

# Customer churn model & win-back campaign

Win-back and keep your customers as active buyers

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## Churn model + customer win-back campaign

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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

# 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.

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## Winning together

### Our client partners



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