

High-end fashion brand **grows retail ROI**  
through improved customer intelligence

# Actionable 1:1 Insights on Individual Customers from Zeta Global Generate Huge Incremental Purchase Improvements

This world-famous, premium apparel designer operates hundreds of stores worldwide. The organization thrives on being a “relationship-based” business but needed help to better understand its clients empowering sales professionals to provide the best possible experience; improving customer loyalty, purchase frequency, and speed.

## Challenges

- + Veteran sales professionals focused only on **limited number** of ‘best customers’
- + Newer sales professionals **lacked established relationships** and reliable client base
- + Customer relationship development **hindered by poor visibility** into purchase history, preferences, and brand engagement

## Objectives

- + Increase individual customer **visit and spending rates**
- + Widen the client base by identifying overlooked, **high-value customers**
- + Provide sales professionals with information and tools to **create more personalized, meaningful customer experiences**

## Results



**\$142**

average incremental net growth  
per customer in 4 months



**8x**

acceleration of repeat  
visits per customer



**64%**

increase in sales penetration  
from existing customer base



## Comments from Store Associates

*"I feel empowered and better able to create a dialogue with my customers."*

*"I am amazed at the level of detailed information."*

*"Being able to see my customer's purchasing across multiple channels is bursting myths I had."*

## Solution

A "relationship-based" business model can be extremely effective—but only if you truly know your customers. This business trains its retail sales professionals that luxury customers value time, convenience, and privacy—but most importantly, like most people, they want to feel understood.

Real-time individual customer data empowered sales professionals to identify overlooked high value clients. The information provided allowed them to up-level the customer experience and keep them coming back for more.

Zeta Global's data-based solution offered meaningful insights that improved satisfaction among the organization's customers and sales professionals. Customers treated with this new approach spent on average \$142, with some stores seeing as much as \$920 incremental dollars per visit, per customer.



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## Sales Professionals Received a Portfolio About Each Assigned Customer



Meet  
**BROOKE COMPTON**

## We Know

- + Contact information
- + Customer purchase trends
- + Product pricing and preferences
- + Virtual closet from sales history
- + Cross channel behavior
- + Shopping across stores
- + Shopping by sales professional
- + Marketing campaigns received

# Methodology

Zeta Global used the global customer database developed for this client over 5 years to create a 'Book of Business' for each sales professional in a 9-store pilot program.

Detailed information of each customers' purchase history and preferences enabled sales professionals to deepen their focus of each individual's particular style, interests and needs.

Within each store, the top 30% spending customers were assigned to specific sales professionals who they had interacted with in prior shopping visits. New sales professionals were assigned customers whose previous contacts were no longer active based on product category purchase history.

The in-depth customer profiles enabled sales professionals to predict customer needs and sell from an educated, informed perspective. Behind the numbers, the additional information and tools created a sense of excitement among the sales professionals and within the brand's leadership team. Following the success of the pilot, the program was rolled out to dozens of stores around the world.

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