Analytical CRM

Customer Value and Potential Value Segmentation

Customer Behavior and Lifestyle Segmentation

Customer Product Affinity Models

Customer Lifetime Value (CLV) and Churn Prediction Models

ANALYTICAL CRM
We help companies optimize customer relationships and develop more personalized marketing strategies by deeply analyzing customer behaviors, preferences, and tendencies.

CUSTOMER VALUE AND POTENTIAL VALUE SEGMENTATION

CUSTOMER VALUE SEGMENTATION

By analyzing criteria such as customer spending habits, profitability levels, and loyalty rates, we create strategic segments that help businesses better understand and manage their customer base.

This approach enables companies to:
Develop personalized marketing campaigns for different customer groups
Allocate resources more efficiently
Increase customer lifetime value

As a result, businesses can enhance the overall customer experience while driving revenue growth and strengthening their competitive advantage.

CUSTOMER POTENTIAL VALUE SEGMENTATION

This analytical CRM strategy focuses on predicting customers' future contributions and grouping them accordingly. By analyzing factors such as past behavior, demographic data, and purchasing tendencies, it estimates the potential value each customer may bring to the business.

This approach enables companies to:

Develop more effective sales and marketing strategies by targeting high-potential customers
Offer cost-efficient service models for lower-potential segments
Optimize resource allocation
Increase customer loyalty
Drive long-term profitability
Ultimately, it supports a more strategic and future-oriented customer management approach.

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CUSTOMER BEHAVIOR AND LIFESTYLE SEGMENTATION

CUSTOMER BEHAVIOR SEGMENTATION

This approach analyzes behavioral criteria such as the day and time of purchases, preferred products, and spending amounts.

It enables businesses to engage with different customer groups at the right time and with the right message, based on their specific needs and habits.

Key Benefits:

Deliver personalized offers at optimal days and times
Tailor product, service, and campaign strategies toindividual behavior patterns
Increase customer satisfaction and loyalty
Significantly enhance marketing effectiveness and revenue potential
By leveraging customer behavior insights, businesses can create more targeted and impactful interactions that drive stronger results.

CUSTOMER LIFESTYLE SEGMENTATION

This segmentation groups customers based on lifestyle attributes such as interests, values, hobbies, and social habits. It analyzes large datasets by tracing digital footprints to uncover personal preferences and lifestyle patterns.

Key Benefits:

Enables the development of personalized products, services, and communication strategies aligned with customers' daily lives
Enhances brand loyalty and customer satisfaction by resonating with individual values and routines
Improves the effectiveness of marketing efforts and strengthens emotional connection with the target audience
By understanding how customers live—not just what they buy—businesses can build deeper, more meaningful relationships and drive long-term engagement.

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PREFERRA

PRODUCT AFFINITY MODELS

Which products are your customers most interested in? And who are the customers most likely to purchase when a product goes on promotion?

Preferra help answer these questions by identifying customer-product relationships and predicting purchase likelihood.

This product enables you to stay ahead of changing customer expectations — gives you a competitive edge by anticipating demand and targeting the right audience before your competitors do.
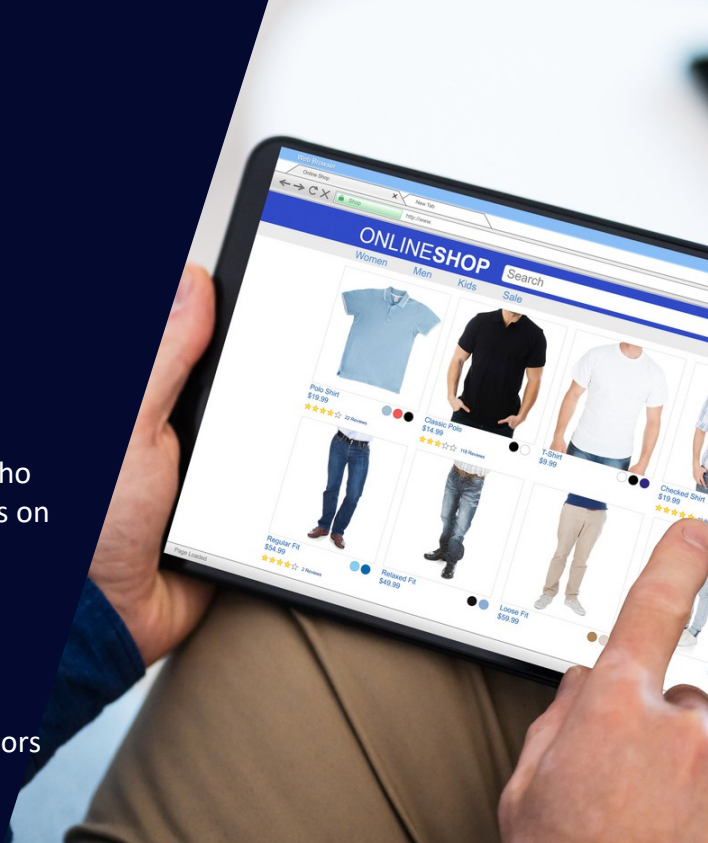
Preferra are developed by analyzing sources such as historical sales data, customer preferences, and market trends.

Machine learning algorithms and data mining techniques are used throughout this process to generate predictive insights. To ensure accuracy, these models must be regularly updated with new data and continuously monitored for performance.

This allows businesses to adapt to dynamic market conditions and rapidly respond to customer needs with data-driven strategies.

Preferra helps companies anticipate customer expectations, enabling them to optimize product campaigns and portfolios—ultimately boosting profitability.

They ensure that you enter the market with the right product at the right time.

By predicting customer needs in advance, these models empower you to make well-informed strategic decisions and stay ahead of the competition.

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CUSTOMER LIFETIME VALUE (CLV)
AND
CHURN MODELS

CUSTOMER LIFETIME VALUE (CLV)

Customer Lifetime Value (CLV) analysis is an analytical method used to estimate the total revenue a customer is expected to generate for a business over the course of their relationship.

This analysis evaluates historical spending, loyalty, and engagement data to understand the long-term value of customer relationships.

Key Benefits for Businesses:

Focus on high-value customers

Allocate resources more efficiently

Increase customer loyalty and retention

As a result, marketing strategies become more effective, while profitability and competitive strength are sustainably enhanced.

CHURN

Churn analysis estimates the likelihood that a customer will stop using a product or service within a defined period.

It evaluates data such as customer behavior, interaction frequency, and satisfaction levels to identify high-risk individuals.

Key Benefits for Businesses:

Detect at-risk customers early

Take timely action with targeted retention strategies

Reduce customer attrition

Increase Customer Lifetime Value (CLV)

Minimize revenue loss

By proactively addressing churn risks, businesses can enhance customer loyalty, extend relationships, and protect long-term profitability.

Ask ChatGPT

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