



# Implementing CDP for Plume & enhancing their understanding of their customers.



## Introduction:

Plume is a leader in next-gen smart home tech. Their 360° platform helps providers deploy best-in-class Wi-Fi experiences with breakthrough efficiency. As an international company headquartered in Silicon Valley, California, Plume delivers global cloud-managed, adaptive Wi-Fi services to over 48 million smart spaces. Their customers include many of the world's largest CSPs who look to Plume to help them evolve their smart home offerings while gleaning insights from Plume's robust data.

Plume engaged with Tru Performance strategically to enhance user knowledge across its Direct-to-Consumer (D2C) and Business-to-Business (B2B) channels. The company partnered with Tru Performance to implement a Customer Data Platform (CDP), specifically Heap and Segment, to gain deeper insights into user behavior and improve data management.



## Challenges

### 1. The Need for Enhanced User Knowledge:

Plume recognized the need to understand its users better. The company sought deeper insights into user behavior across its D2C and B2B channels.

### 2. Data Management Difficulties:

Plume's existing data management system could not provide the well-structured, consistent, and trustworthy data the company needed.

### 3. Decision-Making Dilemmas:

Plume faced difficulties making informed decisions without access to reliable and actionable data. The company needed to leverage its data for better decision-making.

### 4. Fragmented Customer Data:

With diverse products and a vast global reach, Plume's data was scattered across various platforms. This made it challenging to derive actionable insights or gain a holistic view of the customer.

### 5. Inefficient Marketing Strategies:

Plume's marketing efforts were less targeted without comprehensive data analytics, leading to lower ROI on marketing campaigns.

### 6. Reduced Customer Retention:

Plume found it challenging to engage customers effectively without an in-depth understanding of the customer's journey, reducing customer loyalty and lifetime value.

### 7. Operational Inefficiencies:

The absence of centralized data analytics tools meant that teams had to spend a disproportionate amount of time gathering and collating data rather than analyzing and actioning it.

## Solutions

Tru Performance provided a comprehensive service, from start to finish, in implementing CDP platforms such as Heap and Segment. This end-to-end service ensured a smooth transition for Plume and was a crucial step towards achieving well-structured, consistent, and trustworthy data.

### Building Heap Auto-Capture Events

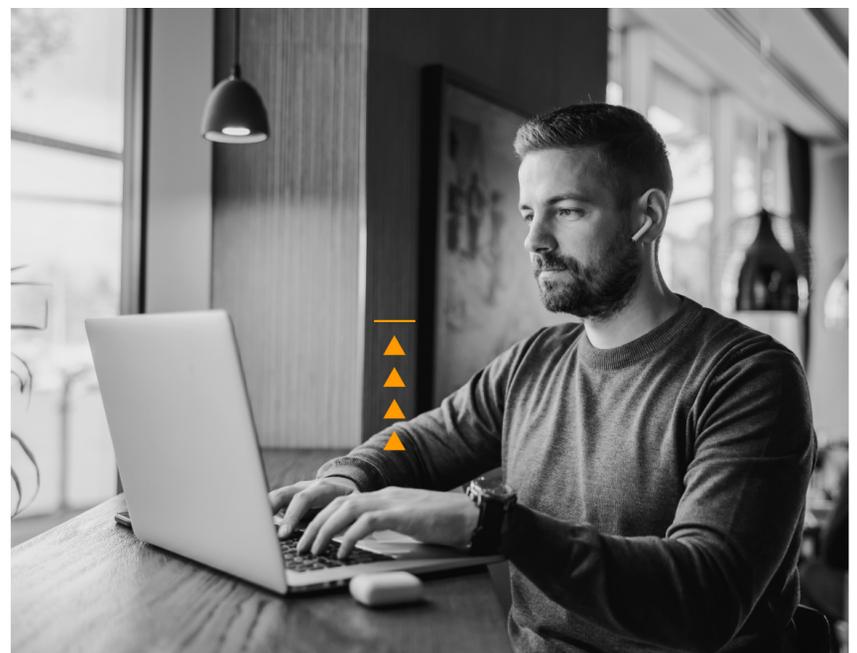
Tru Performance built Heap Auto-capture events to reinforce Plume's data management capabilities. These events included "Hardware Selected," "Pod Quantity Selected," "Membership Selected," "Cart Viewed," "Checkout Started," "Order Completed," "Order Canceled," "CTA Clicked," "Blog Post Viewed," and "Lead Form Completed."

### Data Governance

Tru Performance offered data governance guides for auto-capture event building. They ensured all internal IP addresses were filtered in all relevant tools, implemented an event naming convention for future events, conducted regular data audits, and used user permissions to give different access levels across tools.

### Reporting & Ad Network Connections

Tru Performance built reporting within Heap, based on available data and connected Ad Networks to Segment. This enabled Plume to leverage its data for better decision-making.





## Business Outcomes:



### **Successful Implementation**

Tru Performance's strategic approach led to the successful implementation of Heap and Segment across Plume's D2C and B2B. This implementation marked a significant milestone in Plume's journey towards better data management.



### **Data Management**

By adopting Heap Auto-capture events and Segment, Plume could access well-structured, consistent, and trustworthy data. This has significantly enhanced the company's data management capabilities.



### **Decision-Making**

By adopting Heap Auto-capture events and Segment, Plume could access well-structured, consistent, and trustworthy data. This has significantly enhanced the company's data management capabilities.



### **Customer Understanding**

Plume gained comprehensive insights into their customers' behaviors, preferences, & needs, empowering them to deliver personalized experiences tailored to individual users.



### **Marketing Effectiveness**

With access to real-time customer data, Plume's marketing efforts became more targeted and impactful, increasing customer engagement and conversion rates.



### **Streamlined Workflows**

Integrating Heap and Segment into Plume's existing systems streamlined internal processes, saving time and reducing operational complexities.

## Business Impact

The successful implementation of Heap and Segment has immensely impacted Plume's business operations. The company has seen improvements in user knowledge, data management, and decision-making. These improvements have led to more efficient operations, better customer service, and increased profitability.

## Benefits To Plume

### **1. Holistic Customer View:**

With data centralized and accessible, Plume now had a 360-degree view of their customers, enabling targeted marketing and product development.

### **2. Increased Marketing ROI:**

Armed with precise customer insights, Plume could run highly targeted campaigns, leading to better conversion rates and a higher return on marketing investments.

### **3. Enhanced Customer Experience:**

By understanding and addressing pain points in the customer journey, Plume increased customer satisfaction, leading to higher retention rates.

### **4. Operational Efficiency:**

With automated data collection and centralized analytics, Plume's teams could focus on drawing actionable insights rather than manual data collation.

### **5. Data-Driven Decision-Making:**

The integration of these platforms transformed Plume's decision-making process, making it more data-centric and leading to more informed and strategic choices.

### **6. Data Migration and Mapping:**

Tru Performance worked meticulously to migrate and map Plume's valuable customer data onto the new platforms, ensuring data integrity and consistency throughout the transition.