

Clicks: Data-Driven Customer Segmentation Boosts Engagement and Protects Margins

The Opportunity

Clicks, a leading health and beauty retailer, wanted to revitalise their loyalty program, Clicks Clubcard, which was underperforming in terms of driving customer engagement, spend, and footfall. Increasing customer churn and lack of significant impact on spend highlighted the need for a more targeted, data-driven approach. The key opportunities were to improve customer engagement and retention, drive higher spend and win back lapsed customers, prove the business value

The Solution

Revitalising Loyalty with Behavior-Driven Campaigns and Targeted Offers

Beyond was engaged by Clicks to implement a CRM pilot aimed at demonstrating the potential of targeted, behaviour-driven marketing. The solution included:

- 1. Customer segmentation and behaviour analysis:** Using 12 months of transactional data for all loyalty card customers, Beyond developed customer segments and identified growth opportunities to shape the campaign strategy.
- 2. Automated analytics and modeling:** Beyond automated the identification of target groups and integrated these insights into the CRM system, enabling Clicks to deliver personalised, behaviour-based offers across multiple channels.
- 3. Test-and-learn campaigns:** A series of hypotheses were tested across various customer segments using a test-and-learn approach to refine strategies and validate the business case for a full CRM overhaul.

The Results

This data-driven approach proved the value of a more personalised, multichannel marketing strategy for Clicks, laying the foundation for future CRM efforts. The behaviour-based targeting helped increase the relevance of communications, driving higher engagement and overall spend.

The CRM pilot delivered significant engagement and business outcomes for Clicks:



13% to 54% redemption rate across all campaigns



3% of lapsed customers won back