



GLASSES DIRECT

Case Study

Europe's largest online prescription eyewear store



Challenge

Glasses Direct are an online prescription eyewear store who are passionate about optimising their customer experience. Their goal is to change the way people feel about buying glasses and they wanted to better understand who their customers were and how best to develop a longer term engagement with them.



Solution

After conducting a range of database segmentations, REaD Group built an SCV in order to provide Glasses with a complete picture of their customers. This will enable them to effectively employ these segmentations and acquire actionable insight into their customers, including purchasing and behavioural patterns.



Outcomes

With the introduction of the SCV, Glasses will be able to gain real clarity into the frequency and quantity of customer purchases and in turn provide them with a more personalised experience. Through the use of segmentations, they will have the ability to target a range of different customers and tailor their communications in varied and innovative ways.



Want to know more?
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