




SWEET RESULTS:

VALID'S VALENTINE'S DAY ANALYTIC SOLUTION
TO DRIVE INCREMENTAL REVENUE

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CHALLENGE	SOLUTION	RESULTS
<p>Build a predictive model that identifies the customers most likely to purchase on Valentine's Day.</p> 	<p>Scored and selected the top 700,000 customers for a targeted Valentine's Day promotion.</p> 	<p>The combined predictive model and targeted promotion generated an incremental gain of:</p> <ul style="list-style-type: none"> > 244% in customer purchase rate > \$3.9MM in revenue 

INDUSTRY:

Gift

OBJECTIVE:

Large, national omni-channel retailer in the gift industry was looking for a solution to increase Valentine's Day purchases from their existing customers.

CHALLENGES:



- > Valentine's Day is one of their top selling holidays, yet only a small percentage of their existing customers purchase during that time.
- > Roughly half of our client's Valentine's Day sales come from new customers, making it even more critical to increase purchases from existing customers.

SOLUTION:



- > Valid's Analytic Solutions Team analyzed the client's existing customers and their historical purchasing behavior, then built a predictive modeling solution to identify the customers most likely to purchase during the upcoming 2018 Valentine's Day holiday.
- > Some of the most predictive customer attributes in the modeling solution included holiday and non-holiday purchases, seasonal buying, recent purchase history, channel engagement, discount usage, order frequency, and length of engagement with the client.
- > Each customer was scored and ranked according to their likelihood to purchase during the Valentine's Day holiday.
- > The top 700,000 customers were selected for a targeted Valentine's Day promotion in addition to the client's current marketing activities.

RESULTS:



- > Valid's Valentine's Day Analytic Solution generated a customer purchase rate of **8.3%**, a **244%** increase compared to customer's purchase rate on Valentine's Day the previous year.
- > The campaign produced an incremental revenue of **\$3,958,900**, a **318%** increase by targeting the most responsive customers and promoting them.

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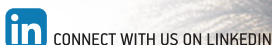
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