The Total Economic Impact™ Of Segment CDP

Through five customer interviews and data aggregation, Forrester concluded that Segment CDP has the following three-year financial impact.

**BENEFITS SUMMARY**

- **Payback period**: <6 months
- **Improvement in email click-through rates**: 50%
- **Increase in Return on Ad Spend (ROAS) by end of Year 3**: 40%
- **Increase in average order value**: 10%
- **Cost savings experienced due to a reduction in labor and time required to manage data**: $439K

**VOICE OF THE CUSTOMER**

“We were so heavily focused on ETLs and getting random data points for the sales and marketing teams, whenever it was requested of us....Now, we spend our time on actual services internally that are needed to support really big initiatives on the website or overall customer experience.”

*Senior product manager, beauty and cosmetics*

“I can consistently get better open rates, better clicks, and better conversions by doing targeted messages. Now, it's like a click of a button to create segments. I don’t need developers — I can do it myself.”

*Head of growth, consumer electronics and appliances*

**COMPOSITE ORGANIZATION CHALLENGES**

Before Implementing Segment CDP Solution

- **Fragmented customer data storage** instead of a single location
- **Lack of system capacity** for data volume and connectivity needs
- **Resource inefficiencies due to degree of manual work required**
- **Lack of segmentation and personalization capabilities**