

User Stories from the field



Madison Reed Hair Color

- Using Character Design Tool to segment not only 2M customers but also over 10M prospects.
- Running Prospecting and Retargeting campaigns based on these personas to increase conversion rates by 45%
- Using the Early CLV value to understand behavior of the customer at time of conversion.
- Used by customer service team to real-time ping the Retina API to get (1) Persona (2) Residual LTV (3) Risk Scoring.



Chegg Study

- Building personas of students along with their propensity to truly churn.
- Using these clusters to run deeper surveys and focus groups to get understanding of who the customer is.
- Marketing team using personas to build personalized content for each persona.
- Using risk scoring to run retention campaigns reducing customer churn by 11%

NEXT



What you Need to Get Started

Order Level Data to Compute Customer Lifetime Value

Any User Level Data At Any Point of Customer The Customer Journey

GET STARTED