

## Best Customer Identification Fuels 4% Revenue Increase in Three Months for a Global Sportswear Brand

### BUSINESS CHALLENGES

- Unable to leverage transactional data to personalize communications and experience
- Limited array of customer segments to propose the next best offer & uncover high revenue generating customers
- Non-existent strategy to convert shoppers into brand ambassadors

### APPROACH & SOLUTION

- Comsense team created a data lake and Single View of the Customer (SVOC), built schemas, data models and data ingestion
- Transactional, demographic, and behavioral segments were analyzed & integrated to generate customer personas
- RFM modelling identified customers most likely to respond to a new offering, based on their past purchase patterns
- Predictive cross-sell, up-sell and customer reactivation models were also created to enhance lifetime value
- Planned, orchestrated, and executed multi-wave, cross-channel campaigns
- Evaluated and analyzed top channels and campaigns

### TOOLS & TECHNOLOGIES

- Acoustic Campaign (a.k.a. IBM Watson)
- Acoustic Content Hub
- Acoustic Exchange
- Comsense CDP
- Comsense IntellSense
- Comsense Kleanmail
- Google Analytics
- Power BI
- Python
- SQL Server



### BUSINESS IMPACT



Creation of SVOC ensured targeted marketing and personalized communication



Marketing campaigns were executed in alignment with distinct customer segments, which stimulated increased purchases and thus elevated customer lifetime value



Dynamic customer segmentation improved revenue by 4% from existing customers within three months



Improved wallet share per customer by 5% within three months of implementing recommendation engine for 'limited edition' & 'hypebeast' audiences