

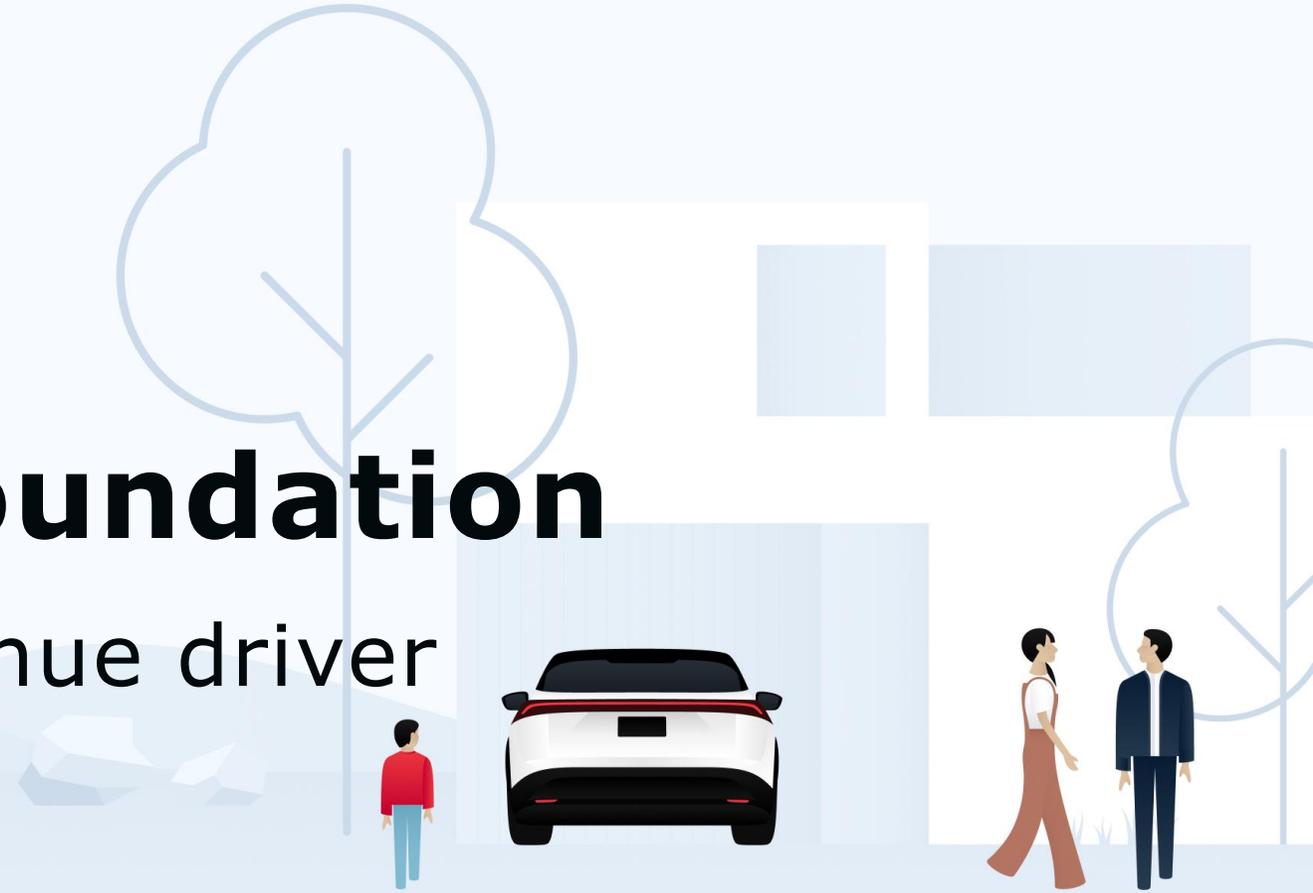


Feb 2026

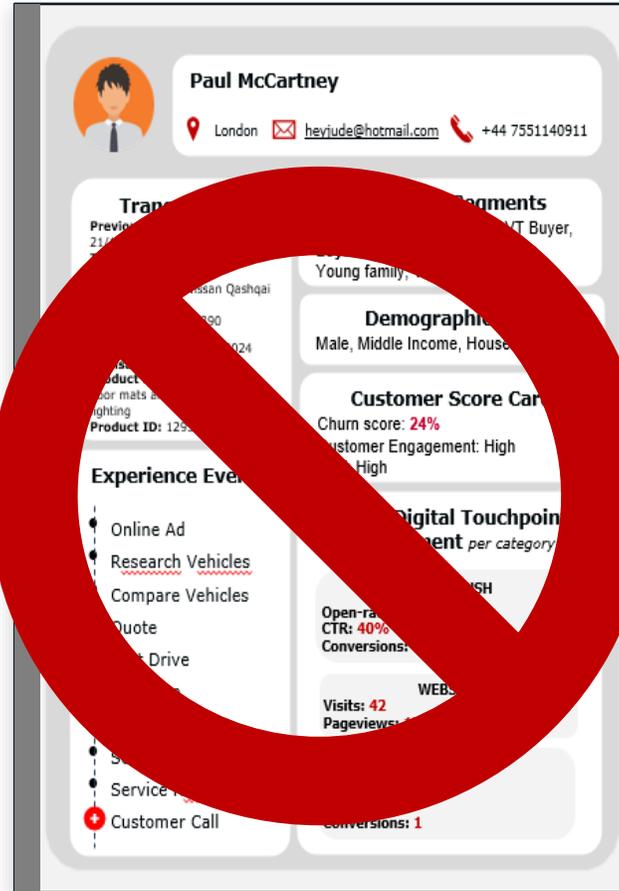
Delivery First Foundation

Turning data into a revenue driver

Jivesh Juneja | Head of Data Products



Customer 360 is a trap



\$10M+

Spent on data foundations with little ROI

18+ months

average time before first value delivery

C-suite frustration

ROI expectations rarely met

We had an ambition to deliver Omni-channel personalization

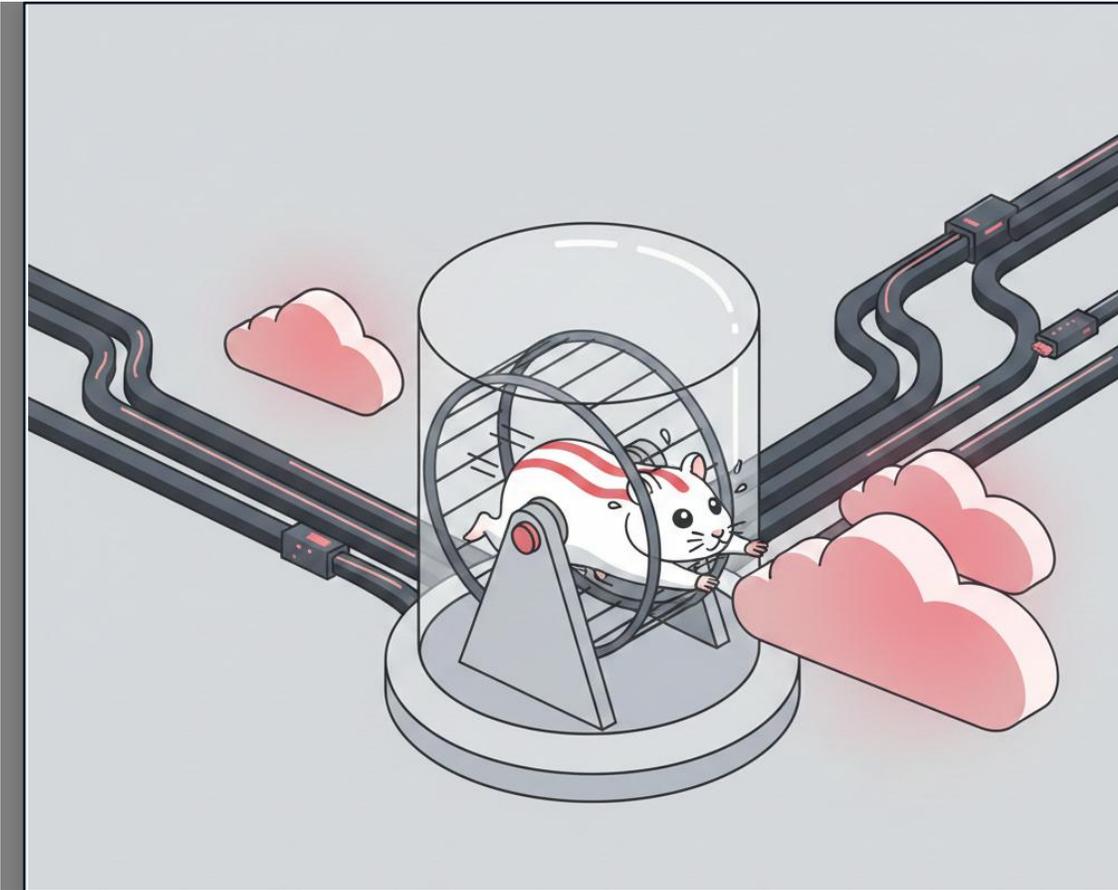
We were investing in data

An MDM project underway

Data stitching projects to connect different data sets

Customer 360 program developments

Customer data migration to cloud data warehouse , data mart



Story of Paul: A brand loyalist



Paul leaving frustrated due to customer experience





Paul walked away

***While we were busy building
Customer 360s and migrating to
data warehouses***

THE PIVOT

BEFORE

Data as an Asset

- *Protect it*
- *Clean it*
- *Govern it*
- *...then maybe use it*



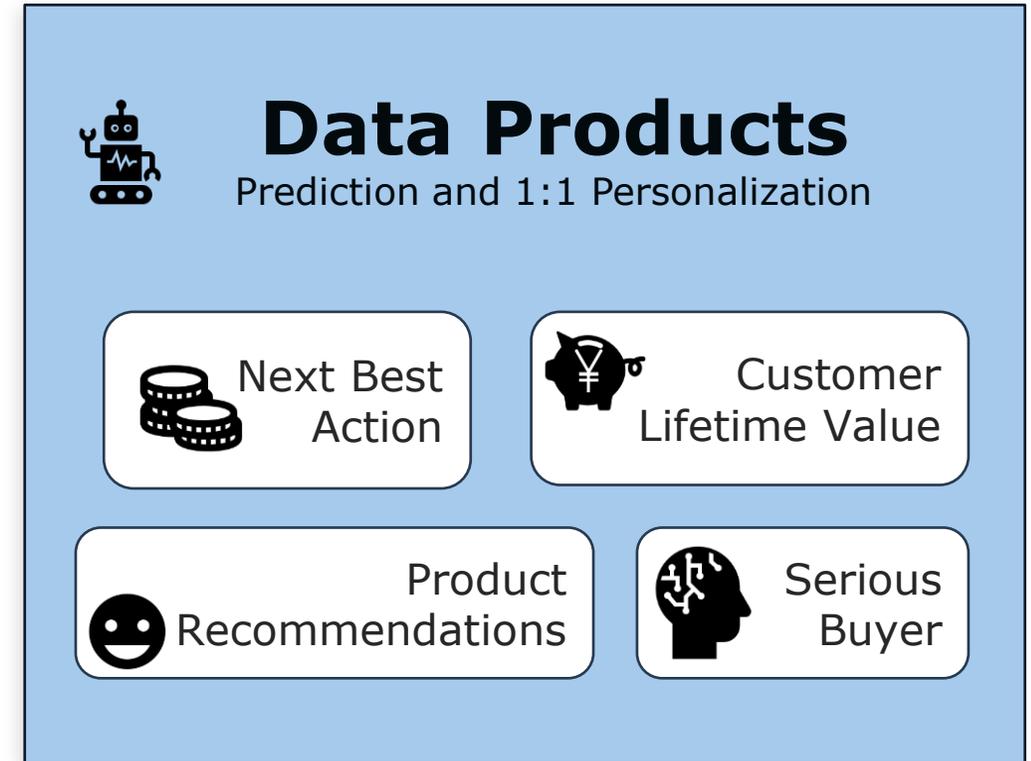
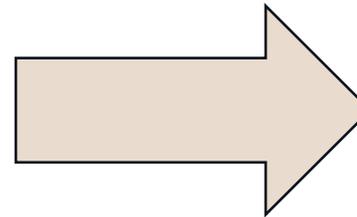
AFTER

Data as a Product

- ✓ ACTIVATE IT
- ✓ DELIVER USE CASES
- ✓ MEASURE IMPACT
- ✓ BUILD TRUST THROUGH VALUE

"We stopped asking 'is the data clean enough?' and started asking 'what value can we deliver today?'"

Data Products create value through prediction & personalization and ACTIVATION



"Create value from Nissan data"

Data product thinking meant we needed to follow rules

Use Case First

Every data initiative starts with a business question, not a data quality goal

Measure Everything

ROI is not optional. Every use case has a business owner and a metric.

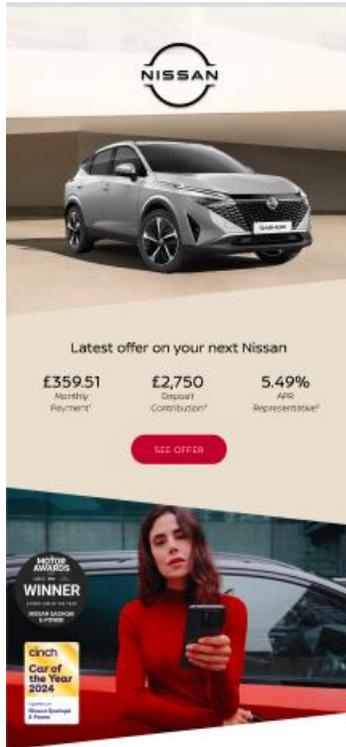
Deliver Fast

Small team. Short cycles. Ship value in weeks, not quarters.

Empower the team

Provide the team with the right tools, governance framework and privacy in built.

Started small.. Fast wins: Email Personalization



"Can we personalize the next email our customer receives based on what they actually looked at?"

- 1 **Connect**
- 2 **Segment**
- 3 **Activate**
- 4 **Measure**

+65%

Open rate improvement

+35%

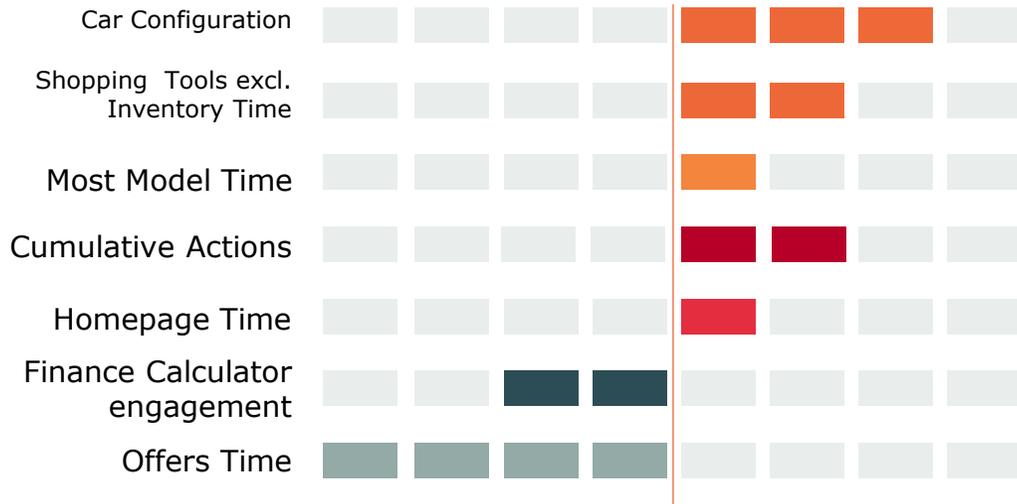
Click-through rate

First use case delivered in < 6 weeks

The Serious Buyer Model – AI Model

Not all visitors are equal. Some are ready and serious to buy.

Features & weights

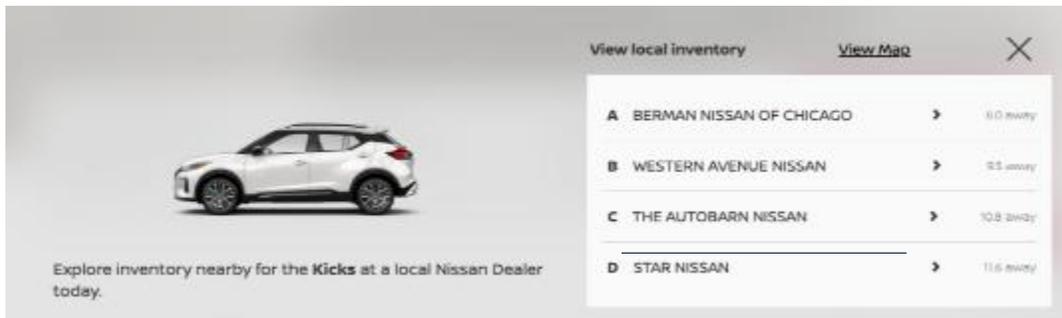


ACTIVATION

Website Personalized with recommendation

Personalized Email

Lead prioritization



+15%

Uplift in conversion rate to Lead

Paul's Renewed Loyalty: A positive customer experience



Add Data, Add Activation Channel, Add Value

Abandoned Cart

Sources: Leads + Web Behavior

**Email
Serious Buyer Model**



+15%
Conversion rate to Lead

Repurchase Journey Perso

Sources: + CRM & Owner Data

Repurchase web personalization



+40%
Conversion rate to sales for repurchase journey

Paid Media Look

Sources: + Connection to Media

**Custom audience using
lookalike modelling**



7X
Conversion rate to leads from custom audiences

Each wave added one data source or connection. Each wave delivered measurable value first.

The Cumulative Impact

14

Customer Journeys Activated

From kickoff to live in production

<6 Wks

Time to first use case

From Kickoff to live in production

+15

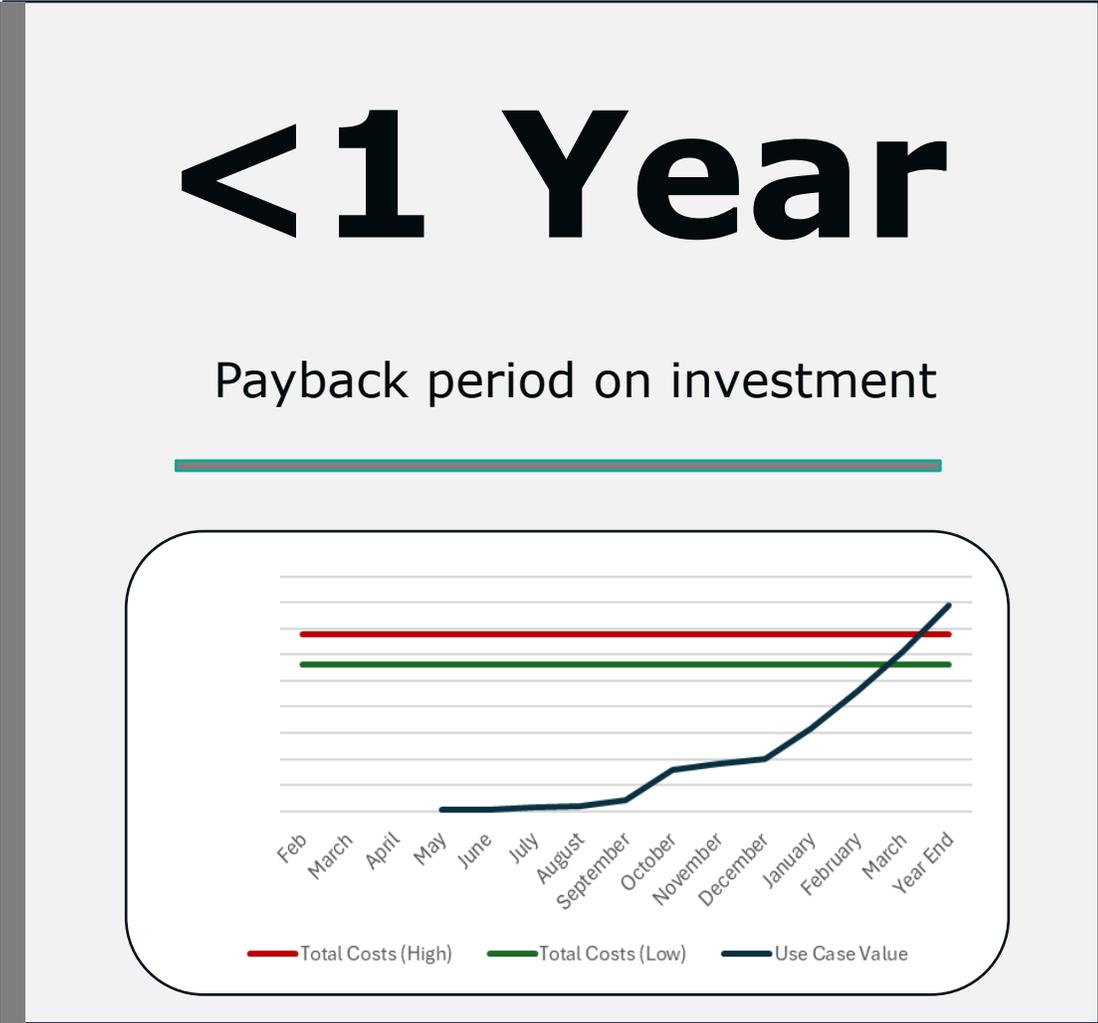
Markets live on CDP

vs 3 markets at project start

\$30M+

Revenue opportunity identified

With just 4 use cases alone



What actually made it work

01

Value before perfection



We didn't wait for clean data. We used data that was good enough and shipped. Trust followed results.

02

Right partners, not the biggest



Our CDP tooling and partners were chosen for speed of implementation and lean integration

03

Data product & business owner



Every use case had a business owner and data product owner accountable for the outcome.

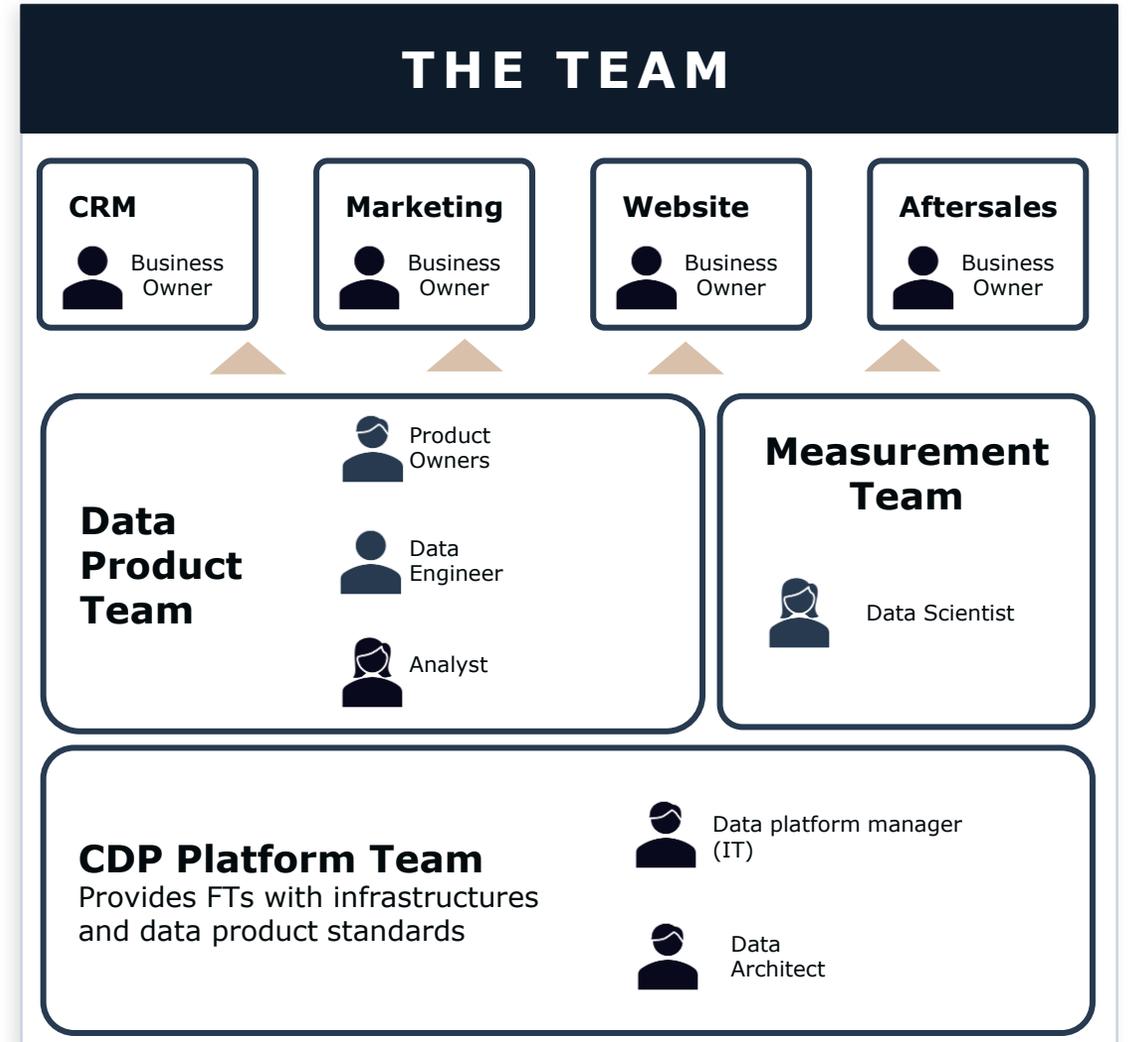
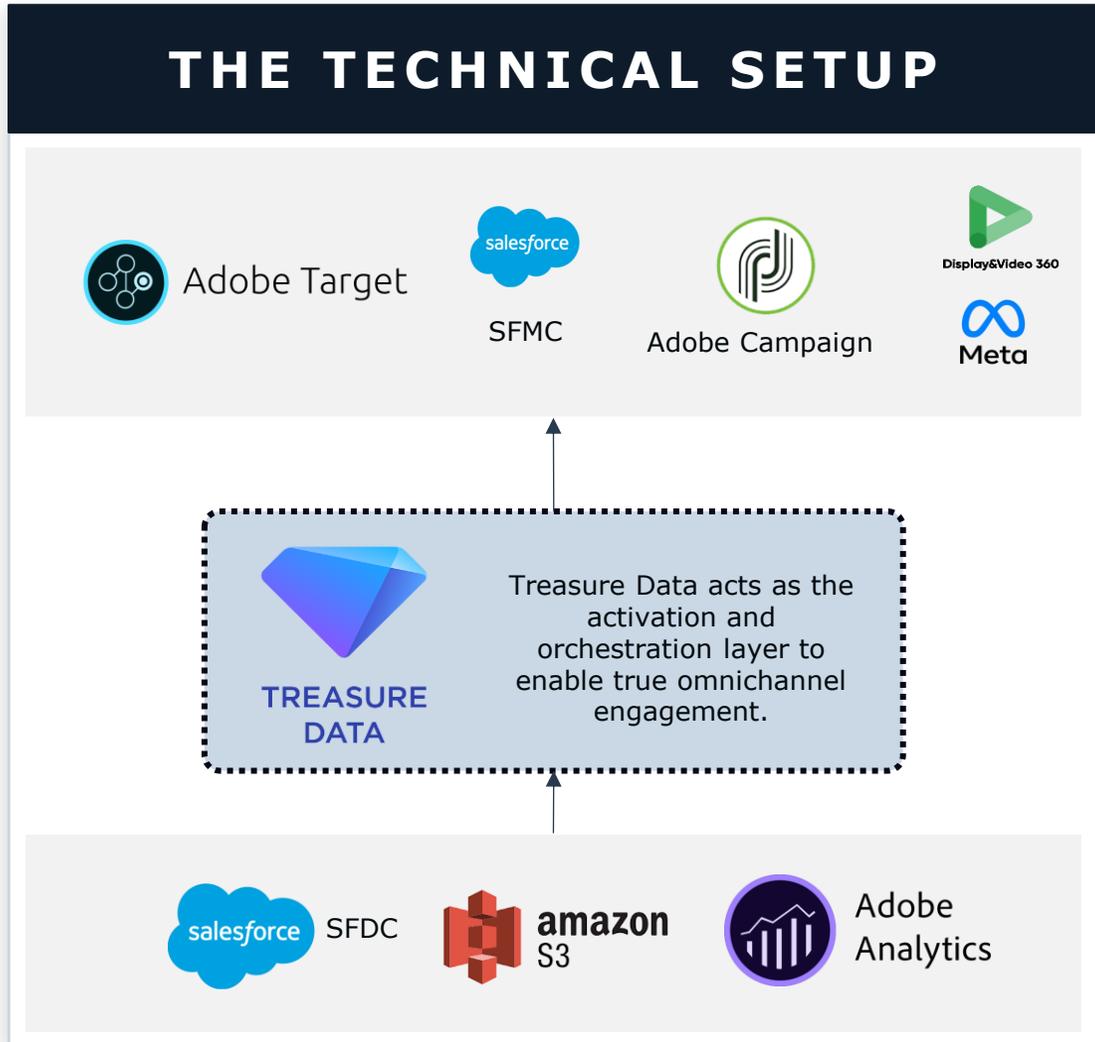
04

Journeys & not channels



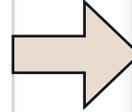
Align with CX strategy to improve customer journeys rather than optimizing channels

How we set it up?



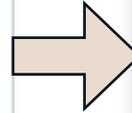
What to avoid. Mistakes and learnings from Nissan

✗ Build the perfect strategy and use case roadmap



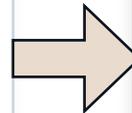
✓ Start with building pilot use cases, iterate roadmap

✗ Integrate all the available data



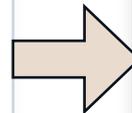
✓ Start with the highest signal 3-4 data sources first

✗ Large long running data programs



✓ Data products and use cases built in 6 to 8 week sprints

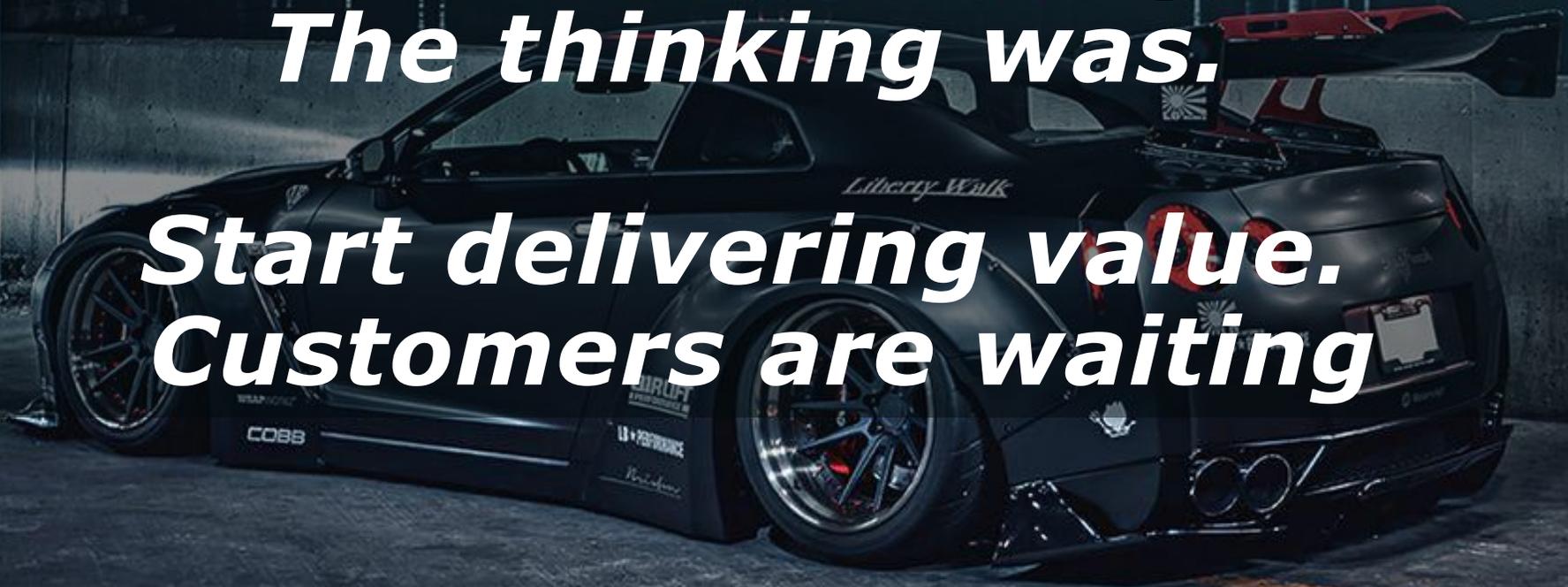
✗ Data quality or accuracy of prediction count as value



✓ Only activated data counts as business value

***The data was never the problem.
The thinking was.***

***Start delivering value.
Customers are waiting***





Thank you!

Visit treasure data on Booth 1



Jivesh Juneja

Head of Data Products | Leading digital transformation in customer experience | INS...

