



AI-DRIVEN CUSTOMER SEGMENTATION FOR RETAIL BRANDS

Google

4.0 ★★★★★☆

Clutch

4.9 ★★★★★☆

glassdoor

4.5 ★★★★★☆

Countries we operate from



PROBLEM STATEMENT



A leading omni-channel retail brand was experiencing diminishing returns from its marketing campaigns. Generic messaging and ineffective segmentation led to low conversion rates, high customer acquisition costs, and poor engagement across digital and physical touchpoints.

Underutilization of first-party behavioral and transactional data

Inability to deliver targeted, context-aware campaigns

High acquisition costs and low conversion ROI



INT. implemented a **custom-trained machine learning segmentation model** tailored to the retail domain. The model analyzed customer behavior using:

- ✓ Historical and real-time purchase patterns
- ✓ Clickstream and session-level browsing data
- ✓ Demographic and transactional metadata
- ✓ Customer Lifetime Value (CLTV) scoring

The model output was directly integrated with the client's CRM and marketing automation stack to enable real-time hyper-personalized outreach across email, SMS, and in-store messaging.



INT. applied its **Five-phase AI Model Lifecycle:**

01

Discover:

Identified segmentation opportunities, conducted data maturity assessment, and created value hypotheses

02

Design:

Mapped data sources, defined features, and designed model architecture using RFM and behavioral clustering

03

Develop:

Trained models on historical datasets with reinforcement from live behavioral feeds

04

Deploy:

Integrated into campaign management tools and CRM workflows

05

Scale:

Implemented continuous learning loops and A/B tested model outputs for campaign effectiveness

31%

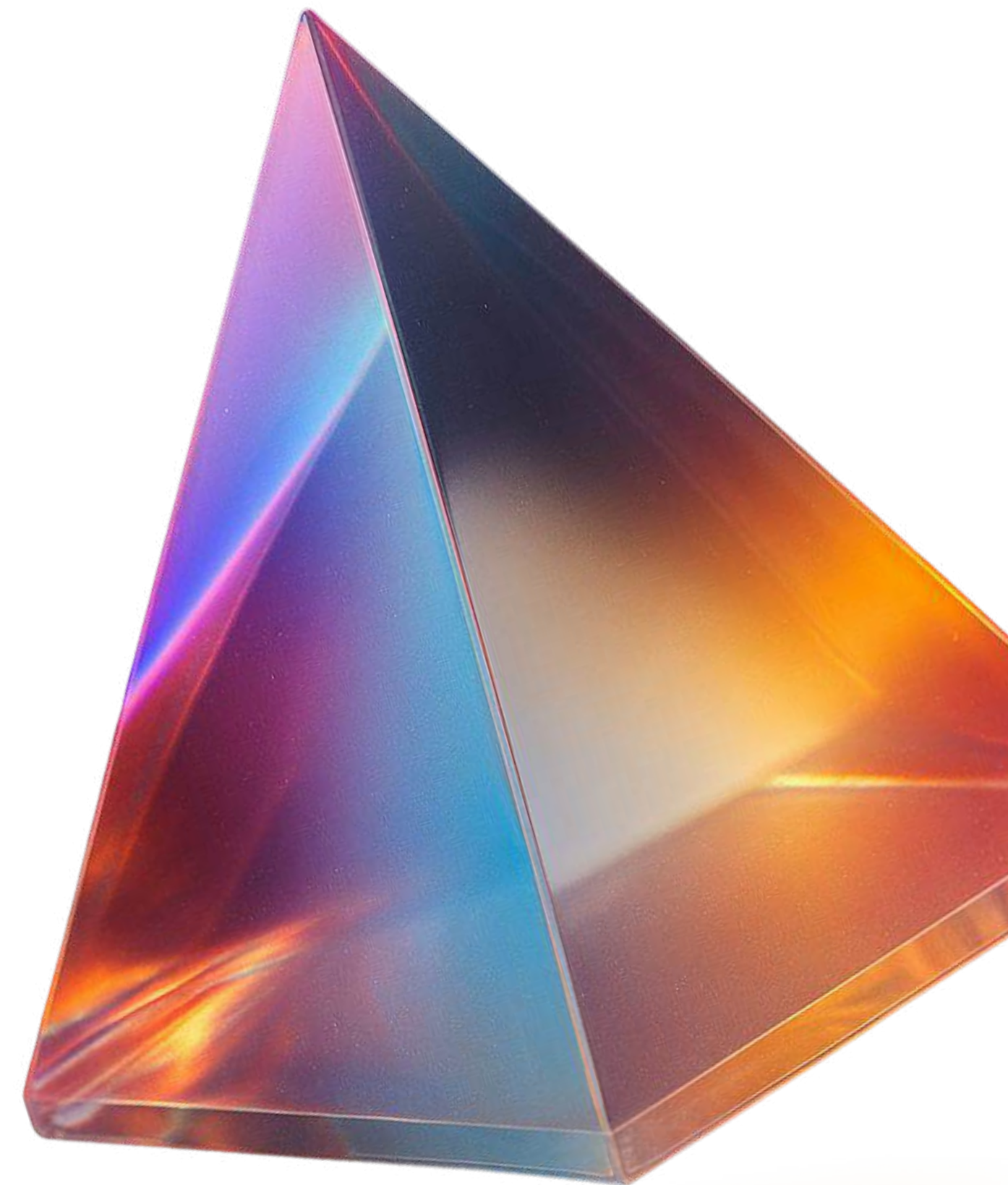
increase in conversion rates for targeted campaigns

18%

improvement in upsell and cross-sell precision

3x

return on investment within the first 90 days of deployment





Let's Help You

Delight Your Customers - The easiest way to achieve growth



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27+ Years

1000+ Professionals

45+ Countries

30+ Awards

INT. (Indus Net Technologies) is an award-winning full-stack software engineering solutions company with a pioneering legacy spanning 27 years, over 500 clients, and 11,000 plus client projects. INT. operates at the confluence of Data, technology, and marketing in the digital space.

