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Leveraging Recharge for a \$900,000 Revenue Boost by Reactivating BPN's High-Value Customers



BPN specializes in supplements for athletes and health enthusiasts.

US • <https://www.bareperformancenutrition.com/>

The Problem

BPN observed an increasing trend in churn rates, particularly among customers with a Lifetime Revenue (LTR) over \$300.

The challenge was to re-engage these high-value customers who had either cancelled subscriptions or shown inactivity for over 120 days.

The Solution

Recharge's platform played a pivotal role in this scenario. It provided detailed subscription data, which was integral to understanding customer behaviors and preferences.

Saras Analytics utilized Recharge's extensive dataset to build a 'Customer 360' model. This model was a multi-dimensional representation of customer profiles, capturing intricate details about purchase history, subscription patterns, and engagement metrics.

The Result

Saras Analytics enabled BPN's customer success team to conduct weekly personalized outreach to churned high-value customers.

This approach was tailored to address the unique preferences and behaviors identified through Recharge's data which led to a 11.5% re-purchase rate of contacted customers re-engaged. BPN observed an incremental revenue of over \$900,000 from reactivated customers.

BPN also gathered enhanced customer insights and feedback for future strategic planning.



"They proactively identified and built a tracking system for us to identify high value customers that had recently churned. Our customer success team was able to launch a hyper-targeted outreach program for high value customers at BPN resulted in a significant uptick in retention."

Josh Holley, CFO, Bare Performance Nutrition

\$900,000

Incremental Revenue via Re-activation

12%

Re-purchase Rate

Engaged Saras Ecosystem

Daton + Consulting



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