Grooming Customer Data for Future Growth

Brickell used Retina to accurately value their company and continue developing sales and marketing strategies that would cater to their best customers' needs far into the future.

Brickell is the fastest growing men's grooming company in the world, ranking 76th on Inc 5000's list of Fastest Growing Companies in 2019. Best known for their anti-aging cream and face wash, Brickell's use of high quality, natural ingredients is a huge hit among their male customers. Today, Brickell serves over 300,000 customers in over 100 countries.

While Brickell was experiencing rapid growth and positive reviews, the brand struggled to identify their best customers. Brickell was also unsure how those customer would behave two, five, or 10 years into the future.

Retina ran proprietary lifetime value (LTV) models to produce a comprehensive Quality of Customers Report that included:

Historical customer and cohort analysis	Profitability and revenue concentration	2, 5, and 10-year LTV predictions
Customer segmentation	Customer behavior and LTV correlation	Marketing recommendations

The Problem

Brickell needed to quantify the value of the customers they already had, determine factors that contribute to high-loyalty behavior, and identify opportunities for sustainable growth.

The Solution

Retina began working with Brickell in May of 2020 to provide the brand with a comprehensive set of investigative and predictive analyses that appropriately valued their customer base.

Retina collected and combined Brickell's customer and order datasets to feed into a predictive LTV model. After some data munging, Retina produced a dynamic **Quality of Customers Report** that assessed Brickell's current business model and customer base as well as its projected success.

> *"Working with Retina has been one of the best investments that we have made as a business. Their ability to communicate complex concepts around customer retention and lifetime value in an informative yet simplistic manner has uncovered a plethora of new opportunities for Brickell!"* **- Tyler Cohen, VP Marketing, Brickell**

The Results

With Retina's help, Brickell was able to:

- Predict which customers would have the highest repeat purchase rates
- Identify the need for a subscription or loyalty program to increase retention
- Understand the primary drivers of LTV (i.e. channel, SKU, discounts, etc.)
- Determine the advantages and disadvantages to omnichannel sales

Brickell now knows exactly how to spend their (already low) acquisition dollars to gain and retain the most profitable customers based on their specific attributes and purchasing behavior. Retina also proposed several strategies to acquire higher lifetime value customers at the outset to further improve their retention.