

# How a QSR brand uses behavioural segmentation to increase Cross Sell



## CHALLENGE

The brand's campaign communication strategy was heavily focused on RFM segments which worked well for cash discount offers whereas, combo items offers were not doing so well since they were not personalised based on customer eating preferences.

## SOLUTION

We analysed 5+ years of food item purchase history data and created custom micro behavioral segments basis the:

- Eating preferences – preferred day of week / preferred time
- Consumption behavior – dine out / take away
- Taste preferences – favorite pizza / toppings + favorite side orders

These behavioral segments were combined with RFM segments & these segments were automatically refreshed basis incremental data & also seamlessly integrated with Netcore's campaign automation platform (SMARTECH) for sending 100+ personalised offers per month

## RESULTS



The conversion rate for bundled offers that were personalised basis behavioral segments were 45% - 70% higher than bundled offers triggered on just RFM segmentation



The seamless integration of customers' segment lists with Campaign Automation platform led to a savings of 15 man hours per week for the client's team which went into manually uploading the segments for campaigns and generating campaign performance reports.