



CUSTOMER



Acquisition

LTV* Optimisation

ROUGEGORGE




CONTEXT / TARGET

Define an offline acquisition strategy




-  Support the store activity which has been suffering from a loss of traffic for several years
-  Optimize advertising investments by targeting just right

CHALLENGES

Main project issues :

-  Confirming / disproving "beliefs"
-  Measure the LTV
-  Validate the impact of digital investments on stores

APPROACH

-  Identify the drivers of customer loyalty through the implementation of a study
-  Select the most relevant stores for the implementation of the test
-  Validate the impact on x kpis

* LTV = Life Time Value

INSIGHTS & VALUES



Development of local strategy through digital investments



Acceleration of physical traffic by +20%.



Impact on the e-notoriety of the brand

+20%
store traffic

+6%
recruited

x2.5
E-notoriety

4

Data domains



Traffic



Stores



Sales



Customers

Performance campagne acquisition digitale

Comparaison des performances sur le mois de décembre

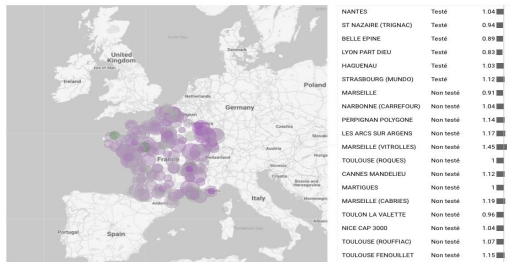
Critères de mesure
Critères du test Groupe_trafic (1) *
Valeur CV GROUPE 1 (1) *

Selectionnez au moins un critère

Type de magasin

Region -
Nom de cluster -
Groupe de trafic -
Magasin test ? -

KPIS in Store KPIS Digitaux



Technologies



Elise Descamps

Omnichannel Traffic Manager
at Rougegorge

"The acquisition solution developed by Fashion Data has enabled Rougegorge to obtain information on the profile of new customers recruited by the brand, such as the type of products purchased, the sensitivity to the promotion and the preferred purchase channel. This data has helped us implement our omnichannel acquisition strategy, allowing us to optimize our campaigns, test new potential targeting and identify the most profitable periods in terms of recruitment."








CUSTOMER

Segmentation & PMGB dashboard

Men's ready-to-wear clothing brand




TARGETS

Align customer value with the brand's revenue objectives:




-  Understand customer contribution to revenue
-  Have segments based on customer value that can be easily activated
-  Provide operational teams with the appropriate management tools

CHALLENGES

Have the right KPIs to monitor the value of your customer base

-  Segment your customer base using simple transactional criteria
-  Estimate the value of your customers in the short, medium and long term.
-  Measure the impact of CRM actions on the evolution of customer value.

APPROACH

-  Analyze the sales history on the right depth of history
-  Determine optimal sales/tickets thresholds to segment the database
-  Deploy dynamic management tools and train teams to read changes

INSIGHTS & VALUES



Optimization of media investments, by targeting only high value customers



Better understanding and improvement of customer value through intuitive and easily activated segments



Greater reactivity of CRM teams thanks to daily updated dashboards

Efficiency targeting

4x

with constant investment

Reactivity

6x

faster

Appropriation

2x

easier

100M

Daily update



Marketing

3

Data domains

SEGMENTATION PMGBS COMPARABLE N-1

€ 13% CA
-3.6 pts
Evolution vs N-1
BEST
▲ 41.7 ans
δ 81.91%

€ 38% CA
-0.3 pts
Evo. vs N-1
GROS
▲ 41.9 ans
δ 80.96%

€ 31% CA
+1.8 pts
Evo. vs N-1
MOYEN
▲ 42.2 ans
δ 76.93%

€ 19% CA
+2.1 pts
Evo. vs N-1
PETIT
▲ 42.9 ans
δ 72.38%

Volume (volume%)	Fréquence	Panier Moyen	CA/Actif	Marge/Actif
680102 (20%) -38% Vs N-1	6.0 -5.5% Vs N-1	74 € 7% Vs N-1	446 € 1% Vs N-1	232 € -1% Vs N-1
4061370 (118...) 23% Vs N-1	2.6 -6.4% Vs N-1	84 € 8% Vs N-1	220 € 1% Vs N-1	117 € -1% Vs N-1
7732680 (225...) -18% Vs N-1	1.7 -3.7% Vs N-1	55 € 5% Vs N-1	94 € 1% Vs N-1	49 € -1% Vs N-1
11614038 (33...) -14% Vs N-1	1.0 0.0% Vs N-1	38 € 2% Vs N-1	38 € 2% Vs N-1	20 € -0% Vs N-1

-- Total (sans les Sleepers) --



30

Number of users



Customers



Sales

Project time
3 weeks

Technologies





CUSTOMER

Commercial pressure

Women's ready-to-wear clothing brand

TARGETS

Adapt commercial pressure according to customer profile



Short term: measure the impact of sales pressure on customer behavior (opens, clicks, unsubscribes)



Long term: identify the effects of sales pressure on customer value



Determine the right number of contacts according to profiles

CHALLENGES

Have the right KPIs to monitor the impact of communication plans



Confirm or invalidate beliefs



Retrieve and quality control data



Disseminate information and implement rules in the tools

APPROACH



Understand: Insight data on current sales pressure:
- state of play / performance measurement
- impacts on customer behavioral KPIs and customer value



Test: A/B test approach and measurements



Deploy: Implementation of the rules learned from the lessons learned in the campaign management tool

INSIGHTS & VALUES



Preserve the contactability of the customer base and deliverability



Develop customer value by adapting commercial pressure



A just customer animation, adapted to his profile

2  emails less
+6% on customer value

Churn rate $\div 2$

+1 email


=

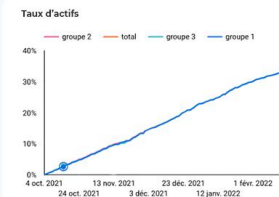
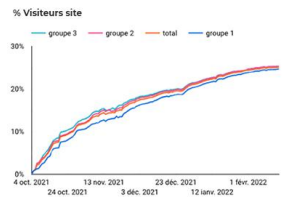
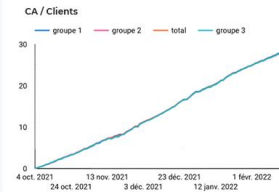
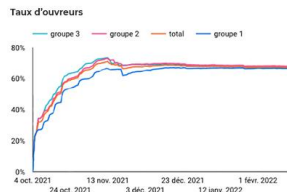
+25%

of first visit to the website

3

Data domains


Customers behavior
(opening, clicks ...)




Customers


Sales

50% emails less
for **3%** more turnover

Technologies





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	Blizbee-2021-01-01-8ZB-Trigger Abandonviste-MARS21-OP-ABANDONNISTE.LANCEMENT... ✓
2021	MARS21-OP-ABANDONNISTE	LANCEMENT	SMS	A RISQUE +	Blizbee-2021-01-01-8ZB-Trigger Abandonviste-MARS21-OP-ABANDONNISTE.LANCEMENT... ✓
2021	MARS21-OP-ABANDONNISTE	LANCEMENT	SMS	A RISQUE -	Blizbee-2021-01-01-8ZB-Trigger Abandonviste-MARS21-OP-ABANDONNISTE.LANCEMENT... ✓
2021	MARS21-OP-ABANDONNISTE	LANCEMENT	EMAIL	ALL	Blizbee-2021-01-01-8ZB-Trigger Abandonviste-MARS21-OP-ABANDONNISTE.LANCEMENT... ✓
2021	MARS21-OP-ABANDONNISTE	LANCEMENT	EMAIL	CW OUVERTS	Blizbee-2021-01-01-8ZB-Trigger Abandonviste-MARS21-OP-ABANDONNISTE.LANCEMENT... ✗
2021	MARS21-OP-ABANDONNISTE	LANCEMENT	EMAIL	CW	Blizbee-2021-01-01-8ZB-Trigger Abandonviste-MARS21-OP-ABANDONNISTE.LANCEMENT... ✓
2021	MARS21-OP-ABANDONNISTE	LANCEMENT	SMS	MONO TICK...	Blizbee-2021-01-01-8ZB-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	10.46%
Active Customers	666,812	Active Rate
Control	88	4.97%
Active Customers	21,340	Active Rate

confidence: 75%

Turnover Per Customer Results

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

confidence: 71%

Margin Per Customer Results

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

Technologies





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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

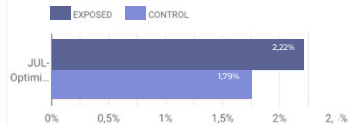
Total Margin

608,7 k

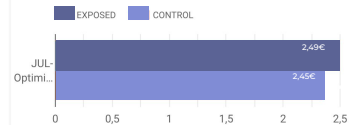
Incremental Margin :

125,2 k€

Active Rate



Margin per customer targeted



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