



From Insights to Revenue: 7% Growth with Behavioral Personas

USE CASE: MARKETING BEHAVIORAL ANALYSIS | INDUSTRY: RETAIL



7%

INCREASE IN SALES
PER CUSTOMER
CONTACTED

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INCREASE IN
CUSTOMER
LIFETIME VALUE

CUSTOMER PROFILE

- 20 independent brands
- >58% of sales generated online
- 65GB of consumer data created every month

CHALLENGES

Customers are increasingly using multiple devices to visit the retailer's online sites, with mobile traffic (smartphone and tablet) now accounting for 50% of all sessions, up from just 16% two years ago. While this presents challenges for delivering a quality customer experience, the company's analysis shows that multi-device users are significantly more valuable, driving higher overall sales.

The retailer has long recognized the importance of customer data, consolidating all trading and customer information in a Teradata data warehouse over the past 20+ years. Since 2010, the company has captured and retained every website click, search, basket add, purchase, and more within Celebrus, amassing 65GB of customer data each month. Despite the massive volume, the company values this data for providing a complete picture of the customer and their life-stage.

As customer behavior evolves, ensuring the quality and relevance of each customer's experience remains the retailer's biggest challenge.

SOLUTION

With 62 tables of granular data, the retailer is able to visualize a variety of customer activities at an individual level. This includes how a customer sorts products, the time spent viewing a single page, and their entry method to the site. Additionally, the retailer tracks products added and removed from the basket, as well as the use of filters and search terms used.

USE CASES

- Customer experience
- Hyper-personalization
- Omni-channel & offline aggregations
- Predictive analytics



Celebrus enables the retailer to understand how each customer is interacting with their site, giving them the insight they need to truly optimize the customer experience.

Using Celebrus also allows the company to compare conversion rates between individuals who use image zooming and those who don't, track exit pages and abandoned products, and map entire customer journeys.

These are all important ways the retailer can assess the way their customers are responding to the overall experience.



The beauty of Celebrus is that we can allocate a customer account number to around 50% of our traffic, which means we can build up a really good picture of what each individual is doing on the website in one session - and then stitch that together over multiple sessions to get a highly detailed single customer view.

GOALS

The power of Celebrus technology has transformed the retailer's understanding of the customer journey, enabling them to use customer data with greater sophistication. By leveraging Celebrus, the company drives behavioral email campaigns such as 'browse not bought' and 'abandoned basket,' while also tailoring emails based on product preferences or site behaviors—like sorting by price—to uncover key insights such as price sensitivity.

The retailer has developed a range of behavioral personas, such as 'value hunters,' 'frequent abandoners,' and 'on-trend customers,' allowing them to deliver a more personalized and relevant experience as customers visit the site. For example, value hunters—who frequently visit the sales area or sort by price—are targeted with tailored website personalization triggers. Meanwhile, frequent abandoners are identified and offered incentives to either complete their purchase or increase their basket size. On-trend customers, always seeking new products, receive updates on the latest arrivals and aspirational emails to keep them engaged.

RESULTS

Combining offline and online data within Teradata provides the company with deep customer insight, including contact, payment and order history, and exposure to marketing campaigns. This highly detailed, single customer view enables them to build an accurate picture of lifetime value and create a profit score for every individual. In addition to using this web data within all marketing campaigns—from email to outbound telemarketing—the retailer is using this depth of web insight to deliver a far more personalized overall experience. The retailer has already seen a 7% increase in sales per customer contacted, by using the granular data collected by Celebrus to better understand their customers at an individual level.