

Elevate your loyalty marketing with Plinc's Future Value Model



Introducing the Future Value Model

Plinc's Future Value Model delivers predictive insights that transform segmentation strategies into engines of growth.

How It Works

Our machine learning-driven methodology evaluates each customer's future value based on two key factors: their likelihood to return and their potential spend upon returning. By combining these predictions, this creates a clear Future Value Score (FVS) for each individual that informs smarter, more precise segmentation.

What is a Future Value Score (FVS)? And Why Does It Matter?

While traditional metrics focus on historical data, Plinc's Future Value Score (FVS) enables a personalised CRM approach tailored to each customer's value trajectory.

By strategically segmenting audiences, the Future Value Model enables you to prioritise segments with the highest growth potential, retain loyal customers with minimal investment, and re-engage others with tailored strategies. These predictive insights drive smarter decision-making, ensuring your resources are aligned with opportunities that deliver the greatest impact.

Key Benefits

- **Focus Marketing Spend & Effort:** By analysing the likelihood of a customer's return and predicted spend, marketing teams can tailor engagement strategies to maximise return on investment.
- **Optimise Offers and Promotions:** FVS enables more precise targeting by aligning promotional strategies with customers' predicted value, ensuring resources are focused where they can drive the most impact. This data-driven approach enhances campaign relevance and efficiency, avoiding unnecessary discounts and strategically investing in high-potential segments to maximise returns.
- **New Success Metrics:** Beyond traditional metrics, our Future Value Model introduces incremental increases in FVS as a key indicator of customer retention likelihood, providing a fresh lens for evaluating campaign success.

Ready to see the impact of smarter segmentation?
Watch our explainer video or schedule a chat to explore how the Future Value Model can transform your loyalty strategy.

