



Subaru Digital Customer Experience & Marketing Analytics

Today's Discussion



How Subaru of America is evolving an analytics mind-set in digital marketing

1. Transforming the customer experience at Subaru
2. Addressing Subaru's technical and platform barriers
3. Scaling analytics to support Subaru's business needs
4. A few current use case and what's next in Subaru's analytics evolution

Subaru's Analytics Transformation Continues to Evolve



Realistic Goal

Descriptive Analytics

Static Based Campaigns

Subaru marketing analytics was mostly descriptive, reactive and loosely causal based, due to data limitations. Most efforts were spent on **active shoppers**.

- One-off daily/mo performance rpt
- Ad hoc competitive

Diagnostic Analytics

Rules Based Campaigns

using data aggregation and data mining to **provide more holistic insights** into historical results.

Tracked event triggers (Adobe Analytics) and **human refinement** on segmentation (AAM)

- BI dashboards (cross-channel)
- Advanced Analytic tool integration
- Customer journey mapping

Predictive Analytics

Model Based Campaigns

uses **statistical models and forecasting techniques** to understand the future

Machine learning on personalized experiences

Automated segmentation discovery (Sensei – Adobe Target)

- Attribution modeling
- Segmentation (Machine learning)
- Propensity modeling (CLV, defection, cost/benefit analysis)

Prescriptive Analytics

Integrated Orchestration

uses **optimization and simulation algorithms** to advise on possible outcomes

Real-time signal detection & processing of complex events

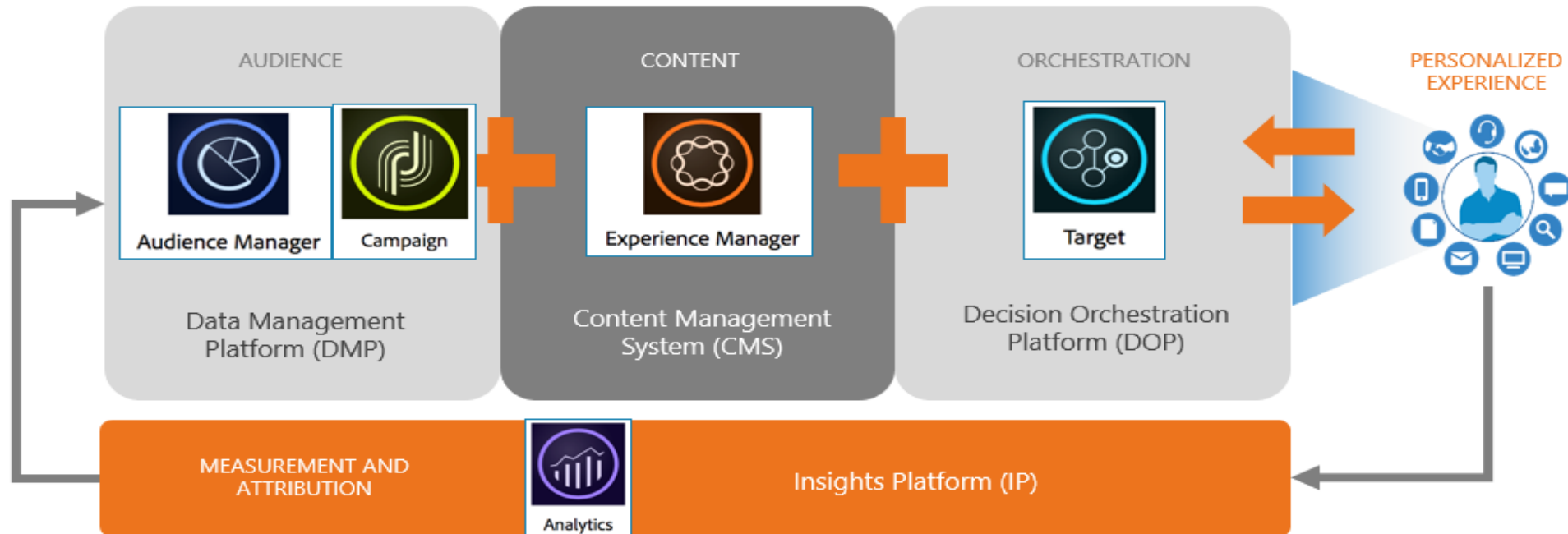
Personalized experiences

- Real-time detection signals
- Integrated cross-channel marketing
- Personalized 1:1 experiences

Subaru's Digital Marketing is Now Connected



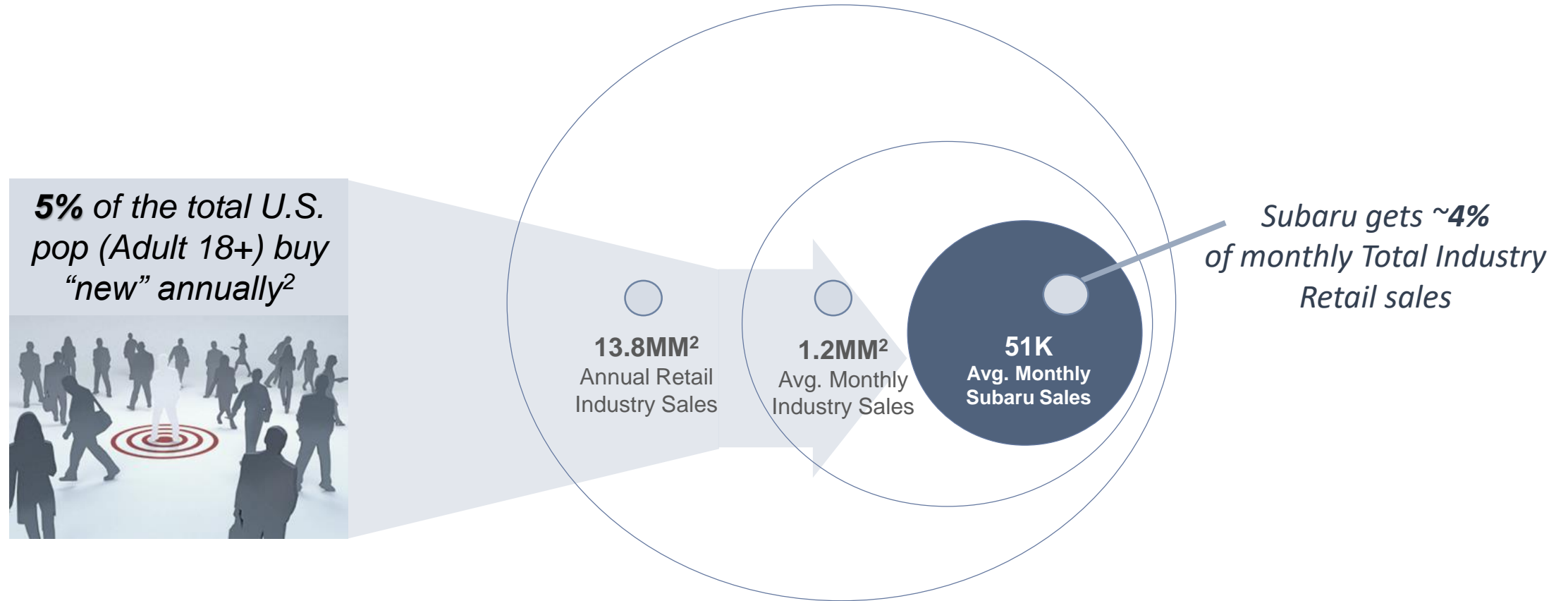
Adobe Experience Cloud Platform Ecosystem



Leveraging Analytics to Connect with the Right Audience



Subaru is competing each month in a small but growing subset of the market, where **58% of internet shoppers** enter the process knowing the exact model they want to buy.²



Source:

1- Sales opportunity with Subaru facing competitive segments

2- JD Power NAS

Note: 2017 U.S. Census Total A18+ population of 257MM, JD Power Retail Industry sales , 12/mo (Aug 17-July '18)

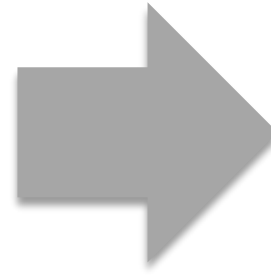
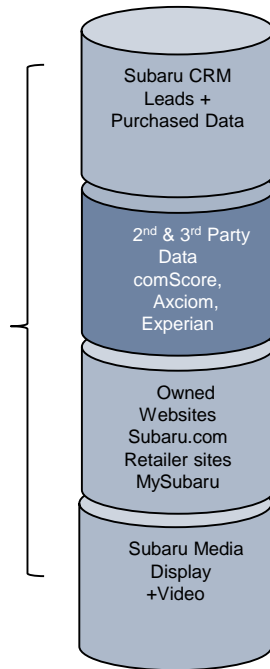


Subaru's DMP Improves Communications with the Right In-Market Shoppers

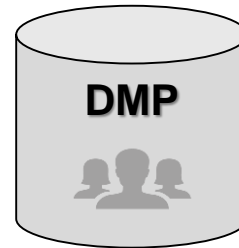


Subaru leverages its DMP to unify its data and build relevant audience segments (e.g., look-a-like shoppers, in-market buyer behaviors, media signals, etc.)

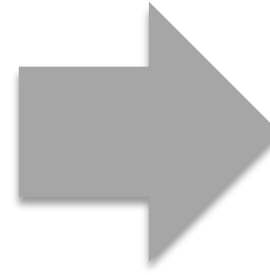
Input Sources



In-Market Shoppers



Adobe Audience Manager



Digital Ads

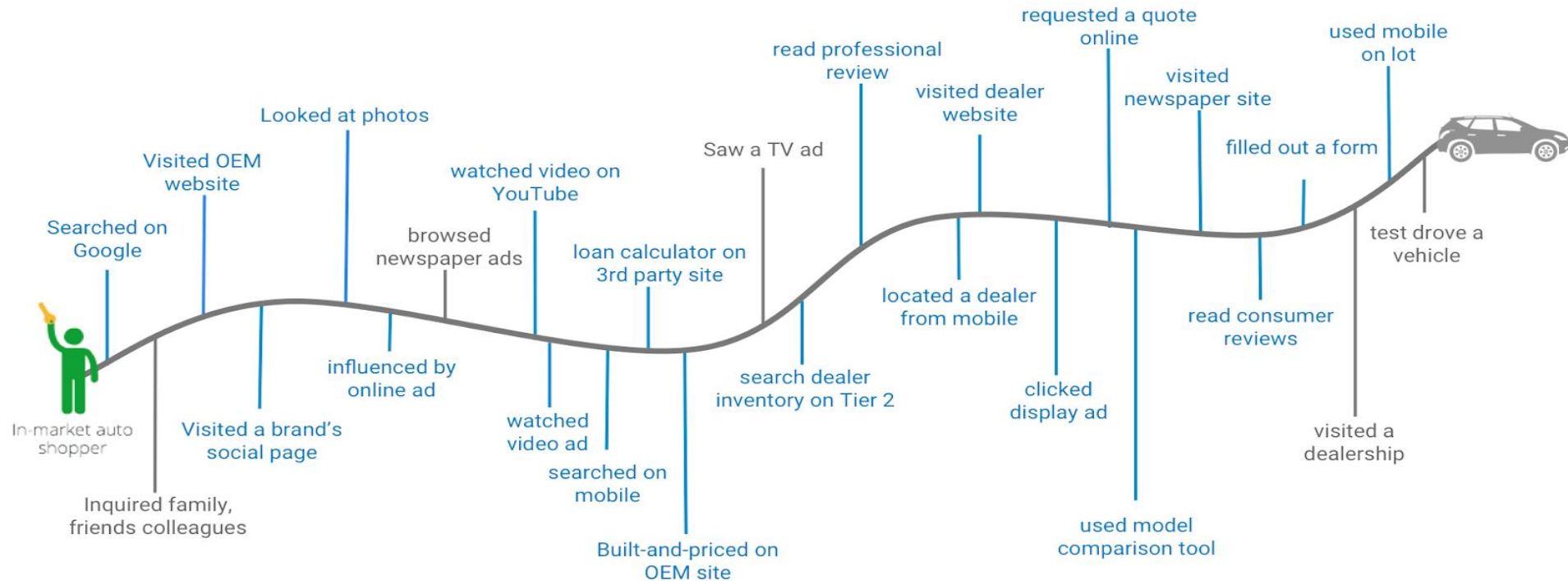


Push Segment through DSP/AD Networks

Leveraging Analytics to Connect at the Right Place



The average Auto shopper engages with **24 research points** (across an avg. 12.6/wks[^]). Subaru is working to tie all the pieces of the journey together through attribution modeling



24 average touchpoints, **19** are digital

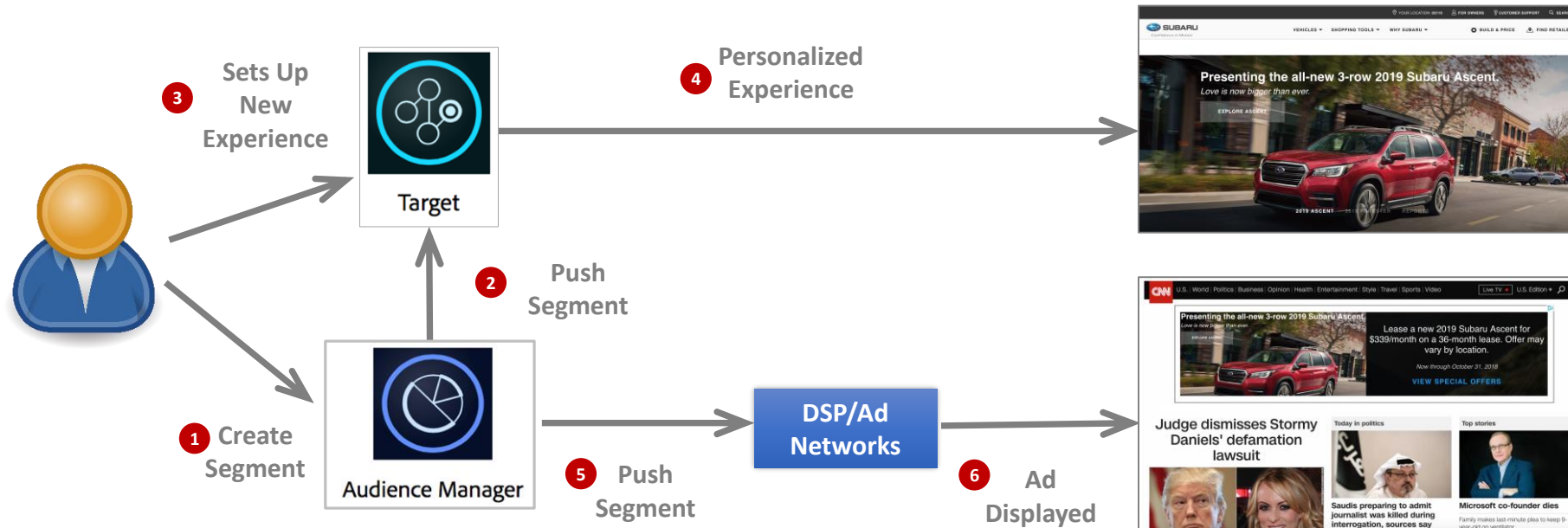
Source: Google/Millward Brown Automotive Path To Purchase September 2015, McKinsey, JD Power 2018 NAS[^]



Subaru's Tech Stack Unifies Messaging Across Multiple Owned & Paid Digital Touchpoints

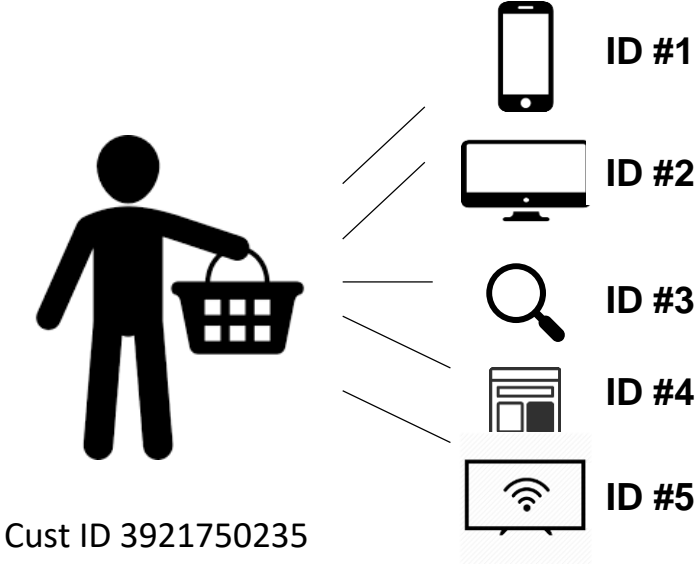


For example, personalized communications can run across Subaru.com and Ads on 3rd Party Sites, using Audience Manager and Target



Taken One Step Further, Subaru is Now Managing its 1st Party Data to Unify Various Customer Touchpoints and Devices

Through identity resolution, Subaru is able to authenticate and better understand how to connect an individual customer's journey



Subaru Benefits:

- Accountable Reach (Intended Target Audience)
- Reduced Waste (Cost effectiveness)
- Lift in Performance



What's Next for Subaru's Analytics Team

- ❑ Continuing to build the Analytics mind-set across our organization
 - Shifting from a less traditional car company towards a more tech focused and customer-driven experience provider
- ❑ Continuing to connect customer journey maps with tailored experiences
 - Bridge pre-post purchase process and long-term brand loyalty
- ❑ Building propensity modeling to identify areas of further growth



Questions