



REVEALING KEY CLIENT GROUPS

Case study

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WHY CUSTOMER SEGMENTATION IS USEFUL



Key client determination



Better client targeting



Evaluation of group size



More effective use of resources



DESCRIPTION OF THE APPROACH

- Gathered information about **425,431 user** who clicked on the links in emails of the particular client (large retailers or electronics and gadgets)
- Data from **205 email** is analyzed. Total number of **opens – 5,059,970**
- Analysis includes **259 variables** of the following types:
 - User activity (average number of clicks per email, share of clicks per emails of different types, number of opens with no clicks, etc.)
 - Time variable (day of week, time of day, working hours, etc.)
 - Traits of the user (city, country, type of device, browser, etc.)
 - Links characteristics (where they lead, type of link, position, price of the product, etc.)
 - Content of the email title (presence of particular words, personalization, etc.)
- The analysis makes it possible to determine the key groups of clients **taking all variables into account**. It also helps understand which variables are the most critical in **distribution of the groups**. Algorithm used – two-step cluster analysis.



5 KEY GROUPS OF CLIENTS



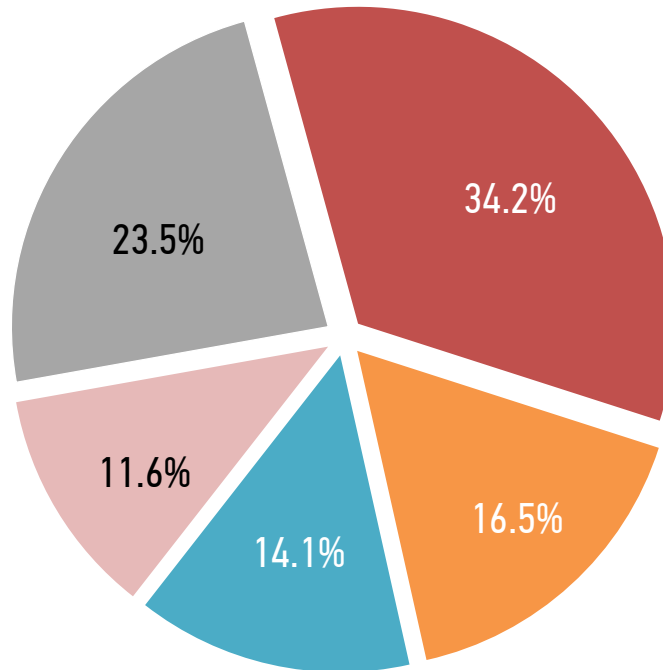
Viewers on mobile devices

High share of mobile device traffic, interested in informational messages, residents of large cities



Useful information seekers

Share of informational messages in total open number – 80%. Share of weekend opens – 67%



Inactive, looking for special offers

Interested in product offers. Are attracted by special offers, hooked by personalization



Active and engaged

High click rates (2.5x times more clicks per person), looking for products or informational messages, are attracted by large elements



Discount hunters

70%+ of opens – messages about discounts. High click rates, are attracted by prize draws, special offers, etc.

DETAILED DESCRIPTION OF THE ONE GROUP (ONLY THE MOST RELEVANT FEATURES DISPLAYED)



Feature	Average value for the target group	Average value for other clients
Emails with product offers (share of opens)	88%	39%
Share of opens on Thursday and Friday	43%	20%
Share of opens during working hours	43%	31%
Number of clicks per 100 opens	6	29
Opens per 100 received e-mails	5	27
"Would you like" phrase in the title (share of opens)	35%	13%
"You" in the title (share of opens)	26%	10%
Call to action in the title (share of opens)	26%	10%
"Super discount" in the title (share of opens)	16%	7%
"Best" in the title (share of opens)	30%	13%
"Product of the week" in the title (share of opens)	2%	10%
Short title (share of opens)	33%	20%
Name of the top brand in the title	7%	19%
"Unique" in the title (share of opens)	1%	9%



Please contact us if you have any questions:

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