SUREFIT
HOME DÉCOR

How a North American E-Commerce Retailer used VectorScient's PredictAlly™ Retention AI Technology to drive boosted Sales.

As a home textile leader for over 100 years, SureFit has transformed itself into a full line home décor company offering the latest styles, colors and fabrications in categories encompassing all areas of the home – inside and out!

ENVIRONMENT

- Marketing spends about ~ $3 MM / year.
- ~860K customers and ~ 2MM prospects
- ~ 3- 4 MM Emails per month.
- ~250K catalog mailers per month.
- Poor conversion rate of about 1.2% for catalogs.

CHALLENGES

- Sales on the decline while Catalog campaign costs are high due to imprecise targeting.
- Rudimentary and ineffective targeting based on RFM (Recency, Frequency, Monetary value).
- Significant number of customers (~860K names) in the customer database. No insight on who to target precisely.

RESULTS THAT SPEAK VOLUMES

41%

41% increased Revenue due to reduced wasted marketing spend and increased Sales conversions.

14X

14X ROI on the **profits** from targeting precisely using the existing customer base for the best value from retention

58%

58% reduced wasted marketing catalog spend. Brought the best value existing customer base was shrinking without retention techniques.

"VectorScient is responsive, fast, cooperative and invested in the outcome. A true partner."

- Don Delzell, -

Vice President ECommerce @Surefit

THE SOLUTION

VectorScient's PredictAlly™ Retention Technology spotted the most likely to purchase customers by analyzing their entire purchase and campaign history.

The PredictAlly™ AI technology further analyzed various variables including the marketing Catalog campaigns overlaid onto each of the 860K customers, purchase patterns, seasons, $ spend and AOV trends over time and prepared a list of customer segments to target.

Surefit discovered that only 130K customers have any remaining lifetime value left out of the 860K customers. The untapped revenue potential was derived by precisely targeting the retention potential left while cutting down the wasted marketing spend.

VectorScient LLC,
Greater Chicago Area.
info@vectorscient.com