

Leading home furnishings retailer decreases churn and increases recurring revenue with Relativity6 machine learning

The Challenge

The branded home décor line of a publicly traded consumer retail company worked with Relativity6 to identify inactive customers with a high propensity to repurchase.

Relativity6 was tasked with creating individualized customer values for win-back and cross sell opportunities for the home décor company.

The Solution

Relativity integrated proprietary Behavioral Listening technology based on Natural Language Processing to ingest transactional and behavioral data from the client's CRM and payment data architecture.

Using machine learning algorithms tuned to specific behaviors, the Marvin API was able to segment and prioritize customers based on detected hidden features.

As a proof of value, the home décor company sent 50,000 out to their customers: 25,000 to a control group with standard cohort level data used in design and messaging, and 25,000 mailers to Relativity6's defined population with tailored win-back and cross-sell messaging and design.

As a result of the test, Relativity6's predictions yielded a 250% greater revenue return than the customers standard outreach program.

The Results

- Increased Incremental Revenue by 250%

Technologies used:

- Natural Language Processing
- Machine Learning
- Behavioral Listening
- Hidden Feature Detection



About Relativity6

Companies use Relativity6's Technology to improve customer engagement and to arm sales, marketing and service professionals with the tools needed to better serve their customers.

Relativity6 enables partners to better understand their customers' behavior with support from world-class PhD data scientists and machine learning experts from MIT.

Relativity6 employs compliance and technical processes to meet or exceed data security and privacy regulations across industries and across borders.

Relativity6 proprietary algorithms predict when and what your most profitable customers will purchase, with above 80% accuracy.

Contact

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