



CUSTOMER

Reactivation of inactive customers

Men's ready-to-wear clothing brand

TARGET

Boost your customer capital by identifying inactive customers to reactivate first



Which potential high CLV customers should be reactivated?



What are the targets on which reactivation investments are profitable?

CHALLENGES

Have a rich enough history to build a reliable reactivation score



Estimate the potential of each inactive customer through the analysis of their history



Collect and analyze weak signals that determine the probability of reactivating the customer

APPROACH



Segmentation of inactive people into strata according to their potential value



Analyze and identify of reactivation criteria



Create of a periodically recalculated reactivation score



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

INSIGHTS & VALUES



Improved management of the customer portfolio



x3 more effective reactivation campaigns



Increase in short and long term turnover due to reactivated customers

3

Data domains



Marketing



Customers



Sales

Efficiency targeting

+30%

of customers reactivated with the same budget

ROI

x3.1

on campaigns

Activation

+3pts

reactivity rate 1 year

Long term impact

+10€

customer value 12 months

KPI of a reactivation campaign

Targeted Customers

224,9 k

Active Customers

16,9 k

Total Turnover

1,1 M

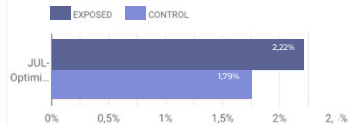
Total Margin

608,7 k

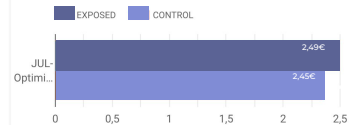
Incremental Margin :

125,2 k€

Active Rate



Margin per customer targeted



Technologies

