profusion

Customer churn model & win-back campaign

Win-back and keep your customers as active buyers

Data influenced journeys

Churn model + customer win-back campaign

Once we define who of your customers are at risk of churn, we can design a whole new customer retention strategy for you, based on various data-driven insights and customer behaviours. We will test out which incentives are most likely to win-back and keep your customers as active buyers.
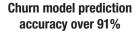
Challenge

TradePoint wanted to see how many of its inactive customers *(of the past five years)* could be re-engaged with the brand and a solution to predict future customer churn.

Solution

- We designed a machine learning model to predict customer behaviour leveraging over 15 engineered variables. The model identified 475,000 out of nearly 1 million customers at high risk of churn

- We created an experimentally designed campaign with 5 different sets of incentives to win-back churned customers

Impact

Churn model prediction accuracy over 91%

Over £4 million additional revenue generated from previously inactive customers after the first month

£13.16 million revenue generated after the fifth month

76, 264 customers shifted from churn back to active

53% of re-activated customers were still active after six months

Data
influenced
journeys

profusion

Wired to solve problems

We're a clever team of specialists in data engineering, BI, data science and multi-channel marketing.

Blending real 1:1 communications, AI, machine learning and human intelligence, we connect people with your brand.

We were the original UK partner for Adobe Campaign. We've nearly 20 years' experience in data management, automation and customisation of enterprise data management and marketing other platforms.

Fuelled by inquisitiveness, forward thinking and excitement at the advancements of technology, we're entrepreneurial, adventurous and we make stuff happen.

We help clients get under the skin of a human being's emotional narrative – their story – and see what's important to each customer.

Our clients trust us for our responsive, personal and upfront approach to help them create highly targeted, intelligent communications.

Stay connected to discover more inspiring guides and stories within our 'knowledge think tank'.

Data influenced journeys

profusion

Winning together

Our client partners

HSBC • first direct • Rolls-Royce • TRADE POINT Trade Building Supplies • SCREWFIX

M&S BANK • COTY • FAB

Data influenced journeys