



# 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  
Co-founder, Segment Ninja

## Get Started Today!

To learn more about Claritas, visit [www.claritas.com](http://www.claritas.com)

To learn more about Segment Ninja, visit [www.segmentninja.io](http://www.segmentninja.io)



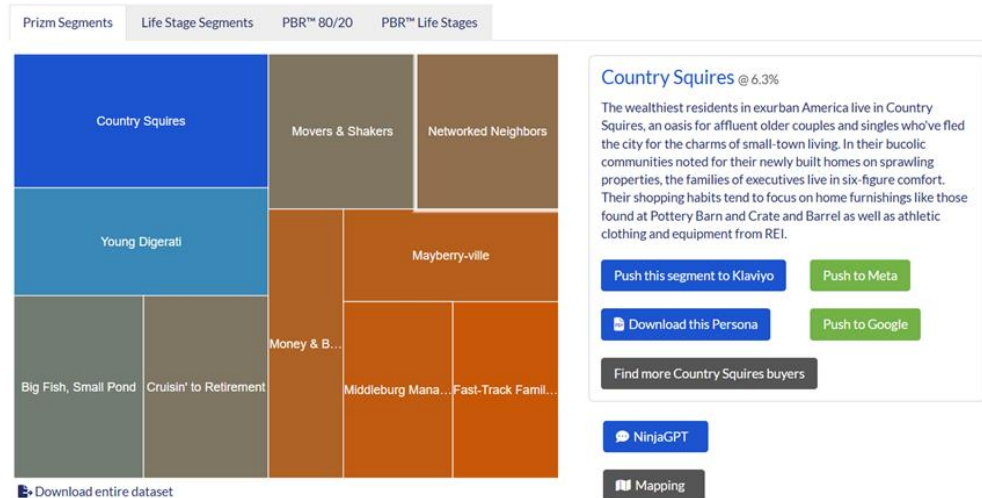
# Smart Growth Starts With Knowing Your Best Customers



## 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](http://www.segmentninja.io)

**ALÉN**

BREATHE AIR THAT'S  
**PERFECT**  
FOR YOU & YOUR FAMILY

LEARN MORE

Erik, as head of a busy household, you understand the importance of creating a safe and healthy environment for your family. Elevate your air with purification as powerful as you are.

**YOU NEED A PURIFIER THAT'S**

**Effective:**  
Alen® filters remove 99.9% of allergens, germs, and more from your air.

**Eco-friendly:**  
Our purifiers use less electricity than a single lightbulb.

**Easy:**  
Control and monitor from the Alen® App or enjoy auto-adjusted air quality.

**YOU NEED AN ALÉN.**

SEE OUR VISION

BREATHE BETTER EVERY DAY

**ALÉN**

KNOW WHAT  
**YOU'RE BREATHING**

LEARN MORE

Friend, you can't fix what you can't see. Take a look at historical and real-time air quality levels with an Alen purifier and the Alen Air App.

REMOVE 99.9% OF  
**MOLD**  
FROM YOUR AIR.

Give your family the air they deserve and yourself proven peace of mind.

**REAL-WORLD ALÉN STORIES**

AWESOME PRODUCT AND CUSTOMER SERVICE!

"During the wildfires in Canada, they helped keep our indoor air at more healthy levels. A must if you have allergies, autoimmune or lung disease. We can even see the impact



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