

Create a Special Experience for High Value Customers



When high value customers come to your site, you want to treat them with special care. Appeal to their interests by personalizing their experience and acknowledge how valuable they are to your business.

Category	Targeted Messaging for Segment	Vertical	Retail, E-Commerce
Topic	Speak personally to your high value customers	ID #	1312

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Example

You can use a popup, inline, or infobar message with an exclusive offer only provided to the most loyal customers. This will help you to target high lifetime value customers and acknowledge their loyalty and your company's appreciation for their business.



Segment

Create a segment of "High lifetime value" customers. While the purchasing threshold for the segment you create will be different when you consider the typical purchase cost and how many purchases may be required, you will still create a segment similar to this example:



Measure

Goals could include clicks, purchases, or reaching a new threshold of high lifetime value (perhaps \$750 in this case).

Setup

Process

Here is a checklist of what you need to do in Evergage to create this play on your own site:

1. Determine the minimum required lifetime spend that should be required to qualify as a high lifetime value

Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

- [Create or Edit a Web Campaign](#)
- [Create a Segment](#)
- [Segment Rules](#)

2. Create a segment of High LTV customers based on that lifetime spend
3. Create a campaign speaking to the high LTV customers to acknowledge their business and loyalty
4. Add rules to target the High LTV segment and set a frequency cap so it doesn't show over and over again (no more than 1X every 180 days for example)

