



CUSTOMER

Anti-churn

Mixed ready-to-wear clothing brand

TARGET

Preserve customer capital by identifying customers who are losing ground



Identify clients with significant CLTV at risk of churning



Controlling anti-churn investments by targeting only "influenceable" customers

CHALLENGES

Have sufficiently detailed data for relevant recommendations



Analyze several years of sales history to estimate the potential of each customer



Identify customers who are losing speed and who can be influenced in their buying decision by media campaigns

APPROACH



Identification of clients issuing departure signals



Collect and analyze of data to influence re-purchase



Provision of an anti-churn score recalculated monthly



Test & learn approach for an iterative improvement of the predictive model

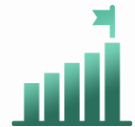
INSIGHTS & VALUES



2x more effective reactivation campaigns



Up to 50% more customers reactivated



Short-term increase in turnover & and steady long-term

3

Data domains



Marketing



Customers



Sales

Efficiency targeting

2x

Reactivation rate

Benefice

+12%

Short-term turnover

Benefice

+13%

of active customers

Incremental ROI campaign

x3.1

for 1€ invested

Use Case Anti-churn 2021

Apply Filters

Year: Select: 2021 (1) | Campaign: Select: MARS21-OP-ABANDONNISTE, ... (3) | Sub Campaign: Select | Channel: Select

Pick a campaign

Year	Campaign	Sub Campaign	Channel	Significance	
2021	MARS21-OP-ABANDONNISTE	LANCEMENT	EMAIL	OUVERTS	Bizbee-2021-01-01-BZB-Trigger Abandonviste-MARS21-OP-ABANDONNISTE.LANCEMENT... ✓
2021	MARS21-OP-ABANDONNISTE	LANCEMENT	SMS	A RISQUE +	Bizbee-2021-01-01-BZB-Trigger Abandonviste-MARS21-OP-ABANDONNISTE.LANCEMENT... ✓
2021	MARS21-OP-ABANDONNISTE	LANCEMENT	SMS	A RISQUE -	Bizbee-2021-01-01-BZB-Trigger Abandonviste-MARS21-OP-ABANDONNISTE.LANCEMENT... ✓
2021	MARS21-OP-ABANDONNISTE	LANCEMENT	EMAIL	ALL	Bizbee-2021-01-01-BZB-Trigger Abandonviste-MARS21-OP-ABANDONNISTE.LANCEMENT... ✓
2021	MARS21-OP-ABANDONNISTE	LANCEMENT	EMAIL	CW OUVERTS	Bizbee-2021-01-01-BZB-Trigger Abandonviste-MARS21-OP-ABANDONNISTE.LANCEMENT... ✗
2021	MARS21-OP-ABANDONNISTE	LANCEMENT	EMAIL	CW	Bizbee-2021-01-01-BZB-Trigger Abandonviste-MARS21-OP-ABANDONNISTE.LANCEMENT... ✓
2021	MARS21-OP-ABANDONNISTE	LANCEMENT	SMS	MONO TICK...	Bizbee-2021-01-01-BZB-Trigger Abandonviste-MARS21-OP-ABANDONNISTE.LANCEMENT... ✓

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Increment Performance

1.94%
on Active Rate

1.00 € / 46,929 €
on Turnover Per Customer

0.46 € / 16,624 €
on Margin Per Customer

confidence: 87%

Active Rate Results

Exposed	7,815	Active Rate	10.46%
Active Customers	666,812		
Control	88	Active Rate	4.97%
Active Customers	21,340		

confidence: 75%

Turnover Per Customer Results

Exposed	396,158 €	Turn./Cust.	5.02 €
Turnover Customers	666,812		
Control	4,849 €	Turn./Cust.	2.24 €
Turnover Customers	21,340		

confidence: 71%

Margin Per Customer Results

Exposed	203,992 €	Marg./Cust.	2.46 €
Margin Customers	666,812		
Control	2,355 €	Marg./Cust.	1.07 €
Margin Customers	21,340		

Technologies

