

Buttoned-up Analytics

How tailoring a direct-mail strategy could rack up \$ millions for leading clothing retailer



Our client mailed more than a million catalogs each year that didn't deliver sales. Antuit determined which catalog recipients would be least likely to buy so that the client could redeploy funds more effectively to high-propensity shoppers.

1.7M
Mailed Catalogs

455K
Shoppers Purchased

1.2M
Did Not Purchase

Using deep learning - artificial intelligence - we created quantitative models to help us predict who, out of the 1.2 million non-buyers, wouldn't buy in three segments:

1 Recent buyers
12-0 months

2 Lapsed buyers
13-24 months

3 Prospects

Antuit had access to transactional data (orders placed, average order value, first transaction date, discounts, etc.), SKU attributes data (colors/sizes ordered, departments, etc) and mailing lists.

Every customer has a unique profile with detailed preferences, like;

- Wears blue and green
- Can't resist a 20% discount
- Shops early spring
- Prefers skirts over pants

Artificial intelligence helped us unearth customer preferences for more targeted messaging and personalized offers.

Once you know who won't buy, you can attract customers who will buy.

Artificial intelligence (AI) refers to intelligence and reasoning exhibited by computers and algorithms. Many AI algorithms mimic human reasoning by building mathematical models of the human brain, called neural networks. Like the brain, these networks continuously learn from new stimuli. Here, we used a specific type of neural network (convolutional neural networks or CNNs) and trained it to identify the profile of catalog customers.

Geek Speak



Antuit's analytics delivered a net benefit of more than \$10 million

99.8%

Accurate predictions for non-buying customers

\$7.3M

Saved by removing nonbuying customers

\$2.9M

Additional profits



About Antuit

Antuit is a global analytics solutions provider primarily serving the retail & eCommerce, consumer products, and manufacturing & logistics industries. Since 2013, Antuit has been on a mission to help leading multi-national and high-growth companies predict, shape and meet demand.

Combining deep domain expertise with proprietary solutions and technologies like machine learning and AI, Antuit delivers revenue and margin growth, improved supply chain efficiency, and enhanced customer experiences.

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