**The Challenge**

A multi-channel beauty brand struggled with “one and done” purchase behavior despite having a successful customer loyalty strategy after a second purchase occurred. The brand had significant intelligence on customer purchase behavior through transactional data sets as well as rich site-side data from their e-commerce portal but wasn’t harnessing any of this intelligence to influence outbound marketing through paid or unpaid channels to drive repeat purchase among their customer base.

**Solution**

- Actable built a bespoke Machine Learning Model, which synthesized data from various sources into learning signals, and then scored individual customers based on their propensity to make a second purchase. Example variables included:
  - Products purchased on first purchase
  - On-site behavior patterns
  - Media exposure / referrals
  - Sales channels / locations
- The scoring model was then deployed to a virtual machine in the client’s cloud environment, enabling programmatic daily updates.
- Scores were syndicated programmatically to downstream marketing platforms, including their ESP and social media platforms, and updated daily.
- Targeted messages were then sent to 1st purchasers via email and social channels in an a/b split to measure the messaging and investment strategy against high-scoring vs. low-scoring customers.

**Results**

- Customers who received “high” scores (top 30%) converted nearly 2X the rate of the “low” score group.
- Media investments now targeted to high-scoring customers for cost-savings and efficiency gains.
- Model being deployed across high-cost channels (e.g. direct mail) to drive further efficiency.

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