



E-commerce

Repeat Purchase Propensity & Next Best Actions

THE CHALLENGE

Due to the strong growth rate of the digital (e-commerce) business, adidas hadn't focused significantly on churn/retention (i.e. repeat purchases) but were looking to introduce data-driven insights to increase repeat purchases and customer lifetime value.

OUR SOLUTION

Based on transactional, POS, and NPS data, we were able to provide adidas with:

- Clustering on Journeys and Touchpoint Attribution Modelling to identify patterns on success/churn
- Retention Scoring / Repeat Purchase Propensity Model, linked to CLV
- Next Best Action Predictive Intervention Module

All integrated to their in-house digital & e-comms platform.

THE RESULTS

Our work had significant impact on the targeted customers, with 23% uplift in repeat purchases, but also significant positive uplift on basket size (27%) and estimated CLV(1.5x).

