Case study
Large women’s clothing retailer

OBJECTIVE: A large women’s clothing retailer is looking for opportunities to reactivate lapsed customers

SOLUTION: Experian’s Custom Analytics team worked with the client to develop a solution to intelligently identify and target lapsed customers

• Lapsed Cohorts – If a customer hadn’t shopped in last 12 months they were considered and split into three groups based on their length of inactivity:
  – Lapsed (1yr), Deeply Lapsed (2-3yrs), Super Lapsed (3-4yrs)

• Response Models – Reactivated customers from each lapsed cohort were modeled against their respective group
  – Experian’s Model built off demographic and behavioral attributes
  – Client’s Model built off prior purchase history

RESULTS: Combining both models to create a Reactivation Matrix provides a profile of these lapsed customers ensuring:

• Channels are directed with the most expensive (i.e. DM & Digital News) going to those likely to reactivate
• Content is focused on appealing to the profile seen in each group