

\$1.1M Uplift in Incremental Sales from Direct Mail

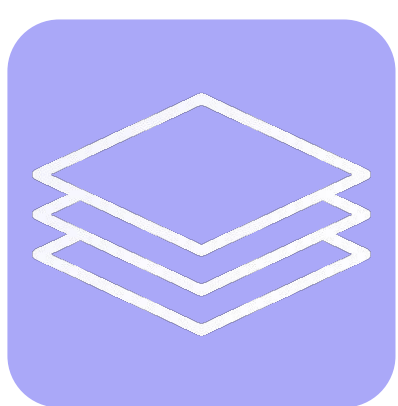


Industry:
Apparel

E-commerce Platform:

Notable Integrations:
Shopify, Newstore (via S3), G4, Klaviyo, Yotpo, Netsuite, Gladly, and Google Ads.

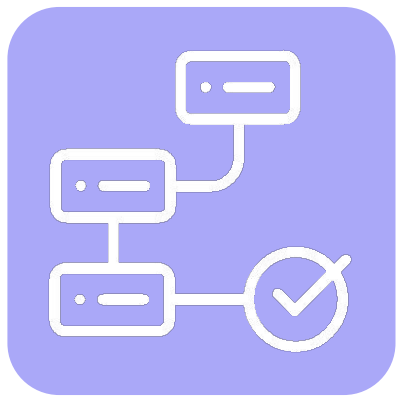
Delivered by
our Platform



Built the Data
Infrastructure

20+ sources
connected

Delivered by
our People
and Process



Built Sales
Forecasting Model

~92% Accuracy



Microsegmentation
Model

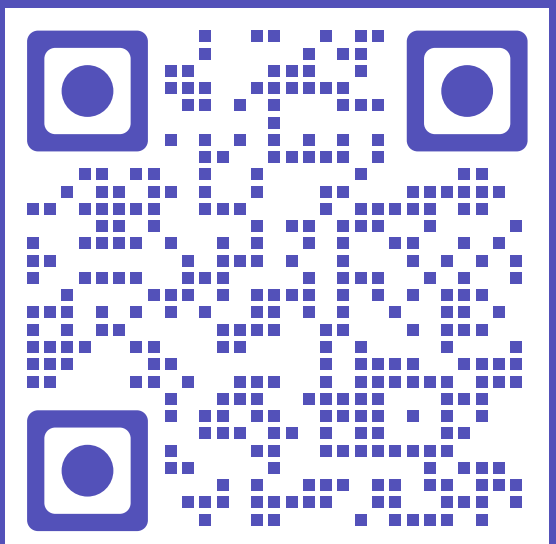
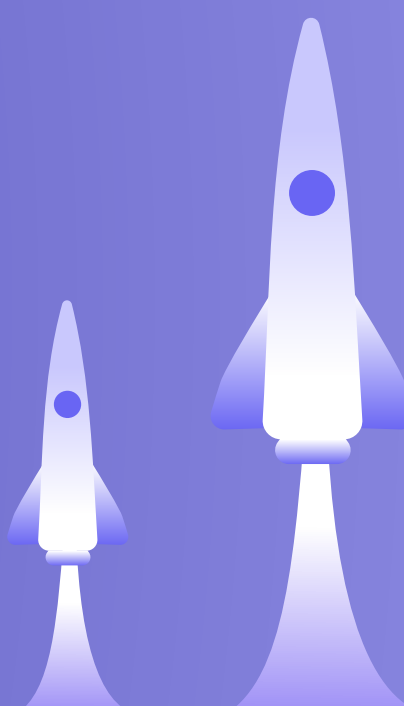
1M incremental
revenue in 1 Quarter



Fulfillment Cost
Optimization

Million Dollar cost
savings

- 46% YoY uplift in Incremental Sales
- 92% Improvement in Sales Forecasting
- 55% YoY increase on ROAS



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Alex Faherty
CEO & Co-founder

Saras's Customer 360 provided us Advanced Customer Cohorts with CLTV analysis across segments and channels, helping us target the right customers through personalised communication.