

Case study

Large women's clothing retailer

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

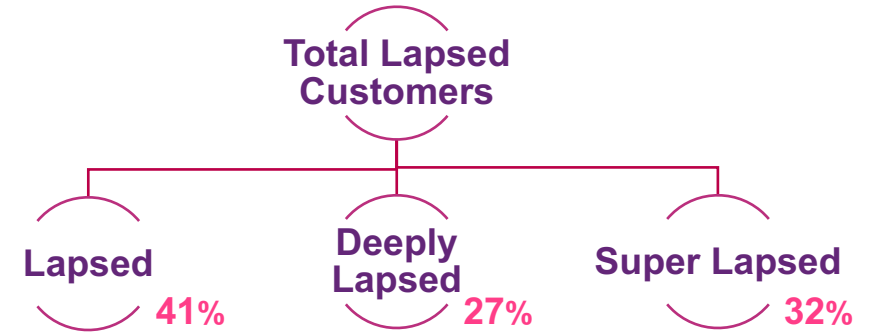
SOLUTION: Experian's Custom Analytics team worked with the client to develop a solution to intelligently identify and target lapsed customers

- **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

REACTIVATION TARGETING



Model Matrix		Client's Lapsed Customer Model									
		A	B	C	D	E	F	G	H	I	J
Experian's Lapsed Customer Model	A	Best Lapsed Group - Lift 164					Secondary Group - Lift 123				
	B	Younger High End Shoppers with Longer Tenure					High Income Earners with Long Tenure				
	C	Channels: Direct Mail, Email, Digital News					Channels: Email & Digital News				
	D										
	E	Third Tier Group - Lift 86					Least Likely Group - Lift 20				
	F	Median Income Earners with Medium Tenure					Older, Lower Income Earners with Short Tenure				
	G	Channels: Digital Video, Broadcast/Cable TV					Channels: Traditional Newspaper, Broadcast/Cable TV				
	H										
	I										
	J										