



From Insights To Inbox: Alen Sees Up To 17X ROI

Challenge

Segment Ninja is an innovative SaaS segmentation integration for Klaviyo users that leverages Claritas PRIZM® Premier segmentation. It allows CRM marketers to instantly identify their highest-value customers to improve activation and revenue. It leverages rich insights to drive acquisition campaigns with real demographic, lifestyle, and psychographic data. Alen, an innovator in HEPA air purification products, used Segment Ninja's help to identify its best-performing customer segments so they could engage them in an acquisition email campaign and measure ROI with confidence and granular insight.

Solution

Each of Alen's e-commerce transactions captured in Klaviyo includes a USPS-validated delivery address. PRIZM® Premier segment codes were then appended to each address. Segment Ninja's platform took this data and created a tree map visualization highlighting the brand's top audience segments, including real-time generated personas built to assist creative and copywriting teams in customizing messaging.

Next, an email acquisition campaign was launched through Claritas, targeting the top three PRIZM Premier audiences Segment Ninja previously identified as highly desirable, high-value buyers. Essentially, they made up approximately 20% of their customers but drove 80% of revenue, known as Pareto Economics. A test campaign was run using Claritas' opted-in consumer email network, operating outside of Klaviyo to enable compliant acquisition. Klaviyo captured the leads, buyer intent and conversions. A matchback analysis showed 17xROI at the address level.

The same top-performing audience segments were used by Alen's media agency for OTT advertising campaigns. Preliminary results exceeded expectations, setting the stage in the future for more focused spending on acquisition campaigns and AI-powered insights.

The Claritas Effect

5.2-17X ROI on acquisition email campaigns to PRIZM Premier segments

50-60% open rates on email campaigns sent through Klaviyo to top segments

Intelligence You Can Use

The industry's most widely adopted segmentation solution, PRIZM Premier, provides rich insights for every household in the U.S. including demographics, lifestyle and media preferences, shopping behaviors and technology usage.

The Power of Partnership

The partnership between Claritas, Segment Ninja, and Klaviyo demonstrates the power of combining third-party data, predictive modeling, and CRM email infrastructure to unlock new retention and acquisition opportunities for D2C brands.

“We built Segment Ninja to democratize the same segmentation strategies used by Fortune 500 brands—so any Klaviyo user can find their best customers, model them, and grow faster and more profitably.”

Jim Kalogerakos
Founder, Segment Ninja

Get Started Today!

To learn more about Claritas, visit www.claritas.com

To learn more about Segment Ninja, visit www.segmentninja.io



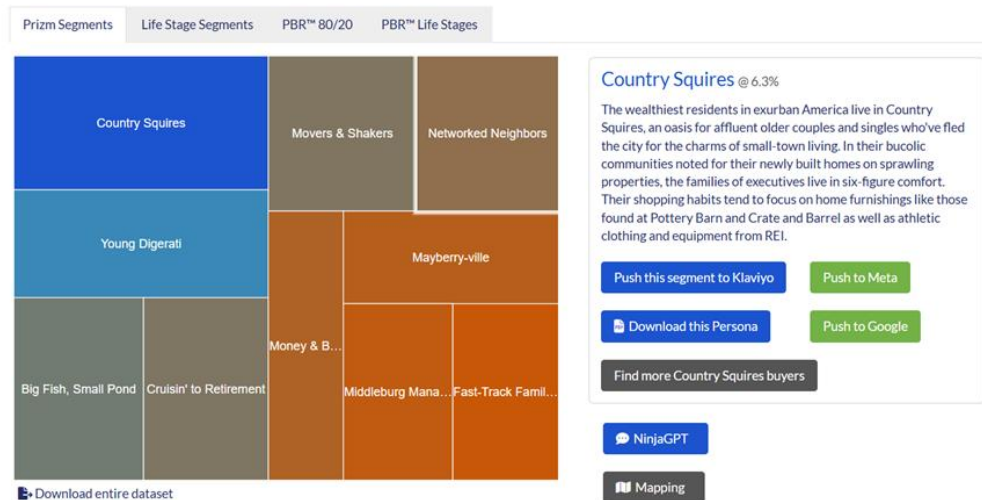
Smart Growth Starts With Knowing Your Best Customers



The 80/20 Insight Tree Map

Segment Ninja identified high-value Claritas PRIZM® Premier segments responsible for 80% of revenue — in just one click.

The 80/20 Insight Tree Map displays rich personas, Klaviyo Activation, AI Insights, Mapping, and more.



Visuals and Messaging that Resonate Built on PRIZM Premier Segments

“Breathe Air That's Perfect for You & Your Family”

- Safety-first messaging for risk-averse parents
- Eco-conscious value prop highlighted — key for this audience.

“Know What You’re Breathing”

- Focus on data, visibility, and smart-home control.

“Remove 99.9% of Mold”

- Proof point placed high for performance-first mindset.

Alen used Segment Ninja to identify and activate its highest-value PRIZM Premier segments resulting in campaigns that drove 5.2x to 17x ROI without increasing spend.

Learn more at www.segmentninja.io



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