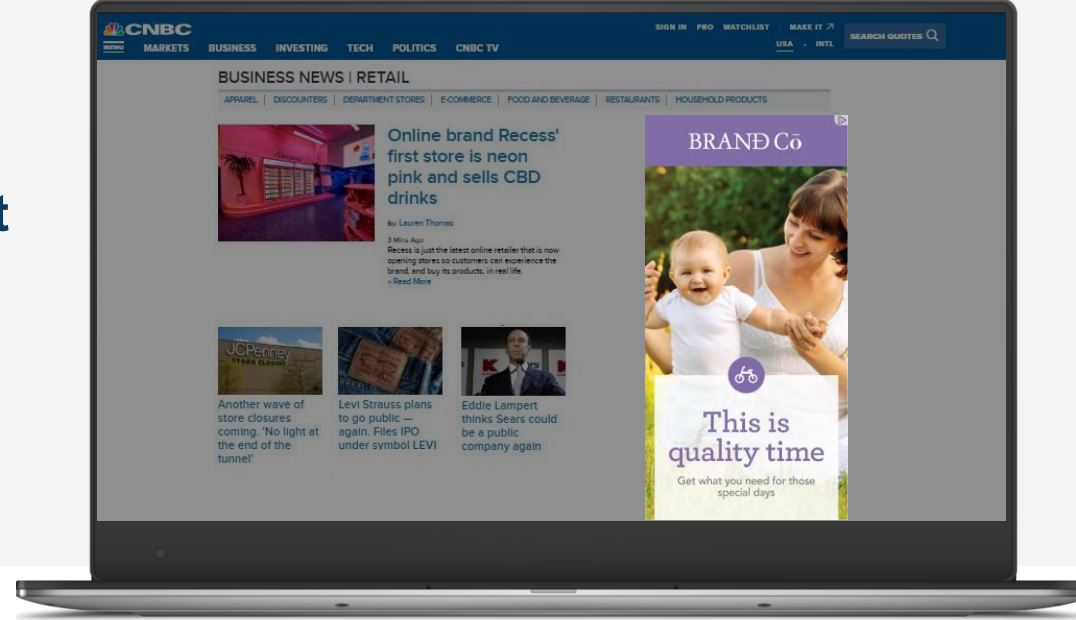


Acquiring Customers that Have More Lifetime Value



CASE STUDY



Challenge

- A leading toy retailer needed to reduce one-and-done customers.
- Instead, they wanted to reach individuals who would cultivate a brand affinity with them and become loyal, long-term customers.




Solution

- With the retailer's customer file and Conversant's network of 200 million consumers, we accurately identified prospects with attributes that mirrored the retailer's current high-lifetime-value customers.
- We delivered personalized messages to these ideal prospects, driving additional future sales and achieving higher spend per purchase.



Results

-  **61%**
Higher average value than non-messaged customers
-  **25%**
Higher lifetime orders than non-messaged customers
-  **11%**
More new-to-file customers with 3+ orders