

# navabi

## Navabi Uses Optimove for Persona-centric Retention Marketing

### THE CHALLENGE

- Understand changes in customer behavior over-time
- Take action to promptly mitigate risks caused by changes in customer behavior

### THE BENEFITS

- Deep understanding of the company's customer personas and the behavior of each group over time.
- Accurate understanding of the opportunities available to prevent erosion of customer LTV over time.
- A comprehensive, automated, measurable retention plan aimed at improving every key customer metric.

### WHAT IS NAVABI?

Navabi is the global leader in premium plus size fashion. The e-commerce business delivers the best fashion experience to the global plus size customer, alongside exclusive brands and the best fashion ranges in the world.

### NAVABI'S CHALLENGE

Navabi is a rapidly-growing company. During the past year, its growth rate accelerated significantly, following the completion of a €10 million financing round. While accelerated growth is always good for a business, it often comes with painful side effects, such as decreases in customer LTV, increases in customer churn and lower conversion rates. Navabi's management wanted to better understand how their growth was impacting customer behavior, on a micro level. They were also looking for a tool to empower them to take action based on their insights, to promptly mitigate any risks caused by their accelerated growth.

### THE OPTIMOVE SOLUTION

Optimove's unique customer modeling features were exactly what Navabi was looking for. Particularly valuable to Navabi was Optimove's approach of identifying many distinct micro-segments, or "customer personas," and then analyzing their behavior over time. The key metrics that Navabi tracks with Optimove on a daily basis – for each persona – are spend levels, repeat purchase frequency, product return frequency and LTV.

The software enables Navabi's management to analyze the behavior of extremely small groups of customers on a very granular basis, allowing them to discover and understand how customer behavior changes over time – and how the company's growth affected that behavior.

The two most critical insights immediately derived were:

- The quality of newly acquired customers was not significantly impacted during the company's rapid growth period.
- The number of customers in the "Active" lifecycle stage increased by 250% without impacting the average LTV of these customers.



Navabi's management was able to conclude definitively that even while the overall customer pie grew, the proportions of each customer persona – relative to the entire customer population – remained stable.

## MOVING FORWARD

Armed with a thorough understanding of how various customer personas behave, Navabi is now using Optimove to manage an extensive customer retention plan designed to increase customer engagement and lifetime value for their active customers. This will help maintain high customer quality throughout their period of rapid growth, and beyond.

This plan is being built within Optimove so that the software will automatically prepare (by dynamically segmenting customers according to segment/persona on a daily basis), execute (via integration with Navabi's marketing systems) and measure (using test and control groups) every campaign in the plan.

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To learn more about Optimove  
and how it can benefit your business, visit

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