

OPSM: Data-Driven CRM Strategy Boosts Revenue by 17.6%

The Opportunity

OPSM, a leading optician retailer, sought to enhance the effectiveness of their CRM strategy by adopting a more data-driven approach. The goal was to improve customer retention, increase lifetime value, and boost ROI through better-targeted marketing efforts.

The Solution

Revolutionising Eyewear Retail with Data-Driven Customer Targeting

Beyond worked with OPSM to develop a segmentation model driven by customer behavior and transaction data, delivering a more data-driven CRM strategy. The solution included:

- 1. Data-driven segmentation:** Beyond Analytics built a segmentation model, categorising customers into three clusters based on shopping habits, product preferences, and purchase frequency.
- 2. Tailored journeys:** Each segment received a personalised customer journey with custom messaging, offers, and touchpoints to boost engagement and conversion.
- 3. Behavioral insights:** Investigative analysis revealed key preferences (e.g., sunglasses vs. prescription glasses) and shopping patterns, such as frequency and preferred channels.
- 4. Campaign optimisation:** Using these insights, Beyond refined OPSM's CRM strategy to deliver highly personalised and timely communications aligned with each segment's behavior.

The Results

The data-driven segmentation model and tailored customer journeys enabled OPSM to optimise marketing spend by focusing on high-value customers, reducing wastage from broad campaigns, and delivering significant business outcomes:



17.6% increase in revenue from the targeted customer groups



12.5% lift in sales to targeted customer group