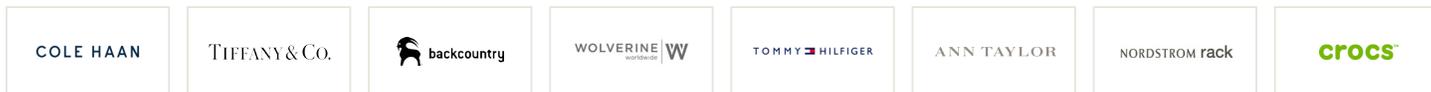


# Self-serve, powerful segments that improve ROI for email, display, direct mail, and Facebook campaigns

(We work with some of the best brands in retail.)



Custora is a customer segmentation platform that enables marketers and CRM teams to easily discover, build, and deploy smart segments across email, display, direct mail, and Facebook.

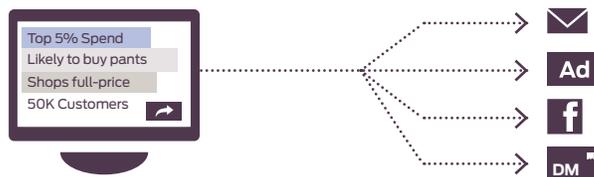
Our software aggregates and analyzes customer data to surface valuable segments (high predicted spend, price sensitivity, persona clusters) and enables teams to quickly (minutes, not weeks) answer gnarly questions like “who has a high likelihood of buying brown boots but hasn’t bought boots this October?”

Custora also seamlessly integrates with marketing platforms to ensure the segments you discover and build are targeting the customers that will maximize the performance of every marketing initiative.

Over 100 brands including Nordstrom, Ann Inc., Tiffany & Co., Crocs, and Teleflora use Custora segmentation to increase new customer conversions, grow revenue from existing customers, and improve team efficiency.

## HOW CUSTORA WORKS

- 1. Organize data and integrate with existing internal data feeds and models**
- 2. Apply predictive models to surface segment insights and opportunities for growth**
- 3. Enable teams to quickly build campaign audiences for acquisition and retention efforts**
- 4. Push segments into any marketing channel and measure campaign results**



## USE CASES

### High-Value Prospecting Campaigns

The top 20% of customers often drive the lion's share of revenue for a brand. Custora leverages predictive lifetime value models to surface high-value segments for look-alike targeting. These segments often more than double the Return on Ad Spend for Facebook and display prospecting campaigns.

### Amplify New Arrival Campaigns

A new batch of Spring dresses just arrived. Custora can quickly surface a segment of customers who are into dresses and are early adopters of the latest color trends. Target these customers on email, Facebook, and display ads to get the most out of each new arrival on the calendar.

### High-Value Customer Churn Reduction

You can't afford to lose your best shoppers. Rather than using a one-size-fits-all rule to identify customers who are fading away, Custora surfaces a weekly segment of high-value customers comprised of individuals who have just started to veer off their own unique purchase tendencies.

### Improve ROI on Direct Mail Campaigns

Catalogs and mailers aren't cheap, but a surprising number of brands leverage direct mail marketing for increasing repeat purchases. Custora's predictive product affinity and customer value models make it easy to target customers that are likely to respond to mail. Less printing, higher ROI. One retailer increased revenue per recipient by 166%. Nice.

### Targeted Markdown Communications

Those bedazzled camo handbags just didn't sell the way you expected. Rather than blasting the entire customer list to clear the remaining stock, Custora can find a group of customers who have an interest in handbags and love to shop the clearance rack.

### Optimize Email Engagement

Some customers open each and every email, while others tune out when their inbox is full. Custora uses email sensitivity and predicted product affinity models to drive revenue and reduce unsubscribes. Send an additional email to customers who are always looking for more, and improve the relevance of product communications.