

>://1.0/SNAPSHOT.TXT

COMPANY OVERVIEW

CLIENT-LOGO-CONFIDENTIAL.PNG

TOP THREE	European Health and Beauty Retailer (Top 3 in France)
£1.1B	Annual Revenues
981	Stores across Europe
10K	SKUs eligible for different price and promotion mechanics
18.8M	Active Loyalty Members (36 Month Active)

>://2.0/_ERROR_NULL.DMG

PROBLEM STATEMENT

No single customer view drove labour intensive segmentation, execution, and measurement processes across channels. Overall dependence on mass targeting resulted in suboptimal offer and content targeting. It also saw a disengaged loyalty customer base high customer churn, and overall poor performance of targeted marketing.

>://3.0/_A_NEW_HOPE.TXT

CUSTOMER SOLUTION

Automate one-to-one personalized content and targeting, offers, and channel selection with CRM programs using machine learning to help **reduce churn and drive incremental sales.**

Optimize marketing budgets and **reduces operational costs with predictive member targeting.**

Integration across all channels, including **email, SMS, direct mail, and in-store POS devices.**

>://4.0/_SOLUTION_IMPLEMENTED.EXE | RESULTS

CUSTOMER LIFECYCLE MANAGER

Over **10x** Increase in
Number of Personalized
Communications

Over **5x** Increase in
Incremental Sales
Total Touch Points
Volume of Personalized Content

£32.6M
Incremental Sales in 2015-2018

£163.5M Euro Total Sales
67.4M Touchpoints
189 Campaigns

