

# Multi-Location Retail & eCommerce

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Scaling Predictable Revenue Through Automation & Analytics

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DMA: Northeast, USA

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## THE ISSUE

A regional business with multiple locations had clear ambitions to scale but lacked the infrastructure to do so strategically. Marketing efforts were active yet fragmented — analytics weren't unified, lifecycle marketing was limited, and revenue forecasting lacked clarity.

CRM data and campaign performance operated in silos, disconnected from real customer behavior insights.

Leadership wanted expansion and predictable growth. But the systems weren't built to support scale. Without automation and predictive intelligence, growth would remain reactive instead of repeatable.

## THE STRATEGY

I built an integrated growth engine centered on data, automation, and lifecycle segmentation.

This included:

- Persona development grounded in behavioral analytics
- Full-funnel marketing automation workflows
- Lifecycle email sequences aligned to purchase timing
- Unified CRM and paid media tracking
- Predictive dashboards forecasting revenue trends

Rather than simply drive traffic, we engineered customer journey precision — acquisition, nurture, retention, and re-engagement.

The goal was repeatable revenue, not short-term spikes.

## THE OUTCOME

- Digital revenue growth from \$270K to \$7.2M
- Expansion from 2 to 23 locations
- Predictive revenue modeling introduced into executive planning
- Intelligence framework later monetized

Marketing became a growth infrastructure — not a cost center.

## TESTIMONIAL

"John proved that data isn't reporting — it's leverage. By rebuilding our systems around automation and predictive intelligence, he gave us real visibility into revenue and growth drivers. Digital revenue accelerated, forecasting improved, and expansion decisions became strategic instead of reactive. His work translated directly into stronger profitability and scalable growth."