

# The largest fashion retail brand of the UK improves wallet share per customer by 13% in less than 3 months with data-driven approach

## BUSINESS NEED

- Client wanted to establish an e-commerce business in a new market - India
- Aspired to leverage their transactional, demographic, and behavioral data to drive better business outcomes
- Get rid of current data silos across e-commerce and in-store

## APPROACH & SOLUTION

The comsense team took a data-driven approach, following these steps:

- Conducted a 28-day due diligence on past campaigns, assets and workflows
- Created marketing data lake, consolidated customer information from various sources such as in-store point of sales, E-commerce channel, marketing campaign data, app login data, customer behaviour, etc.
- Generated customer profiles (SVOC) with advanced segmentation for digital natives, Gen X and baby boomers
- Applied ML models like RFM, behavioural segmentation, collaborative filtering, Next-best Offer
- Application of ML modelling techniques enabled forecasting customer purchases to personalize communication & enhance CLTV on customer's channel of choice
- Leveraged Google & Adobe products for channel analytics

## TOOLS & TECHNOLOGIES

- Acoustic Campaign (a.k.a. IBM Watson)
- Acoustic Content Hub
- Acoustic Exchange
- Adobe Analytics
- Comsense CDP
- Comsense DataSense
- Comsense IntellSense
- Comsense KleanMail
- CXA (Tealeaf)
- Fluent
- Google Analytics
- Power BI Watson APIs
- Python
- Salesforce Commerce
- SQL Server



## BUSINESS IMPACT



Easy transition from silos to intergated marketing platform which pushed intelligent and realtime cross-channel offers



Insights-driven marketing transformation for specific segments like luxury shoppers, bargain hunters, eco-conscious consumers led to a sales uplift of 9%



Dynamic offers tailored for budget shoppers vs high income shoppers improved revenue via increasing wallet share per customer by 13% within 3 months