



**TRANSORG**  
ANALYTICS

# Increased customer's spend through data driven, personalized marketing campaigns for a large bank

## Business problem

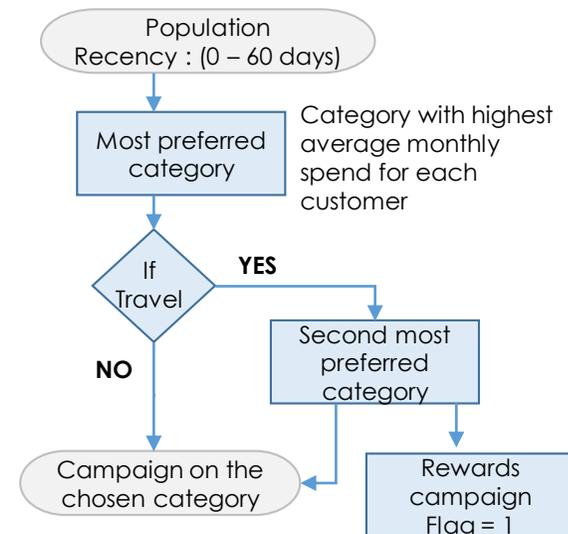
- Past campaigns confused customers with too many messages that resulted in low conversion rate and unchanged customer spending
- Targeted and personalized campaigns need to be designed for customers to increase their spending

## Approach

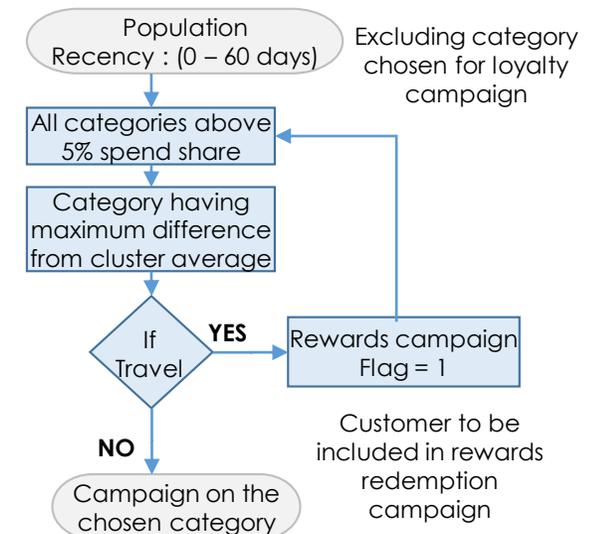
- Selected customers who were active in last 60 days from the campaign
- Segmented customers on basis of their frequency and monetary score
- Identified features through exploratory analysis of customer's transactional and campaign response
- Clustered customers into segments using their behavioural data
- Recommended two campaigns
  - Loyalty campaign
  - Spend stimulation campaign

## Impact

- Loyalty campaign - For each customer, proposed offer for highest spend merchant of highest spend category
- Spend campaign - For each merchant, identified customers on the basis of difference between a customer spend and its cluster average spend
  - Example: A and B are two customers in same segment with cluster's average spend is 90. A's spend 35 and B's spend 70. As difference for A(90-35) is more than B(90-70) so A will be preferred for the campaign



Customer to be included in rewards redemption campaign

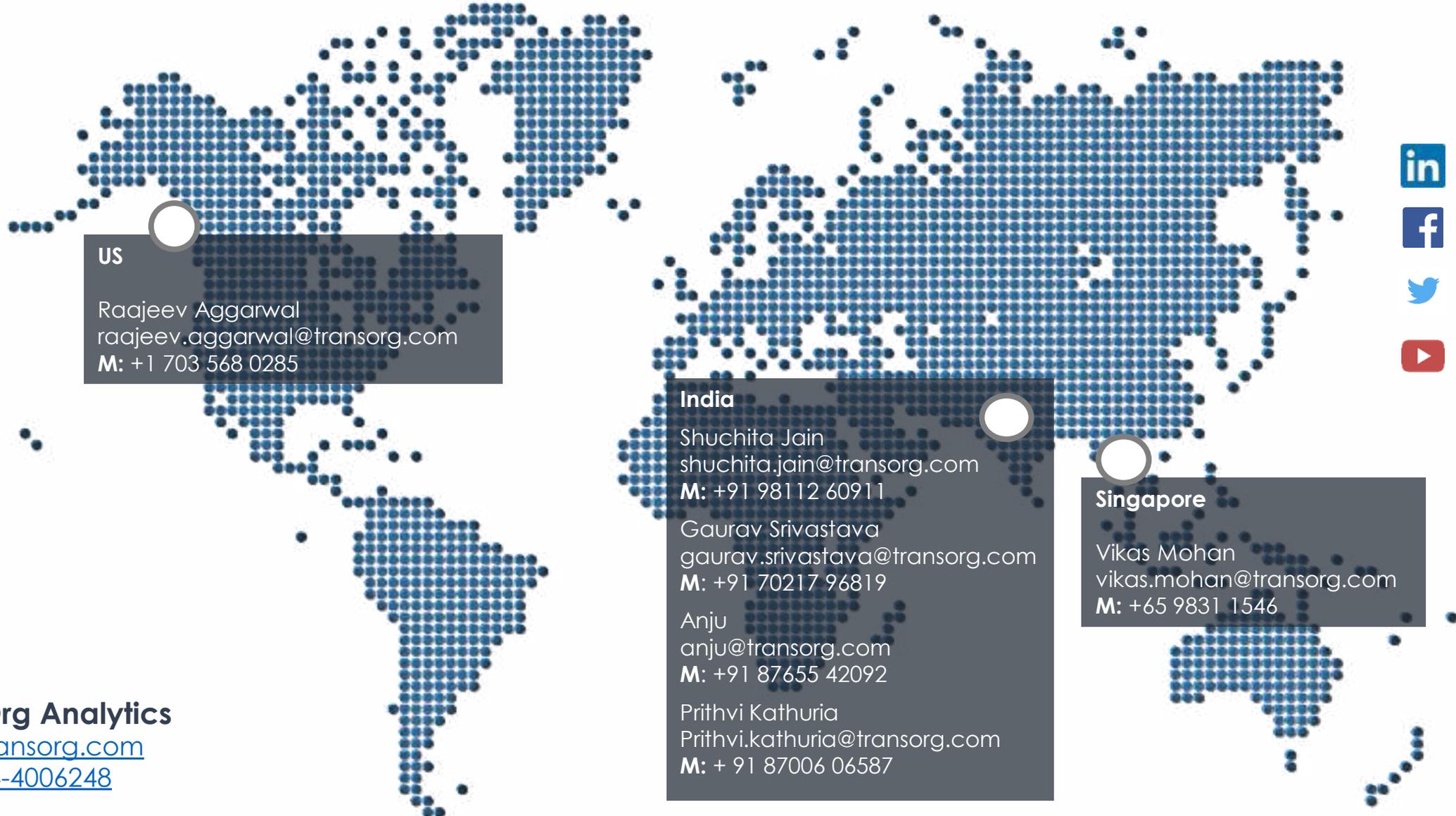


Excluding category chosen for loyalty campaign

Customer to be included in rewards redemption campaign

# Contact us

We are a phone call away!



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