Target Marketing More Effectively To Increase Customer Orders

Prism North Star Metric:

Annual purchases per user

KPIs using RFM segmentation:

- Recency: Number of days since a user's latest purchase date.
- Frequency: Number of unique transactions made by a user.
- Monetary: Total revenue per user.

Customer Segments

We have grouped customers subscribed to email marketing into 8 different segments:

Segment	No of Customers	Percentage of Total
Champions	449	0.43%
Loyal	1299	1.25%
Bargain Hunters	1338	1.29%
Recent Customers	2834	2.72%
New Customers	3514	3.38%
Hibernating	8733	8.39%
Window Shoppers	64226	61.70%
Inactive	15179	14.58%
Other	6527	6.27%
Total	104099	100.00%

Brand Champions
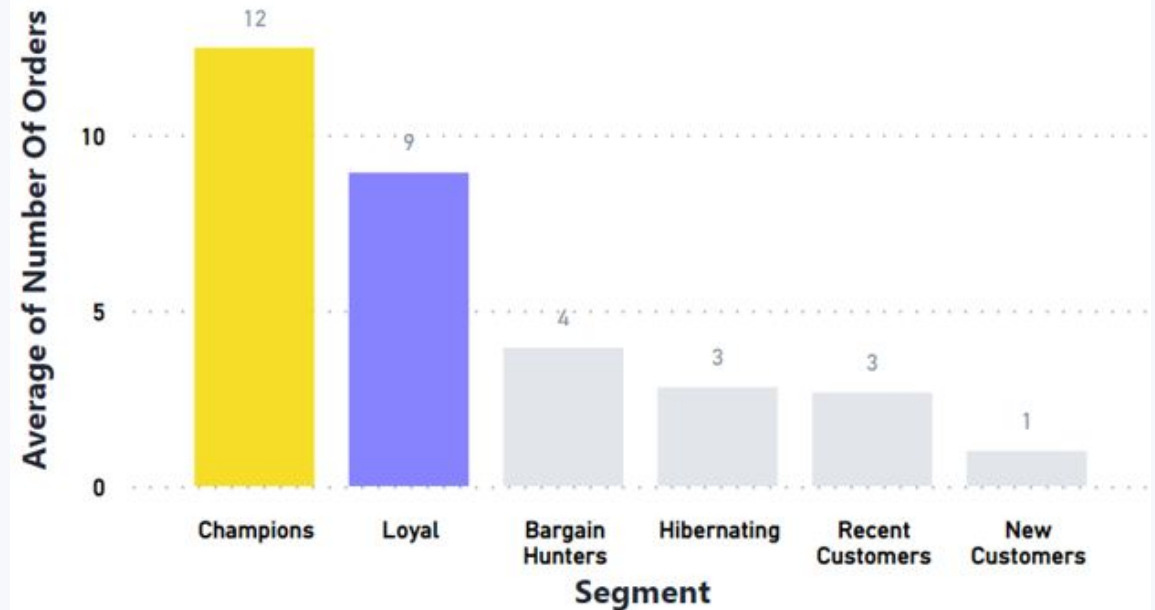
Our most valuable customers – Purchase frequently and spend the most
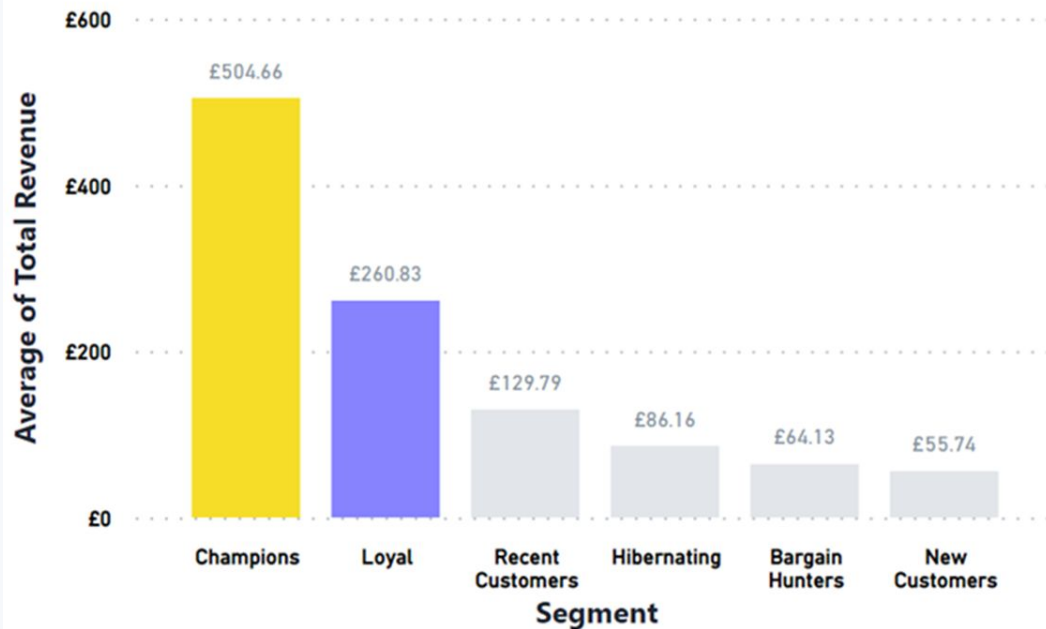
Recommendations:
- Early access to new products
- Recommend high value items

Loyal Customers

Purchase frequently

Recommendations:
- Referral link
- Ask to review products

Bargain Hunters

Relatively frequent buyers who spend less

Average of Number Of Orders by Segment

Average of Total Revenue by Segment

Recommendations:
- Sales reminders

Recent Customers

New Customers

Have made a purchase within the last month

Have made their **first** purchase within the last month

Average of Days Since Last Purchase by Segment

Recommendations:
- Limited time voucher
- Limited time free shipping

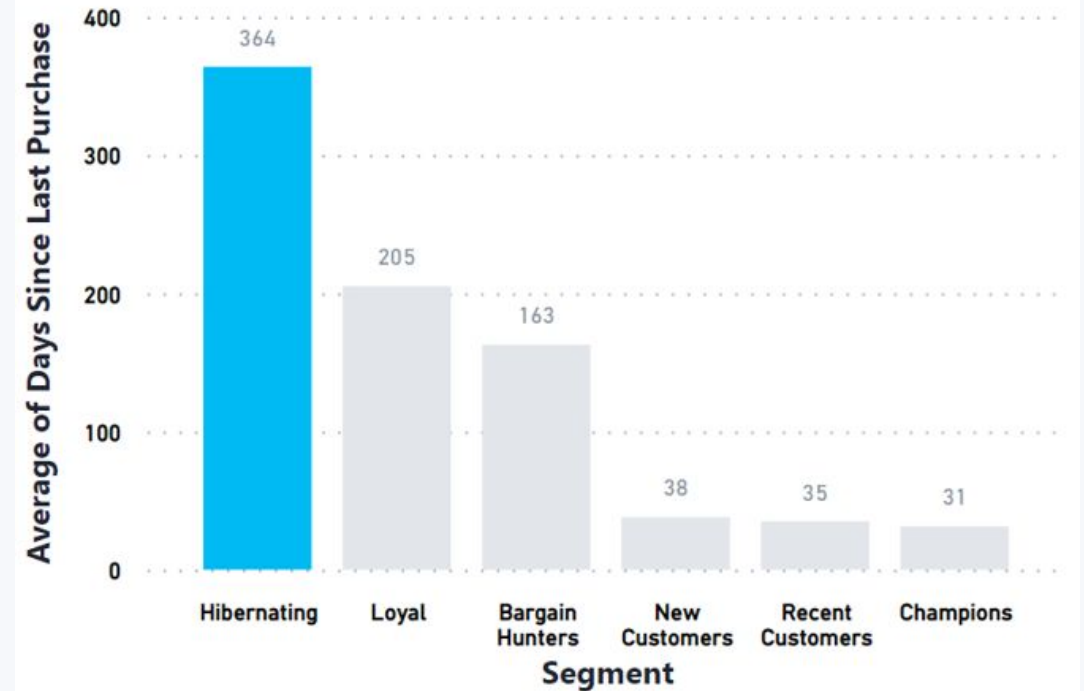**Recommendations:**
- 'Welcome' email

Hibernating

Haven't purchased for a while but used to spend moderately

Average of Total Revenue by Segment

Segment	Average of Total Revenue
Champions	£504.66
Loyal	£260.83
Recent Customers	£129.79
Hibernating	£86.16
Bargain Hunters	£64.13
New Customers	£55.74

Average of Days Since Last Purchase by Segment

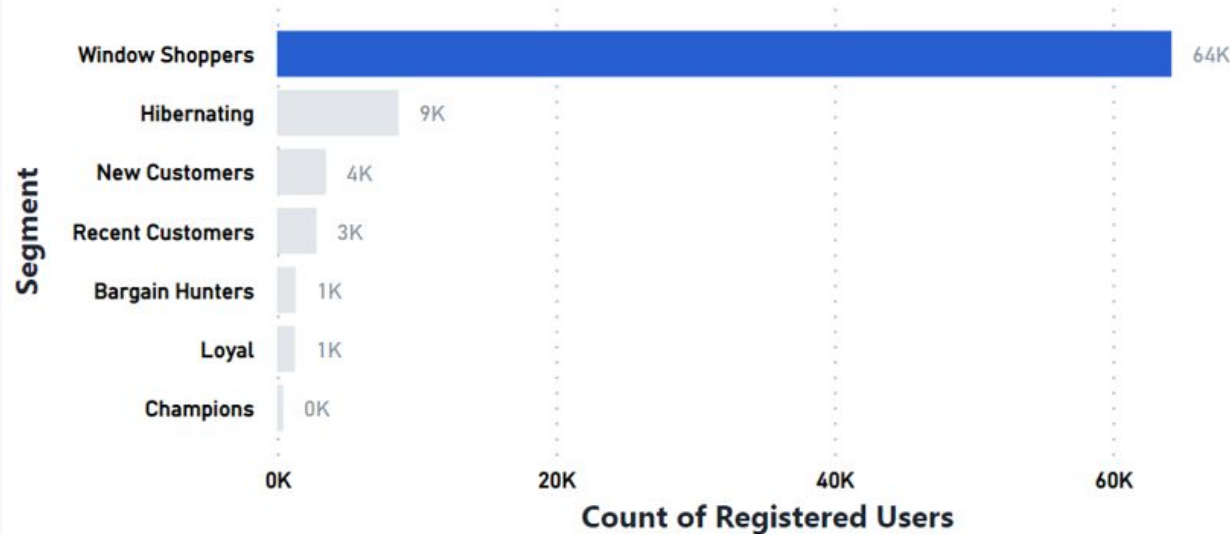| Segment	Average of Days Since Last Purchase
Hibernating	364
Loyal	205
Bargain Hunters	163
New Customers	38
Recent Customers	35
Champions	31

Recommendations:
- 'We miss you' – discount incentive

Window Shoppers

Registered & opted in but have never made a purchase
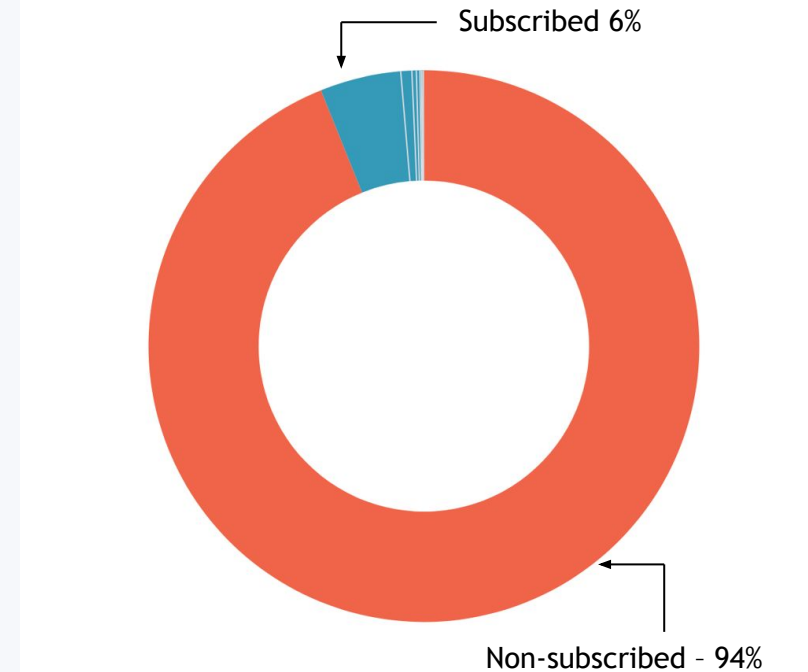

Count of Registered Users by Segment

Segment	Count of Registered Users
Window Shoppers	64K
Hibernating	9K
New Customers	4K
Recent Customers	3K
Bargain Hunters	1K
Loyal	1K
Champions	0K

Recommendations:
- Discount for first order

Non-Subscribed

Registered but not opted in for email

Count of Segment by Segment

Subscribed 6%

Non-subscribed – 94%

Recommendations:
- Popup on website – discount incentive

Questions?