Segmentation & Personalization

"We want to target specific customers to help drive frequency & revenue."

This retailer of apparel, textile and home goods has been serving the heartland of America since the 1930s.

Industry: Retail

Locations: 70+

Annual Revenue: $140m

The Situation

A brick-and-mortar retailer's loyalty program had become stale. Their "one size fits all" marketing approach was not driving growth for the business. New members were signing up but the activity of new members was well below historic averages.

How this Impacted the Business

Pressure was building on the marketing team to drive results with the loyalty program. They knew they needed to refresh the program but didn't know how to do so. Their current marketing approach was not driving sales. They knew that they had different types of members but communications needed to be more relevant to drive purchase

YOY Trend of Loyalty Transactions

Legend: ■ % of Total Transactions — % of Total Revenue
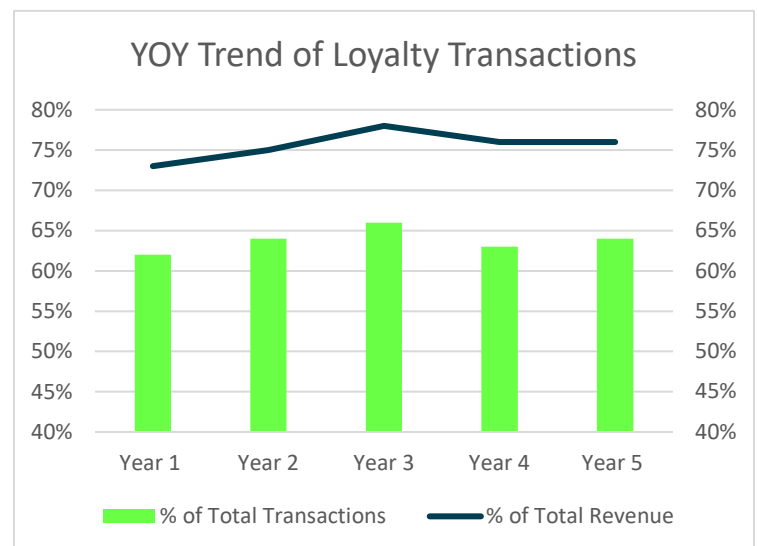
Partnering for Success

After teaming up with DataDelivers, a thorough analysis of the client's data was conducted to gain insights into customer behavior and preferences. Through this analysis, we were able to identify six unique customer segments, each with its own distinct characteristics and needs. Based on our analysis, three customer segments were identified that presented a significant opportunity for growth. These segments were targeted with a specific cadence of messages designed to reward new behaviors such as increased frequency of purchases, more items per basket, and increased spend. With DataDelivers this client was able to offer members exclusive promotions to incentivize behaviors and messages were personalized to each customer based on preferences and purchasing history.

Delivering Results

Initial results indicated that targeting specific segments with messaging based on preferences and prior behaviors was having a positive impact on the business, driving a 15% lift in month-over-month sales within the first 30 days. As the program continued, average ticket size grew by offering discounts tied to higher spend thresholds, and shopping frequency increased amongst the members receiving personalized messaging. Overall, the first year of the program delivered an 8% sales lift in the loyalty program; the largest in over five years.

Program Sales Impact

8%

Sales Lift

■ Projected Sales   ■ Actual
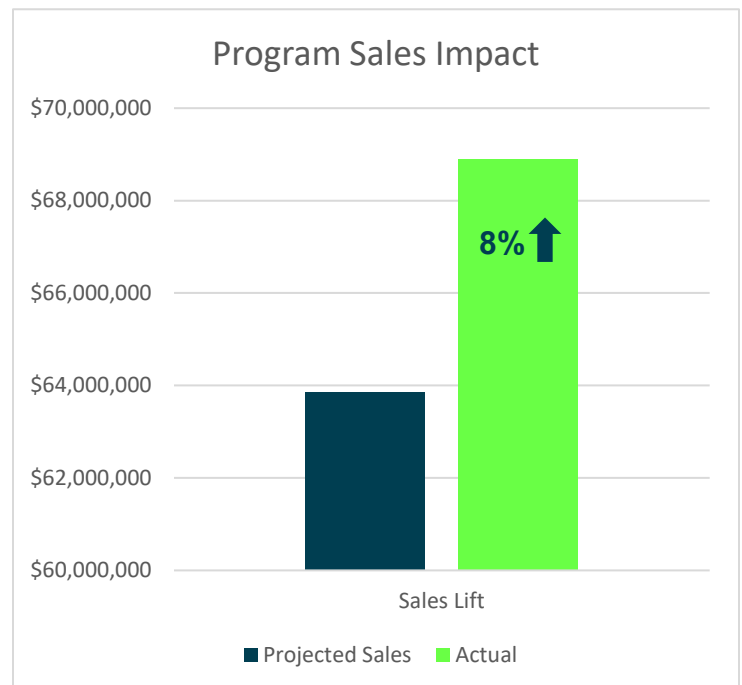
Let DataDelivers help you increase revenue by targeting segments and keeping customers engaged!