

## Customer Insight Marketing Analytics

How a European Retailer Partnered with Altair Knowledge Studio to Analyze Customer Data and Develop a Successful Marketing Campaign.



A leading European retailer operating in the grocery, fashion and consumer goods verticals under several brand names. With its own private label credit card and loyalty program, the customer wanted to generate insight into its customer data to better understand buyer behavior for its marketing and cross-selling campaigns, and customer acquisition and loyalty strategies.

### The Solution

Using disparate datasets that included demographic details, product SKUs, sales lift data from previous marketing campaigns, same store sales and many other sources, the retailer created analytic models to predict when there would be an increase in product demand, the propensity of a customer to respond to a specific product promotion, and the impact of marketing campaigns on sales revenues. Using patented Decision Tree technology the retailer gained better insight into what was important to consumers and its loyalty program, and refined the program in response to consumer demand.

### Results Seen

- Tailored cross-selling and up-selling product marketing campaigns that resulted in an increase of same store and over-all sales by more than 15% prior to using Knowledge Studio
- An increase in use of the private label credit cards by 10%, which directly contributed to the increase of other loyalty program offerings
- With better understanding of consumer behaviour product SKUs that were not selling as well were removed from inventory, allowing for different items to be stocked to meet customer demand.

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