

# Strong Audience Delivers Lifetime Value Boost for Supplement Supplier

Health & Wellness brand gets a big dose of sustained success with custom-tailored audiences that deliver high-quality, loyal new customers.



## Challenge

This international supplement supplier has become a leader in the health and wellness industry, providing quality products to consumers eager to improve and extend their lives.

Maximizing customer lifetime value is an essential element of their business model, which makes acquisition of highly qualified, sustainable new customers a strategic priority.

They approached Path2Response with the challenge of providing a prospecting audience that would deliver high-quality new customers with a likelihood to generate lifetime value - month over month and at scale.

**“From a performance perspective, the Path2Response lists were very strong, consistently among the top performers; we are all very pleased!”**

**- Director, Direct Mail & Database Reporting**



# Solution

The Path2Response team consulted with the client to understand their strategic goals: 1.) efficiently acquire new customers at scale that would, 2.) drive sustainable lifetime value supporting long-term profitability. Our team recommended a uniquely tailored Path2Acquisition model.

Since Path2Response has provided custom-built audiences to this client on an ongoing basis, our team was able to maximize the predictive impact from our dataset of billions of individual, multichannel consumer records, as well as leverage insights from the client's past campaigns. This combination of ongoing partnership and continual model optimization set the table for this client's exceptional results.

## Results



**155**

Response Rate  
Index



Extension of Lifetime  
Value window from  
Path2Response  
audiences

Strong and healthy results! The client's goals were exceeded with our tailor-made audience, which delivered higher response rates and higher first time purchase values - a superior achievement versus other audience providers.

Partnering with Path2Response, this client has been able to extend their projected lifetime value window for new customers by 33% - from 18 months to 24 months - while also generating a boost to average consumer spend. That's an exciting dose of sustainable success!

