

Customology

FOR LIFE
CUSTOMERS

THE
Loyalty
Magazine
Awards
2020

WINNER



CASE STUDY

 youfoodz

The Challenge

Leading Australian fresh food delivery brand, Youfoodz, has experienced phenomenal growth over the last eight years, with over 550,000 home delivery customers. Their ever-changing menu of fresh ready-made meals, protein-packed snacks and cold-pressed juices can be delivered directly to their customers or found at over 3,000+ stockists Australia-wide.

However, Youfoodz had a significant challenge. **Whilst they had acquired over half a million customers, they had no strategic view of the customer or lifecycle marketing communications in place.** Order and delivery confirmations aside, **all customers received the same marketing messages at the same time - even their most loyal customers.**

Limited data analysis and no segmentation had been undertaken before which limited Youfoodz's understanding of exactly how their customers were behaving, how often they were ordering, **how valuable they were, and if they were creating loyal customers.**

This prevented Youfoodz from providing a truly personalised experience to their customers. As a brand who takes deep pride in their customer communities, they recognised that things needed to change.



The Solution

Youfoodz typically prefers to manage everything in-house, and had previously struggled integrating partners into the business. However, they realised that the scope and expertise that what was needed wasn't something that could be easily recruited and required significant investment. Instead, Youfoodz partnered with Customology to help them unlock their customer data, using it to enable actionable customer insights and segmentation which drives effective marketing throughout the customer lifecycle which influenced repurchasing.



We are a business who tends to do a lot internally, so any partnership is not normal for us as a business. However, we recognised that we didn't have the skillset in house to deliver the level of expertise that Customology could offer.

Lance Giles, CEO

The Solution

SHOPIFY INTEGRATION



The Youfoodz business is built on the eCommerce platform, Shopify. As a Shopify partner, Customology was able to rapidly integrate Youfoodz Shopify accounts into our Customer Data Platform, Customer.AI, to create a single customer view as the engine room for customer insights, marketing automation, and targeted ad audiences. The integration also provided additional benefits including efficiency around stock inventory and optimisation, basket analysis and remarketing campaigns via Facebook.

Whenever we have previously tried to integrate with Shopify or other platforms, it's usually drawn out the timelines and the costs, with Customology it was seamless.

Lance Giles, CEO

We're thrilled that Customology can help our customers utilise the wealth of data that Shopify captures to help them build deeper relationships with their customers.

Tristan Miller,
Shopify Plus Partner Manager

The Solution

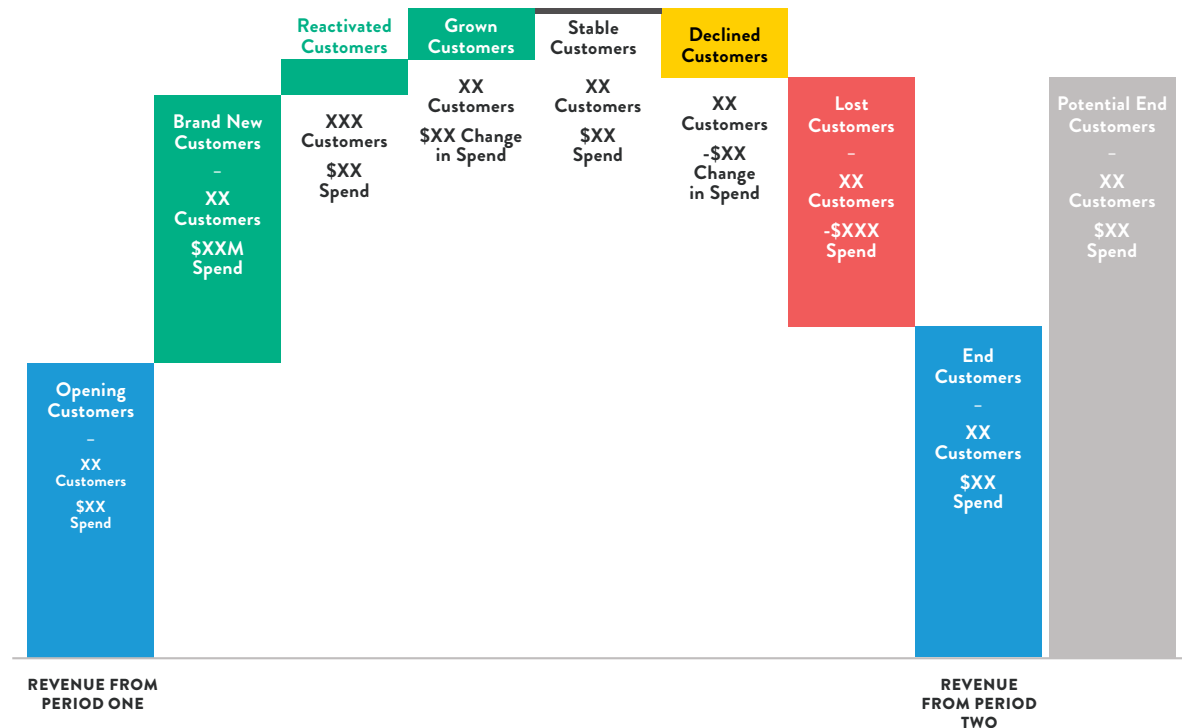
CUSTOMER GROWTH ANALYSIS



This analysis revealed the stickiness of customers, where growth is being driven from, new or existing, and what is the potential if more are retained. The Customer Growth Analysis identified who Youfoodz's most profitable customers are, revealing what the risk and growth opportunities are.

Customology has helped us understand what the ideal customer for life looks like. They've helped Youfoodz build a customer communications system which ensures we're sending the right messages to the right customers, at the right time.

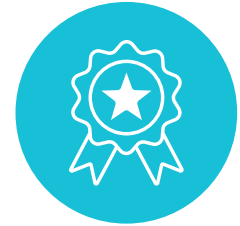
Lance Giles, CEO



Example: Customer Waterfall Analysis - segmented customer groups highlighting the financial impact of customer retention.

The Solution

CUSTOMER GROWTH STRATEGY



Looking through the perspective of a customer, Customology is developing a genuine customer loyalty program, which will help drive the right customer behaviours. Working with the whole Youfoodz team to identify and explore through the eyes of a customer what will increase loyalty, share of wallet, referrals, and customer engagement to create and grow more high value customers.

I think it's the little things that Customology does, for example the team all eats the product and when we meet they are speaking about it, about their experience, there is an invested interest. Most partners on the surface say they want to have a good relationship, but I think Customology actually follows through on it. They are really engaged so it feels as though we are part of one team.

Lance Giles, CEO



The Solution

CUSTOMER JOURNEYS



Working with Customology's data science and campaign specialists, Youfoodz introduced a series of customer onboarding, engagement, and retention journeys to continue the conversation with the customer throughout the customer lifecycle. Customer.AI's marketing automation targeted the right customers with the right message, driving sales which minimised the level of discounting required to influence the individual customer.

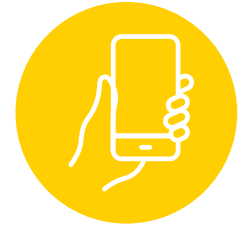
Customology provides better insights into the discounts which add value and those that don't. It's helping us understand what discounts are going out but we would have retained that customer anyway.

Lance Giles, CEO



The Solution

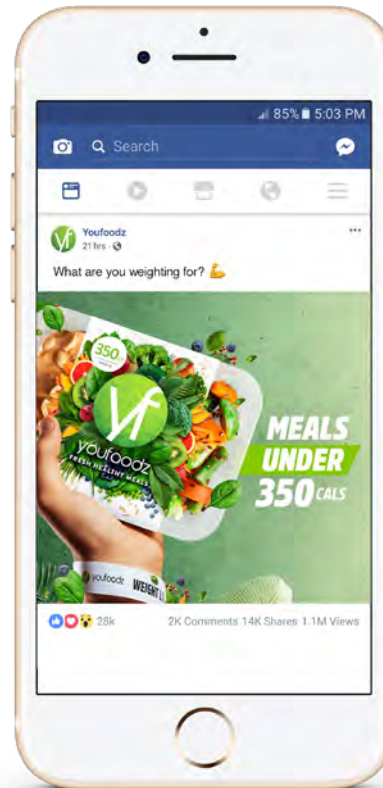
AD RETARGETING



As a Facebook and Google agency partner, Customology helped Youfoodz maximise their conversation rate and significantly reduce their CPA (Cost per Action) with real-time custom audiences for targeted remarketing and look-a-like campaigns. Instead of relying on the Ad networks own audience selection, Youfoodz is able to target each customer throughout their lifecycle with the right ad campaign, and even suppress those who have recently ordered from seeing the current promotions.

Customology shared insights with us which helped us to understand what our top customers looked like, which meant we could build look-a-like audiences for social targeting. We saw a massive uptake and we thought why haven't we done this earlier. Customology's audiences are the top performers beating CPA on new and retention audiences. This is only the start.

Nick,
Head of Digital



*target each customer
throughout their
lifecycle with the
right ad campaign*



The Solution

CUSTOMER INSIGHT AND BUSINESS INTELLIGENCE



Customology provides both on-demand and self-service customer insights and broader business intelligence for Youfoodz.

The Customer.AI iCentral platform serves:

- **real time dashboards on eComm sales**
- **wholesale sales**
- **customer activity**
- **product movement**
- **marketing campaign performance**
- **executive scorecards.**

Customology's team of data scientists provides analysis-as-a-service to the Youfoodz team across the organisation to support and inform decision making. For the first time ever, Youfoodz has a single view of what is happening across the business, in real time.



The Impact

Youfoodz partnered with Customology to help them understand and grow their customers. Customers are at the heart of the Youfoodz brand, they always have been. The implementation of Customer.AI enables Youfoodz customers to have a truly personalised experience. Youfoodz partnership with Customology has resulted in:

8021.67% ROAS (Return on Advertising Spend) with Targeted Customer Journeys in Q1 2020

47% Reduction in CPA (Cost per Action) for Ad Campaigns using Custom Audiences

Achieving **50% growth** across the business



We completely trust the accuracy of the insights and strategy given to us from Customology and use it to make the majority of our marketing decisions. We're confident that we are continuing the conversation with every individual customer. I believe that anyone who's wanting to acquire customers and retain the customers they have should be talking to Customology.

Lance Giles,
CEO Youfoodz



CUSTOMERS FOR LIFE