

Retention Model Deployment

More effective email retention marketing in Iterable using Actable custom data models

The Challenge

A financial services provider needed to improve customer retention and cross-sell to meet aggressive business objectives. Their "batch and blast" communication strategies were not effective and were in some cases exacerbating the churn problem via irrelevant content.

Solution

- Actable analyzed the customer file and evaluated thousands of customer data points to isolate signals that indicated customer value and propensity for action. Key signifiers included:
 - Promotion response rate
 - Last order date
 - Lifetime value
 - Content affinity

- Actable deployed customer segmentation and scoring system to determine customers at risk of churn, and those with a likelihood to buy cross-brand products
- Segments were fed into Iterable, and paired with dynamic content assets to enable personalized content and offer recommendations to individual customers

Results

- One-to-one message personalization, at scale, driving specific business outcomes around customer retention and product cross-sell
- Initiative is ongoing

