

2021



D2C CASE STUDY

Beauty - Men's Moisturisers & Serums

The Challenge



Metrix Data Science (MDS) worked on behalf of a brand operating under a large FMCG that offers a range of Men's facial treatments.

Even though this brand had a high level of sales, the number of valuable customers was lacking. MDS's brief was to increase the volume of valuable customers visiting the site via online marketing channels.



The Solution

Profiling Customers

Using the brand's customer data, MDS conducted analysis to profile repeat purchasers.



Identify Valuable Customers

Using the profile developed by MDS's systems, we were able to identify consumers that fit their valuable customer base.



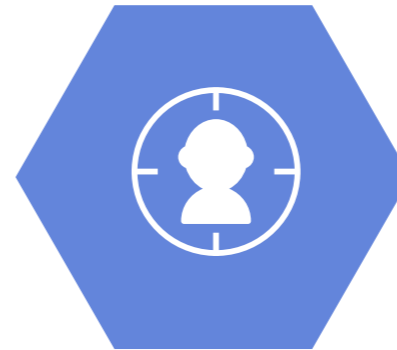
Email and Display Ads

Using detailed email campaigns and Display advertising MDS were able to drive valuable traffic to the brand's site.



Retention Models

Using retention models on their customer data, MDS helped the brand keep these valuable customers through their brand lifecycle.





Results



Although response rates were lower, average order value increased 35% on first orders



10% increase in subscriptions



30% increase in repeat business