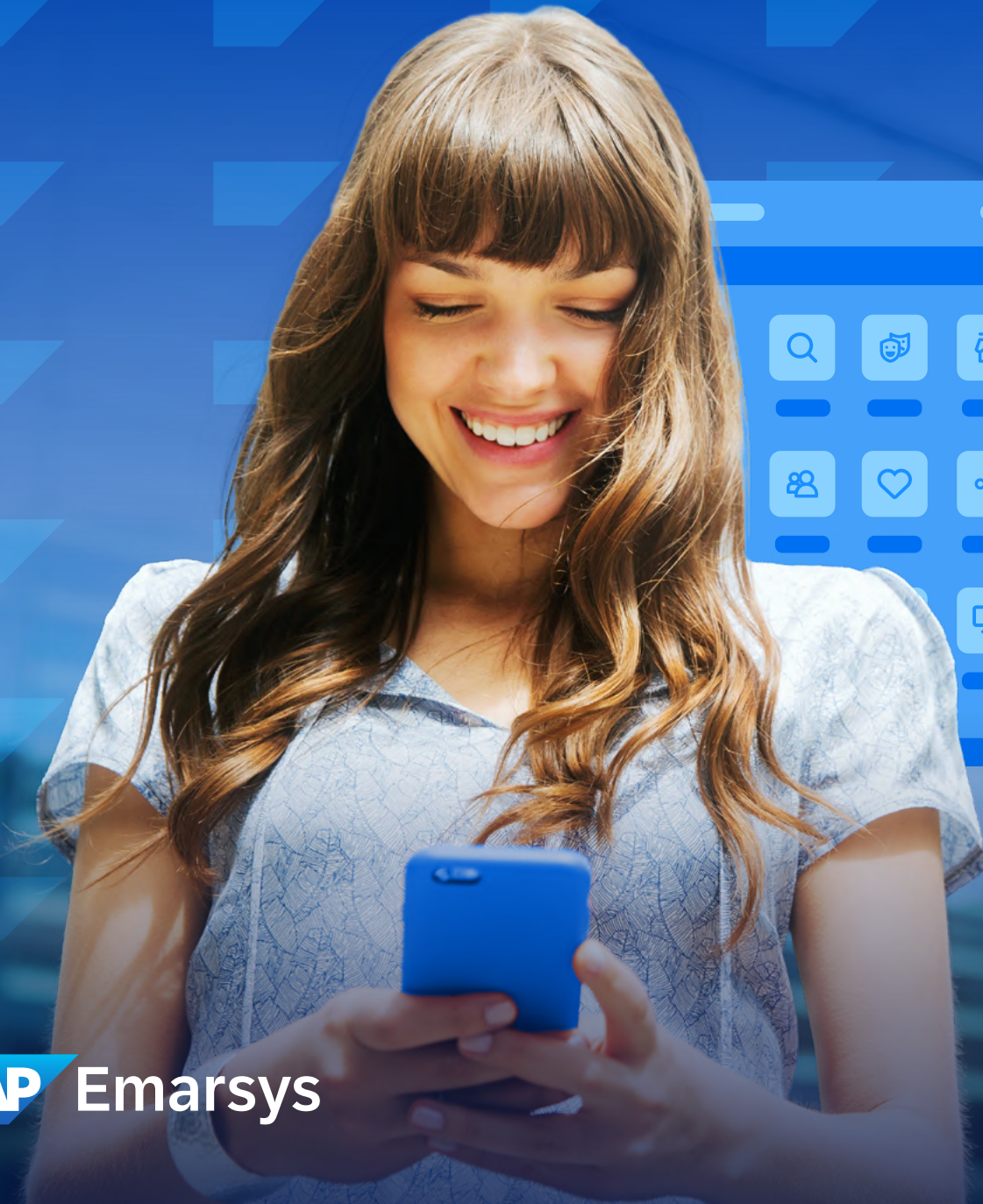


7 Ways to Use Your First-Party Data (Creatively!)



Unlock Your Data's Vast Potential

Here's the real truth for 2026:

Having the data isn't the win anymore. Using it in creative, revenue-boosting, loyalty-building ways? That's where the magic happens.

It's time to ditch the one-size-fits-all campaign flows and think bigger. Quirkier. More strategic.

From our marketing team to yours, here are 7 battle-tested (and slightly unconventional) ways to use the first-party data you already have. We're also dropping recommended channel combos so you can drive home that "wow!" factor and get real results.



1. Turn Product Browsing into a Post-Purchase Ritual



2. Match Personas to Mood States (Not Just Demographics)



3. Use In-Store Interactions to Influence Online Flows (And Vice Versa)



4. Let Customers Choose Their Own Adventure



5. Combine Loyalty Tiers with Customer Sentiment



6. Build Micro-Referral Engines Based on Shared Product Affinities



7. Let Your Channels Cross-Pollinate with Purpose

1 Turn Product Browsing into a Post-Purchase Ritual

Did your customer browse those green boots five times? Don't just drop them into a generic retargeting loop. If they do buy, drop them into a post-purchase series that features:

- ✓ Styling tips specifically for green boots
- ✓ A Spotify playlist inspired by the boot's color or vibe
- ✓ A thank-you message that references their journey ("You came back five times. We noticed. We love that.")

Why it works: It rewards behavior, not just conversion, and it makes your brand feel human.

Dig Deeper!

Learn about web-based product recommendations.

Watch a Video Overview →

Channel combo:

- Web
- Email
- SMS
- App Push



2 Match Personas to Mood States (Not Just Demographics)

Did a customer shop late at night, only click pink products, then bounce from promo pages?

Map behavioral signals to *emotional states*, then craft creative accordingly:

- ✓ **Scrollers** = curious and indecisive
→ Give them social proof and quick-pick bundles
- ✓ **Midnight browsers** = secret shoppers
→ Send discreet SMS offers (not push notifications)
- ✓ **Abandoners after cart fill** = anxious optimizers
→ Offer reassurance, not urgency

Why it works: Psychographic signals are more useful than static segments in omnichannel planning.

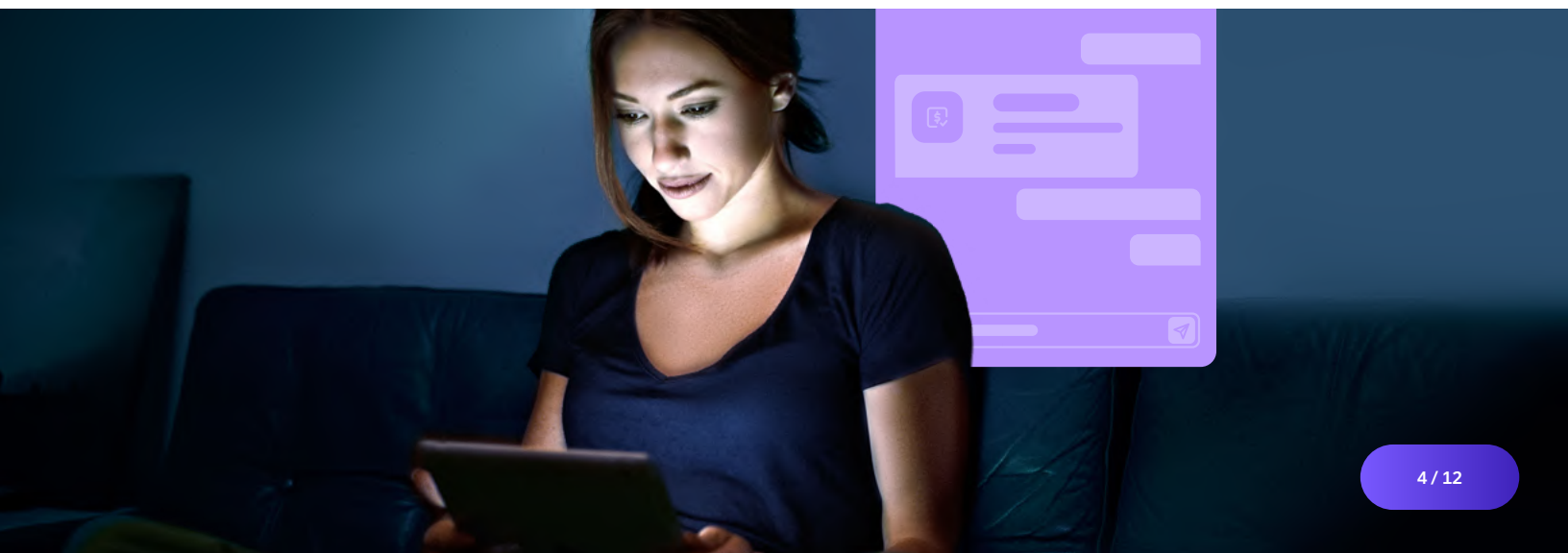
Dig Deeper!

Automate the customer lifecycle and unlock product affinity.

Watch a Video Overview →

Channel combo:

- ✉ Email
- 👛 Mobile Wallet
- 📺 Retargeted Ads App



3 Use In-Store Interactions to Influence Online Flows

If someone scanned a QR code in your physical store, please don't just drop them into a standard welcome flow. You now know something special:

- ✓ The customer was there, physically.
- ✓ They took action.

Leverage that:

- ✓ Tailor their welcome message with geo-personalized offers: "Sample our newest product in your neighborhood."
- ✓ Trigger a concierge-style follow-up: "We saw you in Austin. See what's trending here this week."

Why it works: Spatial memory improves retention while also making your messaging hyper-relevant.

Dig Deeper!

From app messaging to push to mobile wallet, get engaged in real time, on the go.

Watch a Video Overview →

Channel combo:

- Email
- Mobile App
- SMS



4 Let Customers Choose Their Own Adventure

Stop funneling everyone into the same onboarding or new customer flow. Use what you know to give them story-driven paths:

- ✓ **New customers who bought a bundle?**
Give them a 3-email story that unpacks each item with a personal tone.
- ✓ **Subscribers who engage only with quizzes?**
Give them more quizzes. Let content be the engagement.

Why it works: Interactive experiences = higher memory encoding + better database segmentation going forward while also making your messaging hyper-relevant.

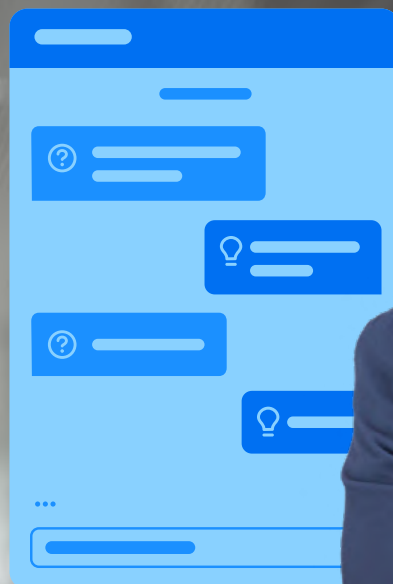
Dig Deeper!

Jebbit's interactive quiz software helps create value exchanges and builds trust.

[Learn More →](#)

Channel combo:

- ✉ Email
- 📱 App Push
- 📄 Progressive Profiling Forms



5 Combine Loyalty Tiers with Customer Sentiment

What if your loyalty program didn't just reward purchases, but recognized mood?

- ✓ Use data from NPS responses, survey responses, or sentiment-tagged emails to surface moments of delight or frustration.
- ✓ Ensure the feedback is integrated in a single source of truth (i.e. a customer data platform).
- ✓ Use your customer experience platform to tailor your loyalty experience: happy customers get surprise upgrades, and unhappy ones get personal outreach before they churn.

Why it works: Emotional loyalty beats transactional loyalty every time.

Dig Deeper!

Loyalty data you need to know: get the 2025 Customer Loyalty Index!

[Download Now →](#)

Channel combo:

- ♥ Loyalty Hub
- ✉ Email
- 🎵 In-App
- 💬 Human-Powered Chat



6 Build Micro-Referral Engines Based on Shared Product Affinities

Who else bought the same thing your customer just purchased? Show them. Not with generic “others also bought” but with:

- ✓ Real stories: “Nico in Brooklyn paired this with a green long-sleeved shirt.”
- ✓ A built-in referral code tied to that item: “Your style squad gets 15% off the same one.”

Why it works: Having the same taste triggers peer validation and motivation to share.

Dig Deeper!

With Mention Me, marketers can leverage the power of community and referrals.

Discover Brand Advocacy →

Channel combo:

- ✉ Email
- 💬 SMS
- 🔄 Referral Automation Platform





The brand:

Fashion, e-commerce

Goal:

Motivate satisfied customers to become advocates

Strategies:

- Implemented real-time triggers real-time triggers to serve relevant messages at pivotal moments.
- Used SAP Emarsys's pre-built tactics for Mention Me to action referral data and enhance personalization.
- Applied A/B testing on referral campaigns to optimize copy, images, incentives, etc.

Impact:

Referred customers spend **63% more** in their first six months

[Read More →](#)

The brand:

Health, food/beverage, CPG, e-commerce

Goal:

Reduce dependency on paid channels

Strategies:

- Unlocked new segments of customers likely to refer.
- Created referral campaigns and optimized them to resonate with their brand advocates.
- Implemented name sharing so customers can enter the brand advocate's name at checkout, enabling offline-to-online engagement.

Impact:

Referred customers are **3.5x more** likely to introduce more new customers

[Watch the On-Demand Webinar →](#)

7 Let Your Channels Cross-Pollinate with Purpose

If the customer clicks product A in your app but buys product B on desktop, that's not a dead end... it's a signal.

Build smart sequences where interest in one product dynamically changes promo content elsewhere.
For example:

- ✓ App click on skincare
 - Email that promotes related regimens
 - SMS with limited-time product drop
- ✓ Ad click on dog chew toys
 - Email with tips for training good chewing habits
 - Dynamic Web pop offers for dog bones

Why it works: Relevance drives results. Intent = gold.

Dig Deeper!

Transform a CPG marketing strategy with omnichannel engagement.

Watch the Video Series →

Channel combo:

App

Site

SMS

Paid



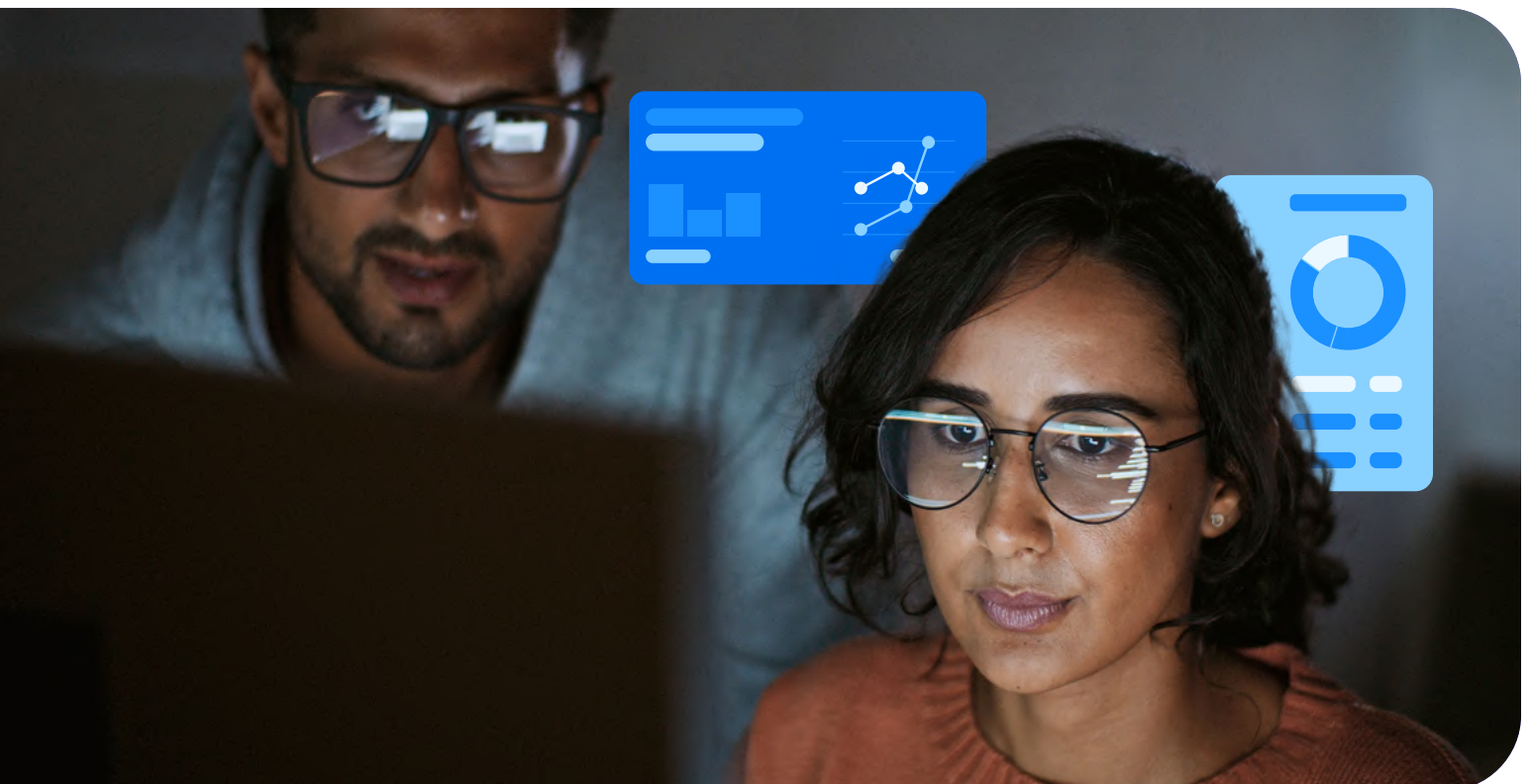
Good Data is a Gift. Creative Orchestration is the Win.

Your 2026 marketing plan can't just be built on templates and timelines. It has to be mapped around moments. Omnichannel doesn't mean being everywhere all the time – it means you need to be *everywhere that matters*.

You already have the data. Now let's get creative (and strategic) about how you use it.

Let's make this the year your stack actually stacks revenue.

From one marketing team to another,
The SAP Emarsys Marketers





SAP Emarsys is the customer engagement solution for SAP Customer Experience, empowering businesses to deliver personalized, AI-driven, omnichannel experiences. Built for scalability and extensibility, SAP Customer Experience provides a suite of products across commerce, sales, service, marketing, and customer data, enabling businesses to exceed customer expectations with real-time, relevant engagement. From digitally native disruptors to global enterprises, SAP Emarsys helps bring out the best CX in every business by meeting customers where they are with the products, information, and experiences they need, exactly when and where they need them. For more information, visit: www.emarsys.com

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