

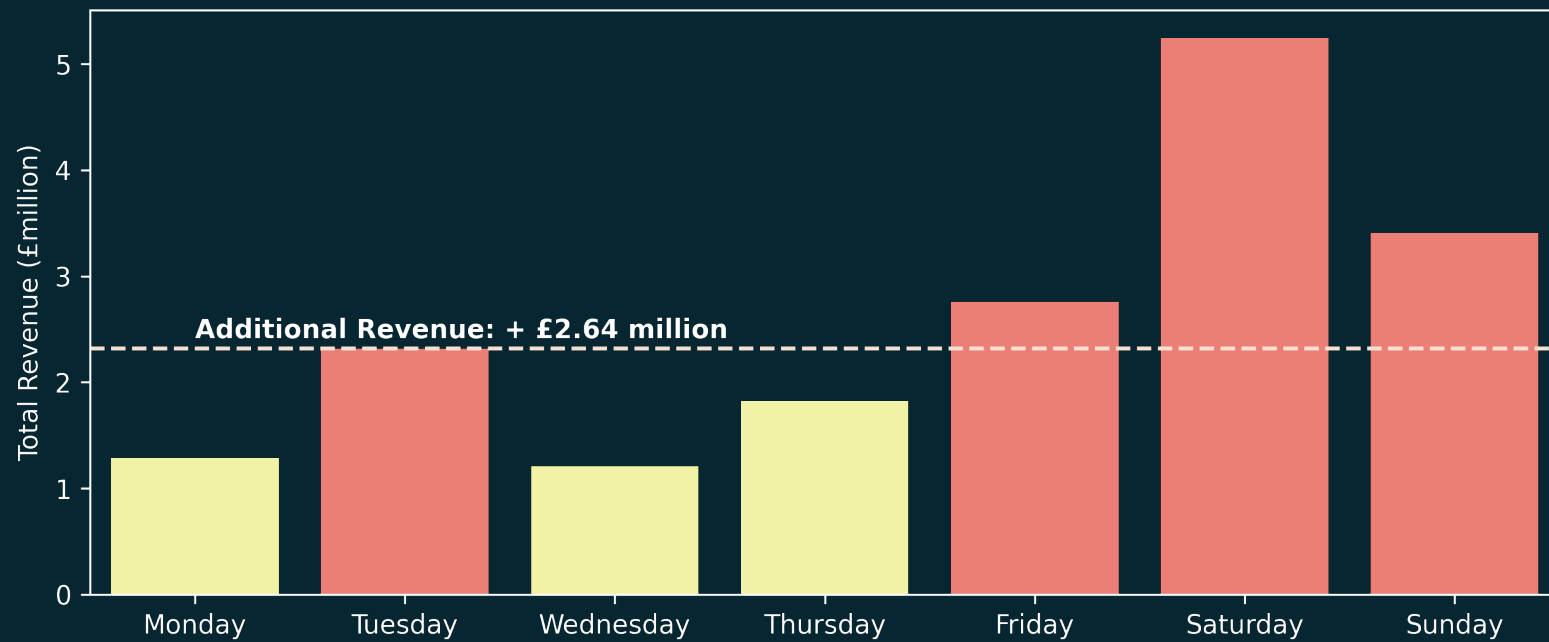


Driving Weekday Growth

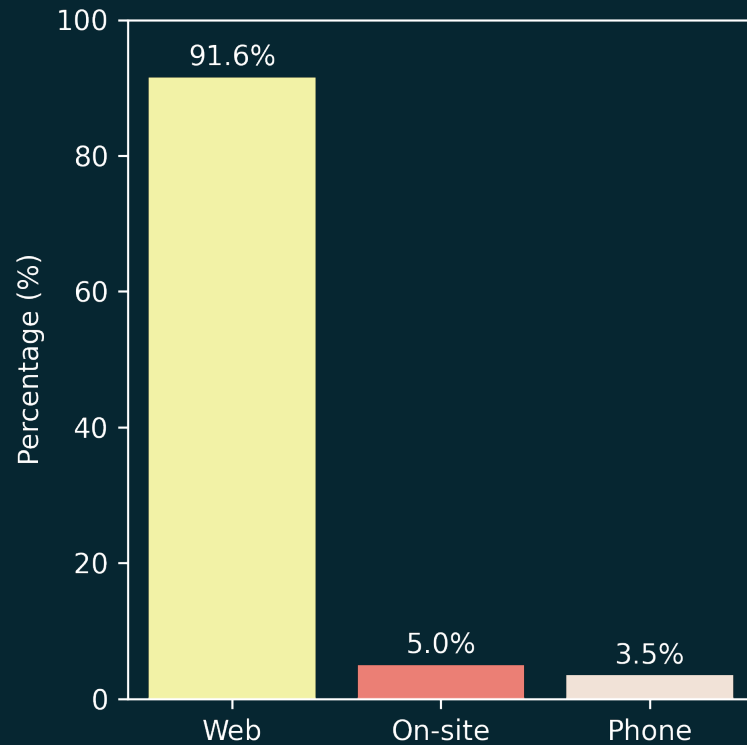
XYZ Entertainment
Customer Segmentation Insights

David P Briggs
10 July 2025

When the UK Bowls: Success of Tuesday Campaign



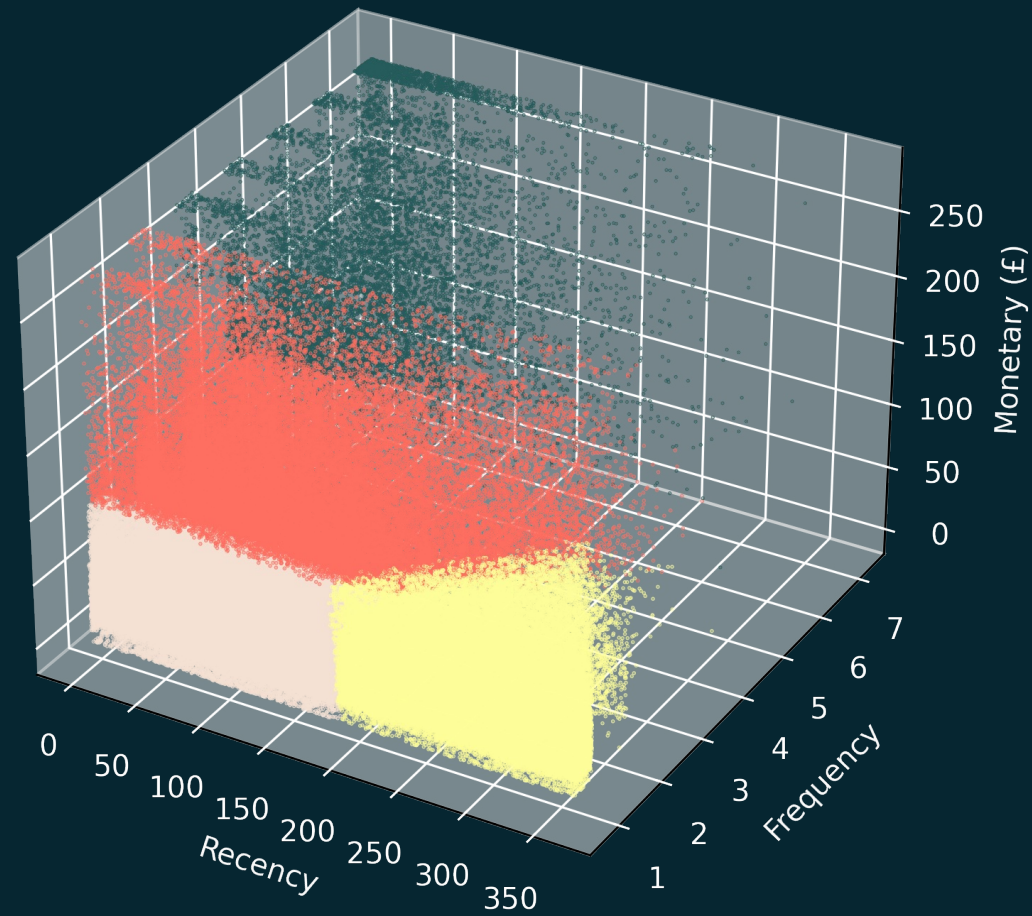
So... why not target all customers?



- Blanket campaigns underperform
- Focus on customers who
 - spend more
 - visit more
 - have engaged recently

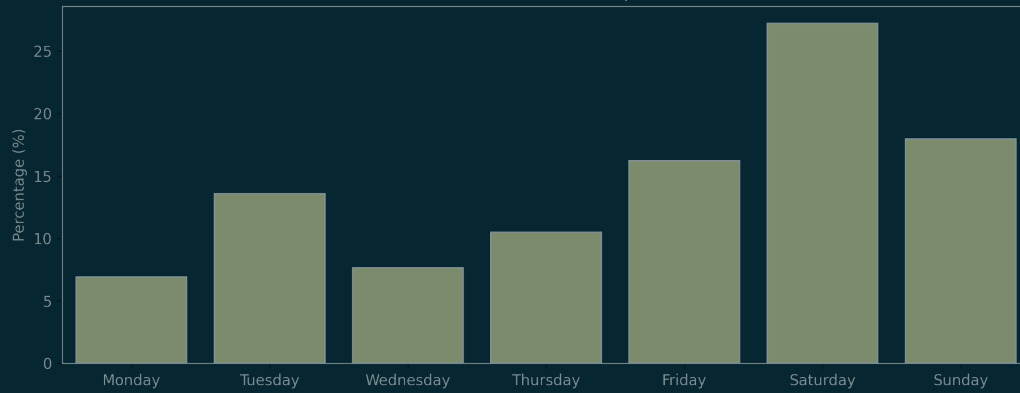
Customer Segmentation

- Dormant Low-Spenders
- Dormant Big-Spenders
- Early Explorers
- Loyal Regulars

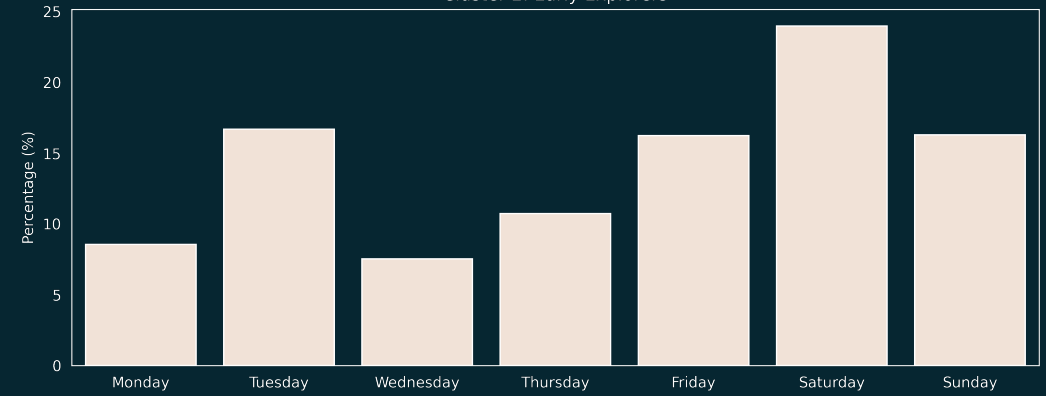


Strategic Targeting for the Campaign

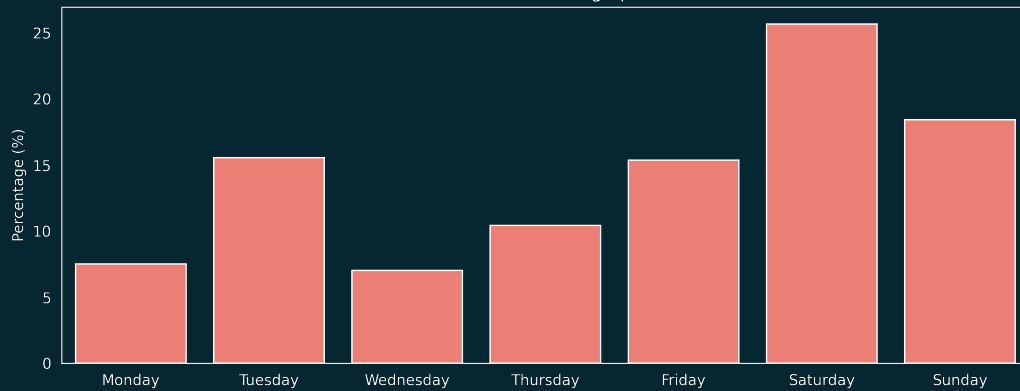
Cluster 0: Dormant Low-Spenders



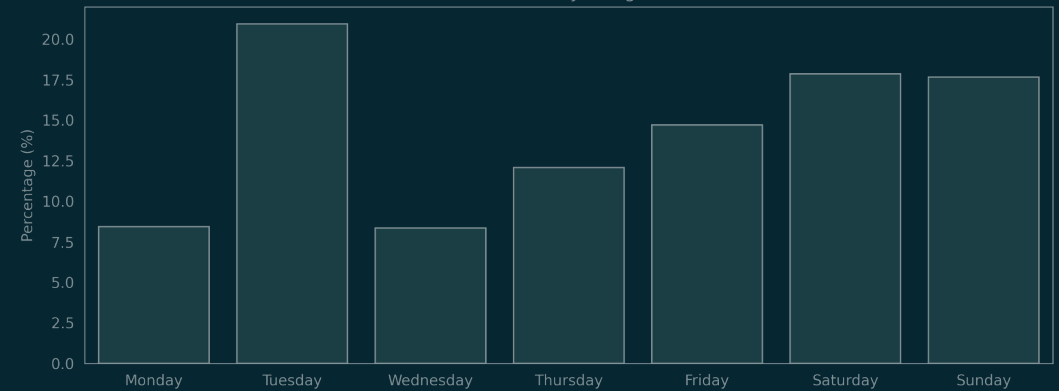
Cluster 2: Early Explorers



Cluster 1: Dormant Big-Spenders



Cluster 3: Loyal Regulars



Next Steps

- Further filtering & prioritisation
- Segment profiling
- Campaign design
- Predictive Targeting