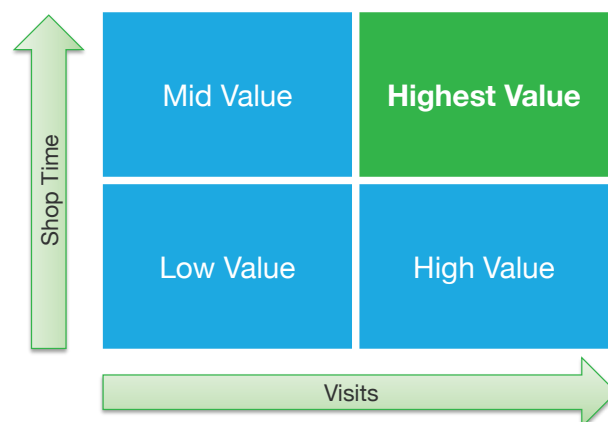


Euclid helps national retailer target high-value customers

Despite having a wide array of tools for managing staffing, merchandising, and inventory, a large national retailer did not have the ability to determine which segments of their customer base were the most loyal and valuable. After learning about the capabilities provided by Euclid, the store operations team decided to deploy Euclid sensors in a large sample of stores to fill this hole in their business intelligence.

Euclid designed a specific analysis to fit the retailer's needs by segmenting its entire customer base into four different groups based on each shopper's total number of visits and their average shop time. Shoppers who visited most frequently and spent the most time in store were considered highly valuable customers, while shoppers who visited infrequently and did not spend very long in store were categorized as least valuable.



This segmentation was used to determine the effectiveness of the chain's marketing promotions in attracting high-value customers. Euclid data, when aligned with the chain's marketing calendar, showed the impact each promotion had on the number of high-value-customer visits. For the first time, the retailer was able to identify which kinds of promotions were most effective at bringing in loyal customers with a high likelihood of making a purchase. The retailer used these learnings to develop an internal playbook with proven, high-ROI methods for reaching these customers.

The customer value segmentation, only possible with Euclid data, now enables the retailer to intelligently target specific populations that shop at their stores. Eager to have these insights across their entire chain, the retailer is rolling out Euclid at all of its locations to further maximize their return on marketing and deepen their understanding of customers.