

## Focus on the right customers

Acquire more valuable shoppers, increase their lifetime value and loyalty



**Shopper Module** provides insights into your customers through segmentation, personas and lifetime value metrics based on transaction and other data sets. It identifies the most attractive shopper segments and enables a customer strategy and recommendations that deliver sales uplift and long-term profitability.

### Understand & Segment Your Shoppers

- Understand what drives shopper frequency and spend to increase sales.
- Segment your customers by frequency, spend and lifetime value dynamically.
- Understand customer profiles or personas and drivers of intent and sales focus.

### Maximise Marketing ROI

- Decide where, when and how to allocate marketing budgets without sacrificing long-term profit margins.
- Understand who your most valuable customers are and how to attract more of them.
- Know how to increase loyalty among your existing customers.

### Identify New Revenue Opportunities

- Identify opportunities from deep insights and operational anomalies hidden in purchase data.
- Generate immediate sales uplift from recommendations and ongoing measurement of before and after results.
- Leverage machine learning and predictive analytics to efficiently segment and personalise your marketing programs.



## How Shopper can increase sales and deliver lifetime customer value



### **Know Who Your Most Valuable Shoppers Are**

Segmentation and clustering of transaction data so you know who are your most valuable customers and their drivers of purchase intent and lifetime value.

### **Acquire More Valuable Shoppers**

Understand how to attract more of your most valuable shoppers and segments and maximise the effectiveness of your customer acquisition campaigns.

### **Grow Topline Revenue & Optimise Operations**

Benefit from machine learning to optimise the Invigor algorithms and reasoning that generate suggestions based on actual versus predicted outcomes.

### **Project Kick-off & Workshop**

Identify loyalty segments and personas, training workshop and marketing campaign recommendations by our retail data science experts.

### **Dynamic Insights Dashboard**

Interactive and dynamic dashboard provides real-time impact of marketing and merchandising initiatives.

### **Predictive Recommendations**

Derived from machine learning algorithms, predictive recommendations are optimised and improve over time to increase accuracy and reduce error margin.

### **Personalised Shopper Engagement**

Automate and personalise future customer engagement and messaging such as product or campaign recommendations for each segment.

### **Unlock Hidden Opportunities**

Address opportunities such as store rationalisation, product bundling and cross-shopping behaviour through insights generated from transaction data.

### **Integration with CRM & Engagement Platforms**

Classify and tag shoppers in your CRM system according to which loyalty segment and/or persona group they belong to. E.g. Top vs. Churn vs. Opportunity Shoppers.

#### ABOUT US

We help retailers, brands and venues increase profitability through linking data to business outcomes and revenue growth in an efficient way.

#### REQUEST A DEMO OR QUOTE:

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