

A leading retailer increased their customer conversion rate by over 500% and saw return on advertising spend (ROAS) increase by over 30%

This European retailer has built their brand on customer satisfaction and loyalty. Their customer-first approach has consistently resulted in high levels of customer growth and retention. They turned to Audiens to accelerate customer acquisition and to uncover new sales opportunities within their existing customer base.

The challenge

To find new customers, importantly those more likely to engage and spend, all without increasing their current monthly marketing spend.

The approach

In collaboration with Audiens, the retailer analysed detailed customer interactions across their ecommerce store, website, and mobile app. First, they identified two audiences:

1: VIP Customers

high spenders and recurring customers

2: Active Customers

everyone already engaged and buying.

VIP Customers were used as the seed to generate lookalike audiences in marketing channels like Facebook. The Active Customers audience was then excluded from the lookalike audience to ensure budget was not being wasted trying to win existing customers. Several targeted marketing campaigns were then run to this resulting audience.

The results

Targeting lookalike audiences based on known VIP Customers successfully delivered prospects with a significantly higher likelihood of spending than any of their previous campaigns. This grew their ROAS by over 30%. A direct result of improving the quality of traffic generated by their campaigns.

The brand saw their marketing conversion rates (CR) increase by over five times, from 0.2% to over 1.1%, — significantly increasing sales.

Next steps

The retailer plans to further sub-divide their VIP Customers to identify prospects most likely to buy specific products.

This will allow them to deliver even more focused and relevant campaigns. They also plan to add new data sources from their physical store point of sale (POS) system, customer loyalty programmes and aftercare platforms. This will deliver deeper behavioural insights and even greater customer engagement potential.



KEY STATS:

+ 5x conversion rate

Increase in spending customers

+ 30% ROAS

Improvement in return on advertising spend

" Start by understanding why your regular and loyal customers love you, then find more that look the same.

It's the easiest and most cost-effective way for retailers to grow quickly. "

Audiens identifies your most important customer audiences, enabling you to communicate and advertise with greater relevance across the leading marketing, social and programmatic channels.

Audiens is for businesses of all sizes, whether you are a large brand with online and physical stores or an independent retailer using tools like Shopify, Audiens makes it easy to drive business growth, enhance your customer experience, and optimize your marketing spend.

For more information, visit audiens.com

