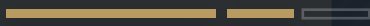


# CROSS-SELL AND UP-SELL OF PRODUCTS & SERVICES



# THE CLIENT PROBLEM

Our client, a **major anime entertainment licensing company**, wanted to **identify and nurture their high value customers**. They also wanted to increase their revenue and profitability by **identifying cross-selling and up-selling opportunities** in their customer base.

## THE AQ SOLUTION

We built a **customer engagement solution** suite with the following components:



Customer needs and preferences were identified with customer propensity modelling.



The potential worth of customers was gauged by dynamic customer lifetime value modelling.



Opportunities to optimize revenue through cross-sell and up-sell was identified with event detection and processing solutions.



Personalised e-mail recommendations were sent with the help of our recommendation engine to different customers based on their needs, preferences and purchase potential.

# THE CLIENT BENEFIT

By identifying high potential cross-sell and up-sell opportunities, we were able to impact the overall revenue and profitability for the business by the following parameters.

## ANIME CONSUMPTION

We increased the average number of titles viewed by a subscriber per month from

**6% to 10%**

We increased the average number of episodes viewed by a subscriber per month from

**47% to 60%**

## SOCIAL MEDIA ENGAGEMENT

We improved social media brand following (FB/Twitter/Instagram) by

**20%**

We improved engagement per follower by

**5%**

## REVENUE & PROFITABILITY

We increased the average revenue per subscriber by

**5%**

We increased the expected one year revenue of a subscriber by

**5%**

We increased the monthly number of transactions by

**5%**

We increased the average order value by

**5%**

We increased the revenue contribution from the twelve month subscribers to

**25%**



**Thank You**

For any queries, get in touch with us.

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