



Citron Clothing and Analyze™: Leveraging Big Data to Expand Reach and Drive Strategic Product Direction

Background

Citron Clothing is a high fashion specialty women's apparel retailer that sells "wearable works of art" through a network of brick and mortar boutiques, online sales and placements in select department stores in the western United States. Citron was looking to extend their online presence and expand their product offerings using data driven insights about their existing customers overall retail, apparel and accessory habits.

Customer engagement via direct email improved 4X over previous campaigns.

Solution

Facing a key challenge about product direction: whether to expand into women's petite apparel or fashion accessories, Citron leveraged Clientell™ from Analyze™ to discover psychographic profiles and retail behaviors for 10,000 existing online customers and identify its core market demographic: upper middle-income boomer women with a high interest not only in fashion, but fine arts, fine dining, domestic travel and philanthropic enterprise. The segment tested highly for fashion jewelry, accessories, luxury items and leather goods. Petite-sized apparel tested negative for this age and lifestyle demographic. Citron is currently developing an expanded offering in jewelry and accessories based on these market insights.

Additionally, Citron is leveraging the look-alike audience capabilities of Clientell™ to reach new customers in its target demographic through a combination of direct email marketing, social media and expanded geographic footprint.

Results

Clientell™ identified a total potential market of 0.5 million US consumers for Citron's offerings. A targeted email and social media campaign using a lookalike email audience yielded 4x performance over previous new customer contact campaigns.