CASE STUDY

Sagacity
Part of **Accenture** Song

Segmentation and Insights for Increased Revenue Share

Client

Cards & Gifts Retailer

Segmentation

Client Situation & Impact

Moonpig are a London based personalised cards and gifts retailer who believe that a personal touch always means more.

They wanted to understand exactly who their customers were, not just by knowing their age, gender and location, but also more in-depth information about hobbies and interests, and their level of engagement with the brand itself.



Segmentation



Data Analytics



Insights

How Did Sagacity Help?

We began by segmenting all of Moonpig's customers into manageable groups so they could be understood as standing groups.

This was initially executed on a transactional level, where the data was split into RFM (Recency, Frequency, Monetary) groups to better understand the transactional behaviour of customers.

Customers were then grouped into 'pen portraits' to establish how people with similar profiles engage with the Moonpig brand.

Outcome & Business Benefits

50% increased revenue share

Our unrivalled insight gave Moonpig clarity on who its customers are, where they are spending and their purchasing patterns across the brand itself, and other transactions.

This understanding permitted Moonpig to fine tune their macro approach and gave them the capability to implement a new gifting strategy and hone its methods to above the line marketing.

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