

# \$900,000 Revenue Surge from Reactivating BPN's High-Value Customers



BPN specializes in supplements for athletes and health enthusiasts.

US • <https://www.bareperformancenutrition.com/>



## The Problem

A noticeable uptick in churn rates among these high-value customers, posing a threat to long-term revenue and profitability.

- **Definition of High-Value Customers:** Lifetime Revenue (LTR) exceeding \$300, indicating genuine engagement with the brand.
- **Churn Criteria:** Cancellation of subscriptions or inactivity exceeding 120 days.

## The Solution

Saras developed a personalized re-engagement strategy, by building and leveraging the 'Customer 360' data model.

- **Customer 360 Model:** A robust, multi-faceted dataset capturing detailed customer profiles, including purchase history, engagement data, and personalized attributes.

**Implementation:** Weekly identification and personalized outreach to churned high-value customers by the BPN Customer Success team, utilizing insights from the Customer 360 dataset.

## The Result

Bare Performance Nutrition achieved a repurchase rate of 12% and generated over \$900,000 in incremental revenue through the reactivation initiative. They gained valuable customer insights and feedback, aiding in future strategy formulation and customer understanding.

**“They proactively identified and built a tracking system for us to identify high value customers that had recently churned. Our customer success team was able to launch a hyper-targeted outreach program for high value customers at BPN resulted in a significant uptick in retention.”**

*Josh Holley, CFO, Bare Performance Nutrition*

# \$900,000

Incremental Revenue via Re-activation

# 12%

Re-purchase Rate

## Engaged Saras Ecosystem

Daton + Consulting



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