Case 1: Precision Marketing for a Fashion Retailer

Cartesian handles Precision Marketing duties for a brand that's a global icon when it comes to fashion. We work with the India team to help their Loyalty and CRM initiatives, and also improve data driven thinking across departments.

For the last 3 years we have worked with them on a number of initiatives that include:

Launch and manage (the analytics and campaigns) of their loyalty program. This is program with over a million members, where our mandate is to:

- Demonstrate to franchisees that capturing and using customer data pays
- Help the organization know the customer better by constantly pushing for better data capture
- Track incremental sales through targeted campaigns
- Push frequency and range

Our analytics work for the brand spans everything we do. We have, over the years:

- Built repeat and retention models
- Understood and tracked lifetime value
- Done store clustering
- Worked on assortment and merchandising projects
- Understood and aided decisions on sell throughs and in-season markdowns
- Replaced discounting with loyalty program points driven campaigns
- Tested offers and communication
- Reported performance to top management

Incrementals

Over the last couple of years, we have been consistently proving that 7-10% of the annual sales have been incremental and an outcome of the data driven campaigns that have been launched. The loyalty program itself has been delivering over 70% of the sales, but since that includes enrolments and transactions that would have happened as a matter of course, the important metric we track is incrementals.

Long term impact of Customer Engagement

We have also established (using control groups) that customer who we do not reach out to for an extended period are 70% less valuable that people we stay connected with. This has helped build the case for stores who are encouraged to capture contact information. Email capture, for instance, has risen from 40% to over 60% in recent times.

Use of Customer Data Across the Enterprise

We have driven use of customer data to help Retail Operations and Merchandising teams make decisions around store performance, assortment etc. The key input is often to understand the profile of customer that is buying products, what your best customers do that is different from the average, what customer journeys exist, what entry points lead to future value. Everything from sore performance benchmarking to decisions of assortment and pricing benefit from the customer view.

Benefits Summary to the client

- Repeat revenue grown from 21% to 38%
- Average transaction value for members increased by 30% compared to non members
- 8-10% incremental sales through the program
- Incremental Revenue is 12.9 times the cost of the CRM program
- Used program data for Store performance assessment
- Merchandising decisions taken basis CRM data