5 Strategies to Build Loyalty and Maximize Revenue

Leveraging Customer Data Analytics to Drive the *Customer Journey*

Introduction:
The Data Dilemma

Today's brands are sitting on a goldmine of customer data —
but too many fail to put it to use.

It surrounds them, like endless ingredients lining the shelves of a fully stocked kitchen. Yet only a small percentage — the true gourmets of the group — turn the information into a winning recipe.

The rest struggle to assemble the right mix, missing opportunities to personalize experiences, optimize marketing spend, and retain customers.

They have no clear data strategy. They fail to engage their audience. They lose revenue.

All because they aren't leveraging the data that's right in front of them.

The good news?

It's never too late to take those ingredients — that delicious data, those raw insights — and create a five-star strategy that elevates their business.
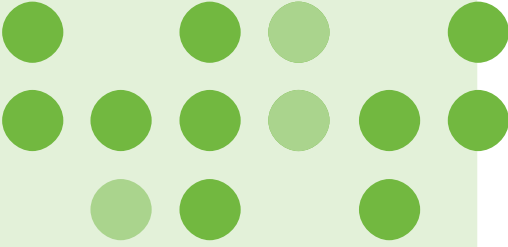
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This playbook will help growing brands compete like industry leaders. It will guide them in developing a data strategy to drive engagement, retention, and loyalty.

It serves up a proven approach for identifying high-value customers, designing cross-channel engagement strategies, and optimizing loyalty programs to maximize revenue.

Kim Welther, Vice President of CRM Loyalty and Customer Engagement Strategy at Baesman Group, has worked with countless brands looking to shift from mass marketing (one-to-many) to a more personalized, data-driven approach (one-to-one).
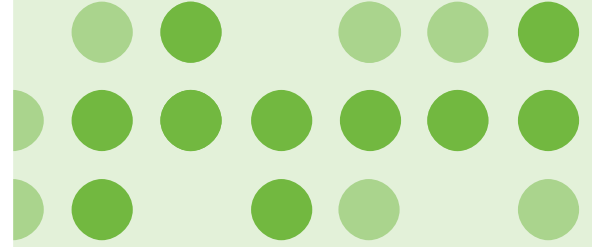
The analytics, of course, are the secret sauce.

So here are **five strategies** brands can immediately leverage to go from shouting to the masses to holding meaningful, one-on-one conversations with every customer.

> *Most brands have the data, but they don't have the ability and team to put those marketing analytics to use.*
>
> **Kim Welther** : Vice President of CRM Loyalty and Customer Engagement Strategy, Baesman Group

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Unlocking the Power of Customer Data

76%

of companies admit that data silos hinder cross-departmental collaboration.

Source: XPLM

Every transaction, website visit, channel interaction, and email click generates valuable insights.

What happens next is where the trouble starts. Data ends up scattered and siloed.

Instead of empowering brands, it overwhelms them.

In today's retail environment, brands wisely connect with customers across many platforms. They're engaging in brick-and-mortar stores or through e-commerce. They're marketing via email, SMS, direct mail, social media, and digital.

The best marketing results in sales, but nearly all marketing results in data, yielding lessons to be learned and leveraged.

Smart brands eliminate silos and consolidate transactional, behavioral, and engagement data to create a single customer view.

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This one view provides a 360-degree perspective, showing marketers when a customer is most engaged, what motivates them to take action, and why high-value customers keep coming back.

This insight allows brands to:

- *Recognize and nurture loyal customers* – turning occasional shoppers into long-term brand advocates
- *Identify at-risk customers* – deploying personalized messaging to re-engage and retain them
- *Eliminate wasted spend* – refining campaigns to target the right people with the right message at the right time

Achieving this level of clarity requires more than just gathering data – it requires clean, organized, and actionable insights. This is where many brands struggle.

Marketing agencies like Baesman specialize in transforming raw data into a strategic asset, helping brands break down silos and unify customer information for smarter decision-making. The key is accuracy – because bad data leads to bad decisions.

> *The first step is making sure the data is correct. The worst thing you can do is start doing personalized journeys when you don't actually have a clear view of the customer.*
>
> **Kim Welther** : Vice President, Baesman Group

Once brands establish a strong data foundation, they can shift from reactive to proactive marketing. They can anticipate customer needs and reward them at the perfect moments.

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STRATEGY 2

Building High-Impact
Customer Journeys

Businesses that focus on improving the customer experience see an estimated

80%

increase in revenue.

Source: Forbes

For many growing brands, marketing follows a familiar formula: send a mass email, drop a direct mail piece, run a social ad campaign, and hope something sticks.

These one-size-fits-all strategies can generate occasional results, but they rarely create connections. More often, they lead to wasted spend, disengaged audiences, and missed opportunities for enduring brand loyalty.

The fastest growing brands embrace customer-first, cross-channel marketing. Instead of treating all customers the same, they tailor their approach, ensuring seamless interactions across email, SMS, direct mail, digital ads, and app notifications.

The difference? Relevance.

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How the Journey Might Look :

Let's imagine the journey of "Emily," a first-time shopper at a mid-sized fashion retailer.

1 She makes her first purchase online and receives a personalized welcome email, thanking her and introducing her to the brand's community.

2 Over the next few weeks, she receives tailored product recommendations via email and targeted social media ads based on her purchase history.

3 When she hasn't made another purchase after 45 days, a direct mail postcard featuring an exclusive in-store event invites her back.

4 She makes a second purchase, then a third — prompted by well-timed email and SMS reminders. She becomes a VIP, earning personalized rewards for her birthday and for a series of purchase milestones.

Each touchpoint feels natural, not forced. Every message is relevant, not random.

Instead of a forgettable first-time buyer, Emily becomes a customer for life, a brand fanatic on a never-ending, data-driven underline customer journey.

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STRATEGY 3

Testing and Optimizing Personalization

Brands can begin by gathering their data, cleaning it, and analyzing it. They land on a solid single customer view, and they feel great about it.

Next, they plan a robust and flexible cross-channel marketing strategy, confident that it will lead to a lifetime of engagement.

If we can return to the cooking analogy, before serving up the dish to the entire dinner party, it's wise to do a little taste testing. At a glance, sugar and salt look similar. It'd be a shame to mix them up.

By using cross-channel testing, suppression testing, and control groups, brands can identify what works, eliminate what doesn't, and ensure that every customer journey delivers measurable impact.

TEST PREP: *KEY TERMS*

CROSS-CHANNEL TESTING
Evaluating how different marketing channels (email, SMS, direct mail, digital ads, etc.) perform individually and together to optimize engagement and conversions.

SUPPRESSION TESTING
Holding back a segment of customers from receiving a specific campaign to measure its true impact and ensure marketing efforts drive revenue.

CONTROL GROUPS
A group of customers excluded from targeted marketing efforts to compare their behavior against those who receive the campaign, providing a baseline for measuring effectiveness.

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How Testing Transformed Stanley Steemer :

For years, <u>Stanley Steemer</u> relied on large, nationwide marketing campaigns, rolling out multiple mass promotions annually.

But their marketing spend wasn't translating into the sales lift they expected. They were wasting resources on customers who were already engaged while missing key opportunities to reactivate lapsed customers.

Baesman helped Stanley Steemer refine their marketing strategy with a test-and-learn approach, leading to:

200%
boost in
online booking
response rates

23%
increase in sales
from direct mail
campaigns

The biggest mistake brands make is looking at the data and making sweeping changes instead of testing first. We always advise clients: test, learn, and then scale.

Kim Welther : Vice President, Baesman Group

Loyalty as a Competitive Advantage

Loyalty programs should be a brand's most powerful tool for retaining customers and increasing lifetime value. Yet, too often, they fall flat.

The reason? Many programs fail to deliver meaningful benefits. They rely too heavily on generic discounts, lack clear incentives, or create unnecessary friction in the customer experience. If customers don't see value in a loyalty program – or if it's too complicated to engage with – they simply won't use it.

In today's competitive landscape, brands must move beyond outdated, one-size-fits-all loyalty programs. The most effective programs are personalized, data-driven, and designed to strengthen long-term customer relationships – not just drive short-term transactions.

Rather than relying on discounts alone, brands can create exclusive, tiered incentives that provide clear value and reward customers for their engagement in ways that resonate beyond price savings.

This might include:

- *Early access to new products or sales for high-tier members*
- *Personalized rewards based on customer behavior and preferences*
- *Experiential benefits, such as VIP shopping events, priority customer service, or exclusive content*

By leveraging customer data, brands can tailor these offerings to different segments, ensuring the right customers receive the right incentives at the right time.
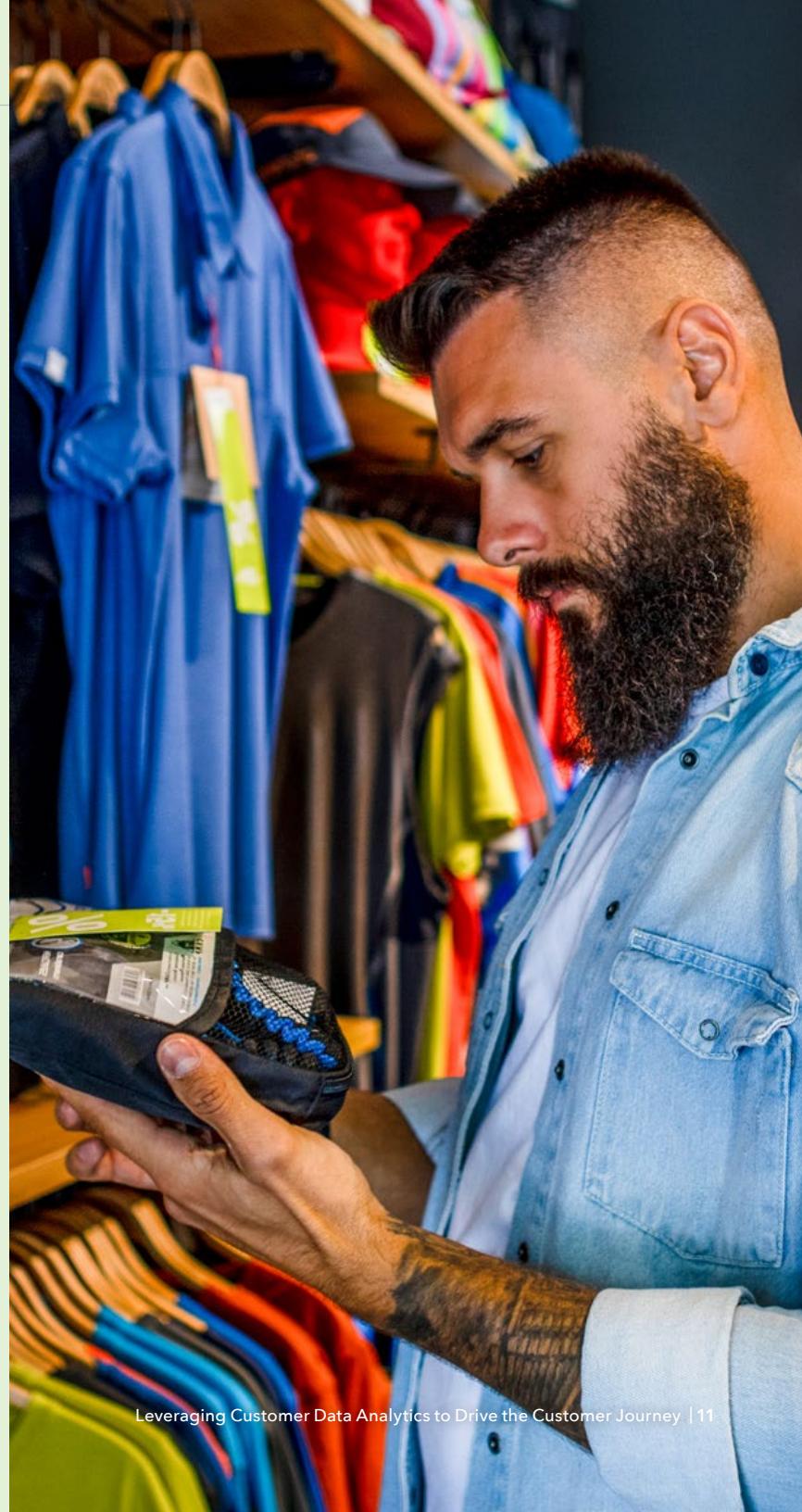
Hibbett Sports Makes Fans for Life :

When <u>Hibbett Sports partnered with Baesman</u>, their loyalty program was underperforming. Despite strong brand recognition, engagement with the program was slipping, and retention rates were stagnant. Customers weren't seeing enough value to stay actively involved.

Baesman took a data-driven approach to revamp the program, analyzing customer behavior to identify gaps and refine the incentive structure.

The result? A more personalized and engaging loyalty experience that:

- *Increased member purchase frequency by 16%*

- *Showed positive incremental revenue for the loyalty program within 2 quarters of relaunch*

- *Boosted overall program engagement and redemption rates*

- *Strengthened customer retention and lifetime value*

By focusing on personalization and tangible benefits, Hibbett Sports turned its loyalty program into a powerful revenue driver.

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Scaling Personalization Without Overwhelm

Personalization is no longer a "nice-to-have" in retail — it's an expectation. Customers demand relevant, tailored experiences that feel intuitive and natural. Still, for many, the idea of scaling personalization feels overwhelming.

Brands often assume that personalization requires massive resources, complex technology, and the ability to create hundreds of variations of every campaign.

In reality, the key to success is starting small and scaling strategically.

> *I say it a lot: It's crawl, walk, run. And we are there to help you through that process.*
>
> **Kim Welther** : Vice President, Baesman Group

So what does crawl, walk, run look like?

- *Crawl* – Start with simple segmentation. Use existing customer data to create targeted groups based on basic behaviors (e.g., frequent shoppers vs. one-time buyers).

- *Walk* – Introduce automated workflows. Begin integrating customer behavior data to personalize messaging across key touchpoints, like email, SMS, and direct mail.

- *Run* – Scale with data-driven insights. Leverage prior engagement to predict customer behavior, trigger individualized experiences in real-time, and optimize loyalty programs.

This method reduces operational strain, aligns with available resources, and ensures each stage builds on measurable success.

Many brands look at personalization leaders such as Amazon or Sephora and feel discouraged by how far they need to go. But growing brands should avoid comparing themselves to massive, established brands. Some brands are running. Crawling is still a great thing. It means progress is happening.

Keep going.

▶ *Click to learn more about Baesman*

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It's Time to *Get Personal*:

By now, we hope we've turned brands into believers. Personalization is a proven driver of customer loyalty, revenue growth, and smarter marketing spend.

A strong data strategy helps brands avoid missing key engagement opportunities and all the long-term relationships (and long-term revenue) that come with them.

By taking a thoughtful, incremental approach, brands can build sustainable personalization strategies that:

- *Increase revenue per customer through more relevant communication*

- *Improve retention and long-term value by delivering ongoing value*

- *Reduce marketing waste by focusing on high-impact personalization efforts*

This playbook has outlined five strategies to help brands turn fragmented data into revenue-driving insights, enhance customer retention through smarter journeys, and build loyalty programs that deliver measurable impact.

For growing brands, the path to success doesn't have to be overwhelming.

With the right strategic partner, a test-and-learn methodology, and proven tactics like those enacted by Stanley Steemer and Hibbett Sports, companies can confidently scale personalization and drive long-term growth.

baesman:

Baesman Group empowers brands to deliver personalized marketing at scale. From data-driven marketing strategies to seamless execution, we specialize in customer loyalty programs, targeted email and SMS campaigns, hyper-personalized direct mail, and end-to-end in-store signage solutions. With decades of experience, we help brands turn insights into action, drive measurable results and increase revenue. Leading brands like Victoria's Secret, Carhartt, Polo Ralph Lauren, Lane Bryant, Kate Spade, DSW, and Stanley Steemer trust Baesman to elevate their marketing. Discover how we can help you maximize your marketing ROI at www.baesman.com.

Why Baesman

studio / ID BY INDUSTRY DIVE

studioID is Industry Dive's global content studio offering brands an ROI rich tool kit: Deep industry expertise, first-party audience insights, an editorial approach to brand storytelling, and targeted distribution capabilities. Our trusted in-house content marketers help brands power insights-fueled content programs that nurture prospects and customers from discovery through to purchase, connecting brand to demand.