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RETINA

# Boosting Campaign Health and Wellness with CLV

FAMBrands used Retina to optimize their marketing campaigns by building lookalikes based on their highest value customers.

FAMBrands, LLC is a collection of branded apparel designed to enhance the lives of active people. FAMBrands is known for their cutting-edge manufacturing capabilities specifically suited to produce stylish and accessible sportswear. The FAMBrands collection includes: Marika, Zobha, Bally Total Fitness, and Orvis. FAMBrands is also a proud licensee of Eddie Bauer and The Limited.

## The Problem

FAMBrands needed a way to quantify the value of the customers they already have, and use attributes of their highest value customers to acquire similar consumers.

## The Solution

FAMBrands ran Retina Go!, a free tool that runs a **detailed analysis of customers on an individual level**. In less than two hours, Retina analyzed a small subset of FAMBrands customers (30,000) and segmented them by their predicted lifetime value and churn rates. In addition, Retina provided instructions on how to develop customized, value-based lookalike audiences for Facebook campaigns.

LTV predictions

Churn predictions

Value-based lookalike audiences

FAMBrands saw a **20% increase in campaign performance** during their busiest time of the month. If they continued to use this strategy for their entire customer base, they could **1.25x their annual return on ad spend**. FAMBrands is continuing to use their Retina Go! results to test out more strategies for attracting the most valuable prospects and retaining their highest value customers, all while reducing CPAs.

*"Retina's audiences outperformed regular audiences by 20% for the first four days of the month, which is our busiest time." - Justin Zarabi, Director of New Business Development*

Contact Us To Learn More

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