

RFM Insights

CUSTOMER SEGMENT	ACTIONABLE INSIGHT
 <p>CHAMPION Bought recently, buy often & spend the most.</p>	<ul style="list-style-type: none"> • Reward them • Likely to be early adopters for new products • Will promote your brand
 <p>LOYAL CUSTOMERS Spend good money with us often & are responsive to promotions.</p>	<ul style="list-style-type: none"> • Upsell higher value products • Ask for reviews • Engage them
 <p>POTENTIAL LOYALIST Recent customers but spending a good amount & have bought more than once.</p>	<ul style="list-style-type: none"> • Offer membership/loyalty programmes • Recommend other products to them
 <p>NEW CUSTOMERS Bought more recently, but don't purchase often.</p>	<ul style="list-style-type: none"> • Provide onboarding support • Give them early success • Start building relationship
 <p>PROMISING Recent shoppers but haven't spent much.</p>	<ul style="list-style-type: none"> • Create brand awareness • Offer free product samples
 <p>NEEDS ATTENTION Above average recency, frequency & monetary values – will lose them if not reactivated.</p>	<ul style="list-style-type: none"> • Make limited time offers • Recommend products to them based on past purchases • Reactivate them
 <p>ABOUT TO SLEEP Below average recency, frequency & monetary values – will lose them if not reactivated.</p>	<ul style="list-style-type: none"> • Share valuable resources • Recommend popular products at discount • Reconnect with them
 <p>AT RISK Spent big money and purchased often but haven't purchased for a long time.</p>	<ul style="list-style-type: none"> • Send personalised emails to reconnect • Offer discounts • Provide helpful resources
 <p>DON'T LOSE THEM Made biggest purchases frequently but haven't purchased for a long time.</p>	<ul style="list-style-type: none"> • Win them back with newer products • Don't lose them to competition • Talk to them
 <p>HIBERNATING Last purchase was long back – these are low spenders who've placed few orders.</p>	<ul style="list-style-type: none"> • Offer other relevant products and special discounts • Recreate brand value
 <p>LOST Lowest recency, frequency & monetary scores.</p>	<ul style="list-style-type: none"> • Revive interest with reach out campaign • Ignore otherwise