• CUSTOMER 360 AND SEGMENTS

Customer 360 • Segmentation • Activation

# How Faherty Activated Customer Segments to Drive $534K in Retargeting Revenue

*Segment-led re-targeting across direct mail, handwritten notes, and email*

| CUSTOMER | SOLUTION | INDUSTRY | YEAR |
|---|---|---|---|
| FAHERTY | CUSTOMER 360 | OMNICHANNEL APPAREL | 2026 |

EXECUTIVE SUMMARY

# How Faherty Turned a Growing Customer Base into $1.1M in Measurable Campaign Revenue

Faherty is an omnichannel apparel brand with an ecommerce presence and approximately 78 physical retail stores across the United States. As the brand scaled, the marketing team recognized an opportunity to move from broad outreach toward campaigns grounded in how customers actually behave.

In partnership with Saras Analytics, Faherty built a value and lifecycle-based segmentation framework on top of a unified data foundation built on Saras Pulse. That framework became the operating logic behind direct mail, handwritten note, VIP gifting, anniversary, and email campaigns.

Segments drove audience selection, spend allocation, and campaign objectives before each send. The result was **$1.1M in measured incremental revenue** across campaigns in 2025, with a repeatable model now extended into email and SMS re-targeting at scale.

> "
>
> Our re-targeting moved from broad outreach to precise, segment-led data driven engagement. Effectiveness improved, and we now scale confidently across channels.
>
> C **Clara**
> Sr. Manager, Retention Marketing, Faherty

**$1.1M+**
Incremental Revenue
*from segment-led campaigns in 2025*

**$534K**
Retargeting Revenue
*from segment-driven re-targeting in 2025*

**4+**
Campaign Types Activated
*direct mail, notes, email, SMS*

## Company snapshot

| | |
|---|---|
| COMPANY<br>Faherty | INDUSTRY<br>Omnichannel Apparel |
| CHANNELS<br>eCommerce + ~78 retail stores | SOLUTION<br>Saras Pulse + Customer 360 and Segments |
| TECH STACK<br>Klaviyo · Vertile · Attentive · Toast · Linelist · GCP · DBT | SARAS PILLAR<br>Customer 360 and Segments / Marketing Trackers |

01

THE STRATEGIC BET

# Build the data foundation before expecting segments to drive campaigns.

Faherty's marketing team tracked channel performance, but performance metrics at the channel level tell you what happened, not who drove it. As the customer base grew across eCommerce and retail, a key question became harder to answer: which customers were worth investing in further, and what should that investment look like?

The team had access to customer data across purchase history, channel behavior, and engagement patterns. What was missing was a structured framework to translate that data into campaign audiences, and the confidence to act on those audiences rather than defaulting to full-list sends.

The foundation is **Saras Pulse**: a unified data platform that consolidates every source of business truth into a single, governed, always-accurate layer. With Saras Pulse in place, Faherty was positioned to build a segmentation model that could be trusted and activated at scale.

## The three layers that power segment-led campaign activation

### Campaign Activation, direct mail, notes, email, SMS, Klaviyo

Segments flow directly into campaign briefs and CRM platforms. The marketing team no longer manually defines audiences for each send.

LAYER 03

### Segmentation Framework, value tiers, lifecycle stages, recency signals

Two-dimensional framework assigns each customer to a segment reflecting both how much they have spent and how recently they have engaged.

LAYER 02

### Saras Pulse, customer 360, order data, behavioral data

Unified customer data foundation, the source of truth every team and segment draws from. 1.4M+ customers tracked week over week.

LAYER 01

02

THE OPPORTUNITY

# Three Gaps That Made Broad-List Campaigns the Default, Not the Choice

Faherty's marketing team tracked channel performance, but performance metrics at the channel level tell you what happened, not who drove it. As the customer base grew across eCommerce and retail, three gaps shaped the brief Faherty brought to Saras.

01

### No shared segmentation language across teams

Marketing, retention, and finance each defined customer value differently, making coordinated campaign decisions difficult. Without a common framework, campaign audiences were built differently by every team working on the same send.

02

### Broad-list outreach with variable returns

Campaigns reached customers at all lifecycle stages with identical messaging, reducing efficiency and leaving personalization opportunities untapped. High-value customers received the same communication as recently lapsed ones.

03

### No closed-loop measurement

Without a framework connecting campaigns to specific customer cohorts, it was difficult to assess whether spend was reaching the right people. Revenue attribution could not be tied back to lifecycle state or value tier.

> The opportunity: give every campaign team the ability to build audiences based on business intent rather than demographic proxies, reactivation campaigns for genuinely lapsed customers, repeat purchase campaigns for those with strong recency, loyalty campaigns for long-term brand affiliates.

"

Customer 360 solution provided Advanced Customer Cohorts with CLTV analysis across segments and channels, helping us target the right customers through personalised communication.

**Alex Faherty**
CEO, Faherty

03

THE SOLUTION

# How Saras Built a Segment Framework Faherty Could Activate in Campaign Briefs

Saras Analytics worked with Faherty to design a segmentation framework grounded in two dimensions: customer value and lifecycle stage. Customers were grouped by lifetime value, recency, purchase frequency, and channel behavior.

These were not static labels. The framework assigned each customer to a segment reflecting both how much they had spent and how recently they had engaged. High-value customers who had recently purchased were treated differently from customers who had lapsed, even if their total spend was similar.

This meant campaign teams could build audiences based on business intent rather than demographic proxies. The audience came from the framework. The creative brief followed the audience.

## Two Dimensions, Four Value Tiers, One Shared Audience Language

### High-value, active

Recently purchased, high lifetime spend. Loyalty and VIP gifting campaigns.

### High-value, lapsed

High lifetime spend, not recently engaged. Reactivation with handwritten notes.

### Growth, active

Strong recency, room to grow. Repeat purchase and anniversary campaigns.

### At risk, snoozing

Showing lapsing signals. EOSS and targeted direct mail outreach.

## Weekly Reporting That Tracked Where 1.4M+ Customers Were Moving

To keep the segmentation framework connected to live business decisions, Saras introduced weekly customer health reporting covering new vs. existing revenue splits, reactivation and churn rates, and movement across lifecycle stages. These reports became part of executive business reviews.

### New vs. existing revenue

Sales split by new and existing customers, with high-value cohort breakdowns.

### Customer base health

Alive-and-well, snoozing, lapsing, and churned segment tracking.

### Acquisition cohort trends

Three-month and six-month cohort view of new customer health.

### Online vs. retail splits

Channel behavior tracked week over week and year over year.

04

CAMPAIGN RESULTS

# Four Campaign Types, One Segmentation Framework, $1.1M in Incremental Revenue

The segmentation framework became the shared input across four distinct campaign types in 2025. Each campaign drew its audience from the segment framework rather than from ad-hoc list pulls.

A

### Direct mail campaigns

Two campaigns in March and May 2025 targeted high-value customers based on recency and value tier, delivering more than **$500K in incremental revenue** across both sends.

B

### Handwritten note campaigns

Two campaigns in April and September 2025 prioritized recently lapsed customers identified through lifecycle movement tracking, generating more than **$200K in incremental revenue**.

C

### Anniversary email campaign

Customers reaching engagement anniversaries received targeted outreach informed by their value segment, contributing **$180K in incremental revenue**.

D

### July EOSS email campaign

At-risk customers identified through snoozing and lapsing signals were targeted with end-of-season sale messaging, influencing **$485K in email channel revenue** during the month.

**$500K+**

Direct mail revenue

*March + May 2025 combined*

**$200K+**

Handwritten note revenue

*April + September 2025 combined*

**$485K**

Email channel influence

*July EOSS, at-risk segment*

05

BEFORE · AFTER

# What Changed: From Ad-Hoc Audience Filters to Lifecycle-Led Campaign Briefs

The most significant shift was not the revenue number. It was the change in how campaigns were planned. Before the segmentation framework, audience selection relied on general filters such as recency windows or spend thresholds applied in isolation. After Saras Pulse and the segmentation layer were in place, campaign briefs began with a question about lifecycle state and value tier.

BEFORE

### Ad-hoc filters, full-list defaults

- General recency or spend threshold filters applied per send
- No shared definition of customer value across teams
- Identical messaging to customers at all lifecycle stages
- No measurement standard connecting spend to segment behavior
- Revenue attribution blended across all customers

AFTER

### Segment-first, lifecycle-led briefs

- ✓ Audience built from the segmentation framework before each send
- ✓ One shared audience language across marketing, retention, finance
- ✓ Campaign objective matched to lifecycle state and value tier
- ✓ Each campaign evaluated against its target segment baseline
- ✓ $1.1M incremental revenue measured and attributed

### Campaign planning cycle compression

~~Ad-hoc~~

BEFORE, MANUAL LIST PULLS

ALWAYS-ON SEGMENTATION ▶

Automated

AFTER, SEGMENT-FIRST BRIEFS

> This compressed the time between campaign idea and campaign execution, because the analytical work was already done. It also created a shared measurement standard: every campaign could be evaluated against the baseline behavior of its target segment, rather than against a blended average across all customers.

06

ACTIVATION AT SCALE

# Why the Same Framework Now Powers SMS and Email Re-targeting at Scale

The segment framework is now the infrastructure for email and SMS re-targeting at scale. Segments are pushed directly into Klaviyo and CRM platforms on a regular cadence, meaning the marketing team no longer needs to manually define audiences for each send. Segmentation runs ahead of campaigns, not alongside them.

The same framework that drove 2025 campaigns is being extended to wholesale supply allocation and additional email flows in 2026, widening the surface area over which the investment in Saras Pulse continues to compound.

## How the framework activates across the full channel mix

### Email flows

Lifecycle-triggered email sequences built from segment assignments. Anniversary, reactivation, and at-risk flows all draw from the same framework.

### SMS re-targeting

High-value lapsed and snoozing segments pushed to Klaviyo for SMS outreach, timed to lifecycle signals not manual campaign calendars.

### Direct mail

Campaign briefs begin with a segment question. Audience is selected from the framework, not from a manual data export or ad-hoc filter set.

### Wholesale and supply

In 2026, segment data on purchase behavior is being extended to wholesale supply allocation decisions, tying inventory planning to actual customer demand patterns.

> Segmentation only creates value when it drives activation. A framework that lives in a dashboard but does not feed campaign audiences does not generate revenue. Faherty's model worked because segments went directly into campaign briefs and CRM platforms, not just into reporting views.

07

KEY TAKEAWAYS

# Four Decisions That Determined Whether Segmentation Drove Revenue or Stayed Academic

## 01

### Segmentation only creates value when it drives activation.

A framework that lives in a dashboard but does not feed campaign audiences does not generate revenue. Faherty's model worked because segments went directly into campaign briefs and CRM platforms.

## 02

### Lifecycle stage is as important as lifetime value.

Knowing a customer has spent $3,000 lifetime is less actionable than knowing they spent $3,000 and have not purchased in four months. The combination of value and recency determines the right campaign objective.

## 03

### Weekly retention reporting keeps strategy grounded in reality.

Churn rates and reactivation ratios change week to week. Leadership that tracks these metrics regularly makes better budget allocation decisions than those reviewing them quarterly.

## 04

### A shared data foundation is a prerequisite.

Faherty's segmentation framework was built on Saras Pulse. The quality and consistency of the underlying customer 360 data determined how trustworthy the segments were, and how confidently the team acted on them.

### What comes next

- **SMS and email re-targeting at scale**, segments pushed into Klaviyo on a regular cadence, so the marketing team no longer manually defines audiences for each send.
- **Wholesale supply allocation**, the same framework extended to inventory planning decisions in 2026, tying supply to actual customer demand patterns.
- **Additional email flows**, new lifecycle-triggered sequences across the full customer journey, from first purchase through long-term loyalty.
- **Broader activation across functions**, expanding the pool of decision-makers with independent access to real-time customer intelligence.

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> A data warehouse or a single source of truth is a necessity to maximize the results from AI. If you have that foundation, and then layer AI on top, suddenly you can look across everything.

**Krishna**
CEO, Saras Analytics

READY WHEN YOU ARE

# Ready to build a segment-led campaign engine?

Build the data foundation that turns customer behavior into campaign revenue. Talk to one of our eCommerce data experts about Saras Pulse and Customer 360 and Segments.

Talk to Saras Analytics

WEBSITE

sarasanalytics.com

TALK TO AN EXPERT

/talk-to-data-consultants

SOLUTIONS IN THIS STORY

Saras Pulse · Customer 360 and Segments