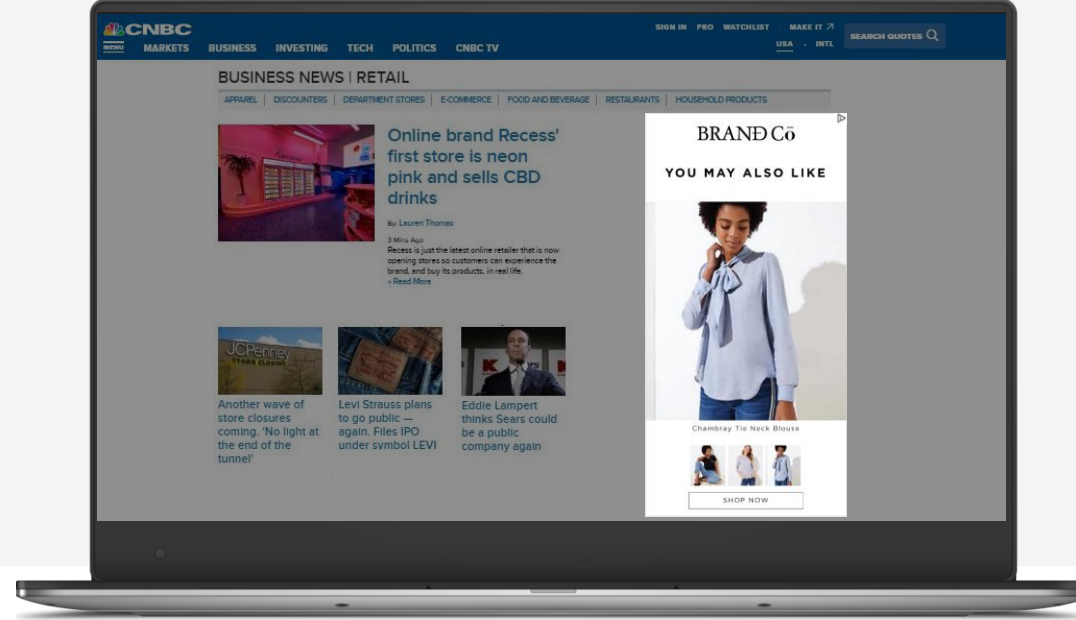


Nurturing Customers to Drive Repeat Purchases



CASE STUDY



Challenge

A women's apparel retailer catering to young professionals wanted to encourage newly acquired customers to make repeat purchases and increase their brand loyalty over time.



Solution

- By combining the retailer's customer file and our 7,000+ attribute profiles, they engaged each newly acquired customer in real time with customized messaging based on individual preferences.
- This data created more relevant messaging, reducing the number of one-and-done buyers while increasing the rate of repeat purchases to create efficiency in their marketing spend.



Results



41%

Higher retention rate than brand baseline



30%

Increase in spend by messaged customers



\$190

Lifetime spend of retained clients



\$4

Cost per retained client