

DEVELOPING HIGH-VALUE CUSTOMER ENGAGEMENT STRATEGIES TO DRIVE FOOT TRAFFIC FOR A FASHION RETAILER USING TARGET MARKET SEGMENTATION

BUSINESS CHALLENGE



To create a tailored marketing approach across different channels and offline promotional activity across all retail stores

OUR APPROACH



Gathered customer data, created a roadmap, developed a deep understanding of the segment profiles, and quantified the financial opportunities by segment.

RESULTS OBTAINED



Developed high-value customer engagement strategies to drive foot traffic and reduce customer attrition

INFINITI'S COVID-19 VALUE PROPOSITION

As the world continues to witness a global crisis of unprecedented scale due to the COVID-19 pandemic, professional advice, expertise, and timely intelligence are more critical now than ever before for business leaders across the globe.

Infiniti offers a variety of support solutions to help companies in the fashion retail market to understand the change in volumes and values post the COVID-19 crisis

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