You own the data. Now own the experience.

*Twilio 2024 State of
Customer Engagement Report



Connect Across Channels WITHOUT LOSING CONTEXT

Customers want to connect with your brand on their terms. But as digital touchpoints multiply, so does the risk of overwhelming them. Digital fatigue is real, and it's worse when experiences are fragmented or impersonal.

The antidote? Relevance. When communication feels tailored and consistent across every channel, it not only keeps engagement high, but it also builds trust.

That's where Twilio comes in. With more innovative solutions powered by AI, customer data can be processed more efficiently and delivered across various channels to the right person at the right time. And that leads to higher engagement and conversion.

Twilio's intelligent tools allow you to harness the power of that data efficiently. You can control how, when and where you engage your customers. Whether it's SMS, web chat, WhatsApp, Facebook Messenger, or in-app support, your customers will engage in seamless, contextual conversations no matter where they begin their journey.

That's the power of conversational engagement. Every customer interaction feels natural, seamless and connected, whether they start on an app, a website, or an email. By combining context and conversation history across different platforms, your support teams can respond with clearer context and empathy.

It's not just a better experience. It's a smarter way to retain and engage with customers.

95%

of consumers say they trust a brand more when starting a conversation is easy.*

*Conversational Messaging Trends Report

Empowered Agents DELIVER BETTER EXPERIENCES

When agents have the right tools at their fingertips, they deliver better experiences—and they stick around longer. That's good for customers, good for teams, and good for the bottom line.

But here's the gap: many organisations still haven't fully equipped their agents to succeed. Without access to the right data at the right time, it's impossible to have the kind of informed, contextual conversations that customers expect.

Segment, Twilio's customer data platform, connects that very data to the right customer. Giving agents a clearer, personalised idea of who your customers are, and how you can get them to convert. Brands can get a single, secure place to collect, clean, and activate customer data across any app, device, or interaction. With each engagement, customer profiles are updated in real-time, providing a more comprehensive picture of your customers.

And when tools like Segment, Flex, and other AI-powered solutions come together, the context comes to life.

Let's say a customer is looking for new furniture, mentioning that they prefer a particular style, colour or shape. That detail, captured in the moment, can shape future product recommendations across different channels. That's personalisation in action, powered by data the customer willingly shared.

When this unified data flows effortlessly into an agent's dashboard, they gain a comprehensive view of the customer, encompassing purchase history, loyalty status, preferences, and AI-generated insights—all in one place. Whether the interaction happens via live chat, messaging, or a virtual assistant, agents can step in with full context and deliver a smooth, personalised experience every time.

Twilio's capabilities to help teams work together to engage customers more intelligently, respond more quickly, and build stronger, longer-lasting relationships.

Ready to see it in action?

Discover how Twilio's AI capabilities turn unified data into intelligent conversations across any channel.

TWILIO + AI = The Smarter Way to Engage



Twilio's AI capabilities work across channels and products to help teams personalise engagement, automate routine tasks and reduce manual workload.

Additionally, with the insights you gain in the moment and a unified set of data, Twilio helps you cut through the noise and act on what matters most, keeping customers happy and engaged with your brand.

Here's how it all comes together:



Collect The Right Data

Using tools like Twilio Segment and Flex Insights, you can collect real-time customer data directly from interactions, including data from calls and chats via Conversational Intelligence and Flex.



Unify And Analyse

With Segment as your CDP foundation, build unified customer profiles, enriched by AI-powered Predictive Metrics, to anticipate their next moves and lifetime value.



Act In Real Time, Real Fast

Use Twilio Engage to act on intelligent customer data, enabling you to launch timely, personalised interactions across SMS, WhatsApp, email, and more.

Ready to elevate your customer experience?

Explore how Twilio's AI-powered customer engagement platform brings your data, channels, and intelligence together.

[Learn more →](#)



How Camping World Built Relationships With **PERSONALISATION**

Camping World faced challenges in consolidating customer data, which was spread across various platforms and channels, resulting in an incomplete and fragmented customer view. Twilio's AI-powered solutions brought the data together, enabling agents to deliver timely, personalised service.

With Twilio Segment, Camping World consolidated customer data across platforms, providing agents with unified insights to personalise interactions.

Using Twilio Engage, they delivered real-time, personalised messaging across email, SMS, and more, enhancing customer engagement.

Twilio Voice seamlessly bridged online and offline experiences, from routing calls to the right agents to managing dealership appointments, ensuring a cohesive customer journey.

This integration led to satisfied customers who returned for their next adventure, thanks to the power of Twilio's AI capabilities.

Read the Camping World story

**Ready to build relationships
like Camping World?**

Talk to our team today.

LET'S KEEP BUILDING

If you're ready to unlock more personalised, data-driven customer experiences with Twilio's AI capabilities, we're here to help.



Speak to our team and let's explore what's possible.

[Start for Free](#)

[Talk to Sales](#)

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