Identifying & Reaching Your
Super Customers
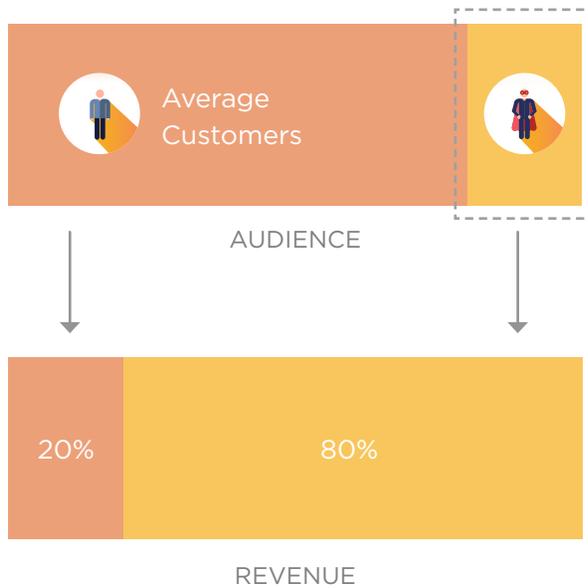
hitwise

INTRODUCTION

Most marketers are familiar with the **80/20 rule**.

80% of your engagement and revenue comes from 20% of your audience.

Average
Customers

AUDIENCE

20%   80%

REVENUE

This small but mighty group
are "**super customers**".

Whether your ratio is actually 70/30 or 15/85,
acquiring and retaining super customers will
yield your company higher ROI.

Of course, that is if you know *who* your super
customers are, and *how* to reach them. This
report will show you how to do exactly that.

TABLE OF CONTENTS

There are many different types of super customers. Some visit your website frequently, while others are card-carrying loyalty members. Each chapter walks through how to identify, engage and bring these different levels of super customers back to you, over and over again.

Identifying Opportunities

Uncover Heavy Digital Engagers

Micro-Segments: Looking Within Your Audience

When it comes to measuring online engagement, it's important to look at engagement metrics beyond visits.

Let's say GAP identified Millennial women as their largest online audience. Within that segment, who is spending more time with GAP? Visiting more pages? These sub-segments are not only expressing stronger interest in GAP products, they also create more opportunities for GAP to convert them during their shopping journey.

GAP

Engagement With Gap.com, By Audience

	Millennial Women	African-American Millennial Women	Asian Millennial Women
Visit Share (Apparel)	.47%	.44%	**.48%**
Total Visits	1,009,900	193,552	64,111
Average Time Spent	8:39	**10:51**	8:01

If we further segment Millennial women, we see specific groups engage more with **GAP**, in different ways. In this case, either by spending a larger share of their online time with GAP.com, or spending more time onsite.

New Segments: Different from Your Target Audience

Remember that your largest audience isn't necessarily your best. While the majority of ASOS' visitors are Millennial women, Millennial men are more engaged on multiple levels. Knowing this, ASOS might invest more in attracting young men, who spend more time and click around a lot more than young women do.

asos

Engagement With ASOS.com, By Audience

	Millennial Women	Millennial Men
Visit Share (Apparel)	**0.93%**	0.89%
Total Visits	**1,854,530**	1,432,600
Average Time Spent	6:21	**6:48**
Average Page Views	25	**26**
Time Share	1.02%	**1.11%**
Avg Time Per Page	15 seconds	**36 seconds**

Although Millennial women represent a larger audience for **ASOS.com,** Millennial men are more engaged, visiting more pages per session and spending more time onsite (both overall and per page) compared to their female counterparts.

Partnerships: Reach Highly Engaged Fans

Demographics are great, but there's more than one way to define an audience. You can also create segments based on interests, brand affinities and even celebrity fandom. Unique groups like these can present powerful partnership opportunities — ones that provide you with access into an already engaged fanbase. For example, based on the information below Forever 21 might decide to partner with Kylie Jenner to create an exclusive clothing line, like their competitor TopShop.

FOREVER 21

Engagement With Forever21.com, By Audience

	Millennial Women	Kylie Jenner Fans
Visit Share (Apparel)	2.07%	4.23%
Total Visits	4,106,420	250,402
Average Time Spent	7:46	8:23
Average Page Views	10	12
Time Share	2.77%	6.31%

Audience Overlap Index

Visitors	Kylie Jenner Fans
Forever21.com	941
Asos.com	687
Hm.com	668
Gap.com	349

Kylie Jenner fans spend a lot of time on **Forever21.com**, and visit more pages while there. Forever21.com also has a stronger visitation overlap with Kylie fans than competitor brands.

ACTION STEPS: When identifying super customers, weigh engagement metrics beyond visits and visit share. Look for segments — even smaller segments — with higher time spent, time share and page views per session than your broader target audience.

Reaching Big Spenders

Attract More Frequent Buyers

Sell to Your Best Customers First

For a high-end super market like Whole Foods, there's a big distinction between aspirational shoppers, people who buy a couple items here and there, and super customers who purchase all of their groceries at Whole Foods weekly. To zero in on those big spenders, we created two different Whole Foods customer audiences. Let's figure out where Whole Foods can reach these high-spending super customers, and how they can better meet their shopping needs in-store.

Regular Customers
1-3 times per month

Super Customers
4-9 times per month

Channel Opportunity: Advertising to Super Customers

Whole Foods Super vs. Regular Customers — Visit Share

	Super Customers	Regular Customers	% Relative Difference
Search Engines	17.4%	17.33%	+.4%
Social Networks	11.74%	11.26%	**+ 4.3%**
Email	3.73%	3.83%	-2.6%

When comparing the behavior of **Whole Foods** super customers against regular customers, we see that super customers spend more time on **social media**.

Which social media sites should Whole Foods prioritize for marketing? Super customers are more likely than regular customers to visit sites like Reddit, Serious Eats and Yelp before the grocery industry. To attract big spenders, local Whole Foods branches should build strong Yelp reviews, and possibly pursue native advertising campaigns on Serious Eats.

reddit	SERIOUS EATS	yelp	Linked in
+45%	+112%	+17%	+26%
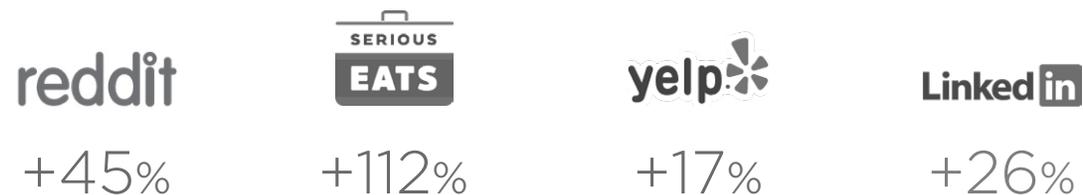
Merchandising: What do Your Best Customers Want?

Let's say Whole Foods wants to make more data-driven decisions about which products they feature at the end of the aisle. They intend to feature a unique oil besides olive oil: while it may appear that average shoppers are most interested in grapeseed oil, super customers are much more interested in avocado oil.

Whole Foods Super vs. Regular Customers — Overlap Index

	Regular Customers	Super Customers
Coconut Oil Searchers	+30%	+61%
Grapeseed Oil Searchers	**+139%**	+13%
Avocado Oil Searchers	+19%	**+119%**

ACTION STEPS: Digital behavioral data can provide a powerful window into what your customers need, and where to reach them online. However, it's essential to identify the unique behaviors and demands of your super customers, rather than just your entire customer base. This enables you to target bigger spenders, and increase the ROI of your marketing and merchandising efforts.

Getting More From Loyalists

Nurture Your Best Rewards Members

Levels of Loyalty: Exclusive vs. Non-Exclusive

Loyalty members are "self-identified" super customers. They've chosen you as a preferred brand, and will spend more money with you on average. But how deep does their loyalty run?

In the case of hotel rewards, for example, many travelers carry multiple memberships. Nearly half of all Marriott Rewards members are also loyalty members at Hilton. When booking travel, this "shared audience" might divide their attention amongst several options — whereas Marriott's *exclusive* audiences will almost certainly book through them whenever possible.

Hilton vs. Marriott Loyalty Member Overlap

Hilton Honors 115,299

72,630

Marriott Rewards 92,655
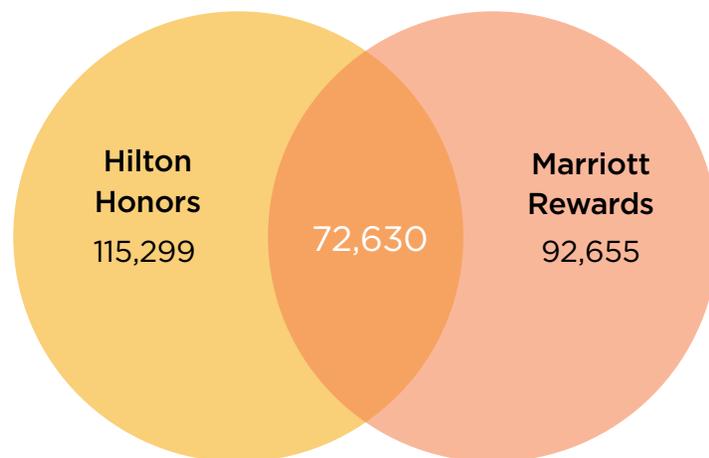
Let's find out...

• *Who* are these dedicated loyalists?

• How can Marriott *reach them*?

• Where can they find more people *like them*?

# Know Your Audience: Catering to Exclusive Loyalists

Understanding more about your exclusive loyalty members enables you to cater services to attract the higher-impact members. Although the age of shared loyalty members appears quite even, exclusive Hilton audiences skew towards 45-54 years old, while Marriott exclusives skew towards 35-44:

Hilton vs Marriott Loyalty Members - Age Index (Increased Likelihood)

This could be why Marriott's exclusive loyalty members are much more likely to be younger parents (35-44), with children under the age of two. Knowing this, Marriott could attract more devoted loyalty members by offering amenities like daycare, infant pools, and entertainment options for toddlers.

Likelihood to Have Children Under 2 Yrs Old

Shared Loyalty Members
7% less likely

0

Hilton
39% less likely

Marriott
84% more likely
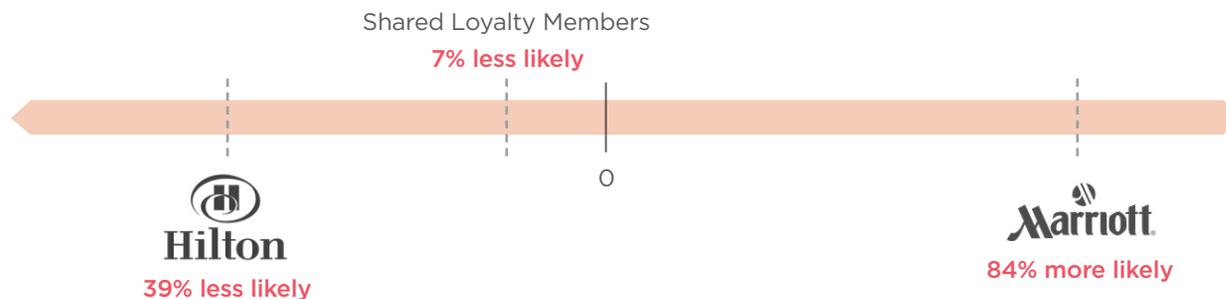
Targeting Strategy: Reach More Loyalists Like Them

Where can Marriott reach their most devoted loyalty members, and more people like them? We ranked the travel planning websites that Marriott's exclusive loyalists visit, and highlighted those ranking higher than Hilton's exclusive audience. This is where Marriott's most faithful rewards members plan their trips:

Travel Planning Sites – Visit Share Rankings

	Hilton Exclusive	Marriott Exclusive
Travel.state.gov	1	1
TripSavvy	2	2
Airfarewatchdog	4	3
AAA	3	4
US News Travel	6	5
INSIDER	5	6
TripCheck	14	7
World Nation	7	8
Recreation.gov	8	9
Culture Trip	9	10

Marriott's exclusive loyalty audience spends more time than Hilton loyalists on sites like **Airfarewatchdog**, **US News Travel**, and especially **TripCheck** — these would be good sites to partner with (perhaps offer a special sign-on bonus for new loyalty members) in order to reach the most devout "super customers."

ACTION STEPS: Loyalty members are perhaps your most powerful super customers — but many of them are members of multiple rewards programs. Focus on the behaviors and attributes of your exclusive rewards members, in order to better attract and target more people like them.

KEY TAKEAWAYS

Identify new opportunity segments by considering alternative engagement metrics, besides just visitation. Looking at data points like time spent, page views per session and time share can shed light on audiences that are highly engaged with your brand.

Knowing your customers is important, but knowing your super customers is crucial. Compare the behavior and demands of your super customers against your average customers, to ensure you're not missing the opportunity to focus on the needs of your high-value customers first.

Measuring loyalty member overlap can help you focus on your most devoted rewards members, and build campaigns around high-impact loyalists for whom you are the only brand in their consideration set.

Ready to identify **your**
Super Customers?

hitwise will help you uncover hidden opportunities and higher-ROI customers.

FIND OUT HOW

METHODOLOGY

CHAPTER 1

Data pulled using Digital Behavior Reports in Hitwise AudienceView over 4 rolling weeks from March 4 - March 31st, 2018. Demographic audiences (i.e. "Asian Millennial Women") based on consumer characteristics. "Kylie Jenner Fans" audience base on people searching for variations of "kylie jenner" and visiting fan websites. Website visitation overlap pulled using Crosstab report.

CHAPTER 2

Data pulled using Hitwise AudienceView over 4 rolling weeks from March 1 – April 7th, 2018. Channel behavior pulled in the Digital Behavior Report, which weighed the relative difference in visitation between Whole Foods Super Customers (consumers who shop at Whole Foods 4+ times per month) and Regular Whole Foods Customers (consumers who shop at Whole Foods 3 times or less per month).

CHAPTER 3

Data pulled using Hitwise AudienceView over 4 rolling weeks from Feb 25 – March 24th, 2018. Hilton loyalty and Marriott loyalty audiences based on consumers who are exclusive members of Hilton Honors, of Marriott Rewards, or of both of these programs (but not of other hotel rewards services). Demographic data based on Audience Profiler report. Website behavior based on Digital Behavior Report.