



# Citron Expands Reach and Determines Product Direction

## Background

Created in 1992, 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, on-line sales and placements in select department stores in the western United States. Citron was looking to extend their on-line presence and expand their product offerings using data driven insights about their existing customers overall retail, apparel and accessory habits.

## Challenge

Facing a key challenge about product direction: whether to expand into women's petite apparel or fashion accessories, **Citron leveraged Analyze360™ to discover psychographic profiles and retail behaviors for 10,000 existing on-line customers and identify its core market demographic.** Their demographic, upper middle-income boomer women with a high interest not only in fashion, but fine arts, fine dining, domestic travel and philanthropic enterprise. This segment tested higher for fashion jewelry, accessories, luxury items and leather goods. Petite-sized apparel tested lower for this age and lifestyle demographic. With this insight, Citron is expanded their jewelry and accessory lines and decided against investing in petite-sized apparel, saving them time and money.



Additionally, **Citron leveraged the look-alike audience capabilities of Analyze360™** to reach new customers in its target demographic through a combination of direct email marketing, social media and expanded geographic footprint.

## Results

**Analyze360™ 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.**



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