



Defacto uplifted ROAS by 23% through predictive segmentation and integrated data

DeFacto

Retail chain

EMEA - Turkiye • <https://www.defacto.com.tr/>

Agency Name: LOGLO TRKKN



The Challenge

The key challenge was to re-engage churned or at-risk customers and drive higher purchase value. To address this, we implemented predictive customer lifetime value (pCLV) segmentation and launched upsell and retention campaigns alongside our existing test campaign. The goal was to improve efficiency, enhance long-term customer engagement, and identify the most effective strategies for driving purchases.

The Approach

Integrating online and offline data, using pCLV and cloud-based data pipelines, and implementing dynamic audience updates enabled optimized digital and in-store performance, precise targeting, and reduced acquisition costs.

Partnering with TRKKN: Working with TRKKN's analytics team, it created a data infrastructure and activation strategy using Google's Customer Data Platform (CDP) for action solution.

The Results

Targeted upsell and retention campaigns, using pCLV segmentation and advanced data tools, outperformed the test campaign, delivering 23% higher return on ad spend (ROAS), 31% uplift in store visits, reduced cost-per-visit, and sustained customer engagement. Defacto expects to continue improving its campaigns, which demonstrates the effectiveness of data-driven customer re-engagement.

“By using IBQML data pipelines and pCLV audiences, we enhanced segmentation precision and ensured real-time audience updates through Data Manager, encouraging at-risk users to make purchases before churning. This approach integrated online and offline data, improving spend efficiency, driving higher ROAS, and reducing customer drop-off.”

Gökberk Ertunç, Head of Data & Analytics, Loglo TRKKN

23% **31%**

ROAS uplift

Store visit uplift

Primary Marketing Objective

- Grow Online Sales

Featured Product Area

- Search - Value Based Bidding

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