

GAIN



REBEL THINKING
REAL RESULTS

Services Definitions

2025/26



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About GAIN

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About us

GAIN®



GAIN

We are pioneers in
partnering with public
sector organisations to...

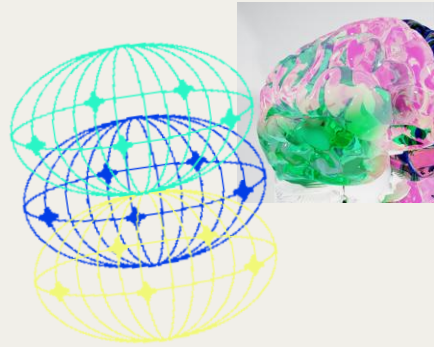


Who we are

**DELIVER
SERVICES
THAT TRULY
WORK FOR
PEOPLE**



CREATIVE



DATA



TECH

We believe the greatest impacts come from human ingenuity and creativity, powered by robust data and tools.



GAIN

A little about us

One company



650 people **worldwide**

Five specialisms



Unlimited potential

THIS BRINGS DEEP GOVERNMENT EXPERTISE



Paired with innovation, knowledge and skills from wider sectors and specialisms.

Meaning strategic excellence that's focused on not only meets standards but challenges thinking and demonstrably improves outcomes for citizens.

Deep insight from top-tier collaborations

We work hand-in-hand with the biggest names in the industry to stay ahead of the curve. As a Premier Partner with Google and Meta (placing us in the top 3% of agencies), and an official TikTok Marketing and Shop Partner, we gain early access to exclusive features, platform betas, and deeper data insights - all of which help us deliver smarter, more impactful work.

Being partners with leading tech and marketing organisations allows GAIN to offer CLC significant advantages in digital transformation, outreach, and analytics. As an Amazon Advertising partner, GAIN can supercharge e-commerce, reach niche audiences, and optimise cross-platform campaigns for CLC. Premier Google Partnership grants access to advanced tools and campaign insights, ensuring search, display, and YouTube activities deliver measurable outcomes.

Our Klaviyo Partnership could help elevate CLC's email automation and personalisation, driving journey-based student communications and nurturing alumni connections.

amazonadvertising

PREMIER Google Partner

Meta Business Partner

2025 Microsoft Advertising Partner

klaviyo PARTNER

Acquia Preferred Partner

TikTok Marketing Partners

tagger by Sprout Social

Google Partner PREMIER 2025

Google Trends

Circle Member SQUARESPACE

shopify partner

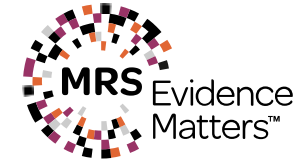
PartnerStack

Accreditations and professional communities

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BIMA



**BRISTOL
CREATIVE
INDUSTRIES**



W3C®



COLLABORATIVE BY DEFAULT

We work as 'One team' with our clients bringing our multi-discipline expertise to deliver real results efficiently and effectively.

Our team of user-centred design, delivery and strategy experts work as one to solve problems from every angle, quickly, collaboratively, and with precision.



We focus on return on investment

We're passionate about measuring user behaviour in response to design improvements, it informs our deeper understandings of people and how they live their lives.

This also demonstrates where the value of investments have delivered operational and commercial value.
It's always about value for money.



GAIN

We are big enough to scale, small enough to care

How we work

As GAIN we provide dedicated teams to deliver end-to-end service and experience design solutions, to seamlessly integrate with your business.

Because of our UK and Global footprint, we can scale rapidly, with access to over 800+ specialist staff and 4,000+ contractors. And with extraordinary specialist skills in data science and growth marketing services we can strengthen commercial opportunities.



Our social values

Accessibility and inclusivity are the values on which we were founded. We call it Humanising technology and apply this lens to drive social impact across 5 priority themes.

Levelling the field **EMPLOYMENT**

We're committed to inclusive and accessible employment, so there's a few ways we're closing the gaps. Digital industries can present a specific set of barriers to entry, like access to equipment or software. To support young people, we offer paid internships, work experience,

the Strive mentorship, workshops and we partner with local youth CICs like Babbasa. We always use optimised recruitment practises to reach marginalised groups.

Learning & education **INNOVATION**

21 years of experience and expertise free of charge with our thought leadership initiatives. Our Founder co-authors the WCAG government guidelines. We run Virtua11y, a free online accessibility conference, every year. We also host paid for events where we allocate diversity scholarship tickets, creating access for those who wouldn't be able to attend otherwise.



Building communities **SOCIAL**

We conduct 240 research sessions per year, giving marginalised groups and communities a voice. We see every project as an opportunity to have a positive impact on real communities. Our work in the public and charity sectors sees us turn community insight into tangible change. We creatively seek out research participants, deliver insights with actions and arm our clients with the tools to grow, foster and improve their communities.

Supporting business **GROWTH**

We help our clients grow in the ways they need. 70% of our annual turnover is in the



public sector, actively working on improving digital services for citizens. We're proud of this and intend to retain it as we grow.

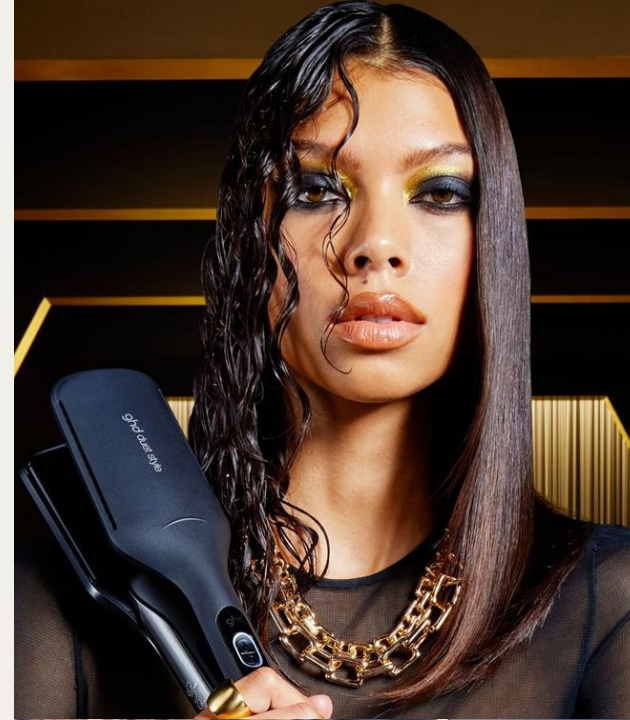
Working in this space means we bring our thought leadership to the public sector, elevate the discussion around accessibility and inclusion and deliver added value free of charge. This builds capability and self-sufficiency long term.

Design for the planet **ENVIRONMENT**

Sustainable design is at the forefront of our minds. We are deeply committed to our carbon reduction plan which aims to see us carbon neutral by 2030 and net zero by 2050.

GAIN Customer Science

We help brands to get a deeper understanding of their customers and uncover opportunities for more personalised experiences.



For over 21 years, GAIN Customer Science has specialised in customer transformation strategy, using data, campaigns and technology to build customer lifetime value.

Getting businesses closer to their customers.

We give businesses and investors confidence in growth

With predictive lifetime value and robust multi-year forecasting, our proven customer and revenue models reveal your future and give you the confidence to drive forward

We've helped more than 200 challenger brands

From Start-ups to SMEs we turn customer insight into smarter marketing strategies that drive lasting growth.

With a client retention rate of over 90%

We are trusted by founders, CMOs and growth leaders to deliver boardroom-ready strategies that are data-led and proven to achieve commercial impact.

G-Cloud Services

[Customer Strategy](#)

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CUSTOMER STRATEGY

Customer transformation strategy using data and technology to build customer lifetime value.

MEDIA

Customer-first, media-agnostic planning and buying across digital and traditional channels

ANALYTICS

Data strategies and solutions that structure, analyse, and model information across the full analytics lifecycle.

TRACKING

Intelligent Tracking and Measurement. Accurate, reliable, and future-ready web analytics and conversion tracking setup.

CRM

Strategic CRM design and delivery across email, mobile, social, and multi-channel platforms.

CustomerLENS

Unified customer and transactional data in a single, boardroom-ready view enabling insight, strategy, and action.

BEHAVIOURAL SCIENCE

Applying behavioural science to creative and campaign development to align marketing with human decision-making.

GAIN



OUR SERVICES



Overview of our Customer Science services

Customer Strategy

- Customer Lifetime Value Modelling Service
- Customer Transformation Strategy

Data Analytics

- Data Optimisation and Value-Extraction Consultancy
- Data Governance and Compliance Service
- Customer Data Platform Implementation Service
- Data Maturity Assessment and Roadmap Service
- GDPR Compliance and Data Protection Consultancy
- Data Quality Management and Enrichment Service

- Analytics Strategy and Data Governance Consultancy
- Bespoke Reporting and Dashboard Design Consultancy
- Analytics-as-a-Service Provision
- Requirements Gathering
- Maturity Assessment
- Data Capture
- Data Model Design
- Data Strategy
- Tech Stack

GAIN Media

- Media Planning and Buying
- Channel Strategy Development
- Performance Monitoring and Optimisation
- Full-Funnel Activation
- Consulting and Media Audits
- Collaborative Creative Integration

CRM

- CRM Strategy
- CRM Technology
- Audiences
- Multi-channel Execution
- Measurement, Testing & Optimisation
- Visualisation & Reporting

Customer LENS

- Customer-Centric Data Model
- Nuances Transactional Insight
- Analyst-Built Segmentations
- Ongoing Data Refresh and Quality Assurance
- Activation Ready Audiences
- Embedded Insight Dashboards

Digital Tracking & Measurements

- Server-side Tracking Implementation Service
- ROI and Attribution Analysis Service
- CRM and Customer Retention Service

Technical Capabilities

- GA4 and BigQuery
- Microsoft Data stack
- CMS Integration
- BI Solutions

Customer Strategy

We specialise in customer transformation strategy utilising technology and data to create customer lifetime value.

We specialise in customer transformation strategy utilising technology and data to create customer lifetime value.

Driving Customer Growth with Data-led, Commercially Grounded Strategy. Our Customer Strategists apply data-driven, human-centred thinking to unlock sustainable customer growth. Blending behavioural science, marketing strategy, analytics and technology, they help businesses better understand their customers' needs, motivations and journeys.

Their focus is on transformation: identifying where value lies, what needs to change, and how to evolve the customer experience to drive greater lifetime value.

Working across functions, they use brand, performance and commercial data to shape actionable strategies that connect insight to impact. They bring clarity, focus and real-world application to customer-centric growth.

Strategic Thinking Backed by Leadership Experience

What makes our strategists different is their depth of senior, real-world experience. Every one of them has held leadership roles within the industries they now advise, leading teams, owning P&Ls and delivering results under pressure. They bring a C-suite mindset grounded in commercial rigour and delivery. Their strategies are not just well conceived but designed for real-world execution with a clear line of sight to business outcomes.

Proven Track Record

GAIN has a 23-year legacy of enabling charities and challenger brands to transform customer, supporter, and digital data into powerful insights. This success is reflected in a client retention rate exceeding 90%, with long-standing partnerships built on trust and measurable results.

Data Analytics

We partner with you to develop a future-proof data strategy that aligns your analytics capabilities with your commercial objectives.

Our comprehensive approach encompasses maturity assessment, roadmap development, technology stack alignment, and change management planning to ensure your analytics function delivers sustained value.

Requirements Gathering:

Identifying the key business questions your data needs to answer.

Maturity Assessment:

Evaluating your current data landscape to determine what is available, what is missing or unfit for purpose, and prioritizing areas for improvement.

Data Capture:

Defining the essential data points to collect, ensuring your data assets are robust and fit for purpose.

Data Model Design:

Structuring your data model for optimal usability, scalability, and analytical flexibility.

Data Strategy:

Developing a long-term plan to ensure your data capabilities evolve in line with business growth and changing needs.

Tech Stack:

Providing best practice recommendations on technology selection and integration to support your analytics objectives.

GAIN Media

We reject the volume-driven, media-first mindset that dominates much of the category. Instead, we lead with customer insight, commercial logic and channel neutrality. We question what others take for granted and say no when it matters. Real results means every recommendation we make must deliver measurable business value. This is media with purpose, not just presence.

Media Planning and Buying

End-to-end channel planning and execution across digital and traditional formats. We work across paid social, programmatic, search, TV, print, radio and out-of-home, always focused on what drives performance.

Channel Strategy Development

We map the right mix of channels against business and audience needs. Our media strategies are built to guide investment decisions, increase effectiveness and improve ROI.

Performance Monitoring and Optimisation

Ongoing tracking, testing and optimisation based on clear commercial KPIs. We adapt media in real time to maximise value and reduce wastage.

Full-Funnel Activation

From awareness to conversion, we structure campaigns to support every stage of the customer journey. Media works in sync to move audiences from attention to action.

Consulting and Media Audits

We provide strategic audits, market entry plans, and second opinions for boards and leadership teams looking to challenge or refine their media approach. Collaborative Creative Integration

We work seamlessly with in-house teams and creative partners to ensure media and message are fully aligned for maximum impact.

GAIN Media

Top-to-top relationships

Our most senior people lead the work and remain involved. Clients gain true strategic partnership, not just delivery.

Customer-first, not channel-first

We start with your customer and build outward, ensuring every media decision is rooted in behavioural insight and business need.

Commercial discipline

We are not afraid to say no. We regularly advise clients where not to spend. Media is an investment, not a volume game.

Media-agnostic thinking

We have no bias. Every channel must justify its place based on effectiveness, not trend or habit.

Boutique service with enterprise thinking

We offer hands-on attention and agility, backed by data, process and strategic clarity that match or exceed larger network agencies whilst not coming at the cost of inflated media costs

Our Philosophy:

Customer-First, Media-Agnostic, Channel-Strategic
We believe the most effective media strategies are built around people, not platforms. That is why every engagement starts with a deep understanding of the customer and their decision journey.

We are media-agnostic by design.

We do not believe in one-size-fits-all plans or media stacks that serve agency convenience over client value. Our approach is channel-strategic. That means we plan media to work together across the funnel and across touchpoints, balancing brand and performance, efficiency and impact.

Crucially, we put commercial outcomes at the centre of everything.

Every plan we recommend must stand up to scrutiny in the boardroom. We do not confuse activity with effectiveness. Our role is to grow your business by helping media work harder, smarter and more profitably.

CRM Services

Strategic CRM Solutions for Lifelong Customer Value

CRM is the engine at the heart of customer lifetime value. At GAIN, we help brands transform CRM into a true growth driver by delivering the right message to the right people at the right time through the most effective channel. Whether through email, mobile, social or other platforms, we ensure every interaction builds relevance, loyalty and lifetime value.

Our team combines strategy, data insight, creative execution and channel expertise to design and deliver CRM programmes that cut through the noise and drive measurable impact. From shaping CRM strategy and implementing technology to refining campaigns and maximising performance, we create customer journeys that strengthen loyalty and unlock sustainable growth.

CRM Strategy

As your strategic partner, we collaborate with you to identify ambitious growth goals and craft a customer centric strategy that turns these objectives into reality. Your dedicated client strategy team seamlessly integrates technology and data to deliver a focused, actionable plan, complete with measurable KPIs and targets. This strategy is brought to life with a clear multi-channel execution roadmap, empowering and supporting your in-house team or supplementing them with our channel experts every step of the way.

Technology

We assess your current data architecture and maturity to deliver tailored, platform neutral recommendations that unlock the full potential of your CRM and email programmes. Alongside strategic recommendations, we also manage the full campaign lifecycle, including setup, QA, deployment and reporting, ensuring programmes consistently deliver against objectives.

CRM Services

Strategic CRM Solutions for Lifelong Customer Value

Our certified team ensures every campaign is compliant, accessible and designed with best practice for maximum reach. We proactively monitor deliverability, optimise inbox placement and apply advanced AI for segmentation, automation and send time optimisation. Integrations with technology leaders enable real time content updates and personalised follow ups, keeping your messaging relevant and effective.

Audiences

GAIN segments and models customer data to create targeted audiences aligned with your business goals. Audience data is integrated into every channel such as email, social and search, and enhanced with channel specific insights like email engagement to maintain list quality and maximise campaign effectiveness.

Multi-channel Execution

GAIN brings together channels including direct mail, email, SMS/RCS, WhatsApp, social media, and search into a unified multi-channel strategy. Each platform's unique advantages are harnessed to deliver your message where and when customers are most receptive. By synchronising communications across these touchpoints, GAIN creates seamless, consistent brand experiences that drive engagement, strengthen relationships and maximise marketing impact.

Measurement, Testing and Optimisation

GAIN's approach to testing, measurement and optimisation turns business questions into actionable, data driven insights. We analyse performance trends and growth opportunities, measure marketing effectiveness, and track customer behaviour across channels, segments and lifecycle stages. Our team designs robust data structures and intuitive dashboards, ensuring clear reporting and smooth implementation on any platform. This drives informed decisions and widespread adoption for continuous campaign improvement.

Visualisation and Reporting

We also create interactive dashboards and reporting tools that bring your KPIs to life. By turning complex performance data into clear visualisations, we empower teams at every level to understand results, track progress and take confident action.

Customer LENS

Unified Data. Deeper Insight. Smarter Action.

Where most platforms stop at data collection, the CustomerLENS is built to integrate, interpret and activate, ensuring every insight can be turned into action across every channel. Unlike traditional data platforms, our unique approach is designed to not only collect but also understand your customers utilising AI assisted data processing and advanced machine learning algorithms.

This is customer science in motion

More than a platform, it is a strategic growth engine that gives you a single, real-time view of your customers, fuelling personalisation, performance marketing and customer lifetime value. The CustomerLENS integrates seamlessly into your marketing, sales and service stack, continuously adapting to your evolving business and customer needs.

Predictive Insight, Actionable Data

From churn risk to allowable acquisition cost, the CustomerLENS supports better forecasting and sharper planning. Teams use it to align strategy to value.

CRM and Retention Planning

We support the full journey, from welcome series to reactivation, with data models that inform personalisation, contact strategy and next best action.

Geographical and Segment Performance

Understand how customers behave across countries, categories and segments. Use these insights to shape retail strategy, territory plans and investment decisions.

Lifecycle Visibility and Growth Strategy

Track customers across the lifecycle. Identify friction points. Prioritise segments. Adjust plans. All with data that is structured to support performance.

Customer LENS

Unified Customer View

We consolidate customer, order, product, digital and behavioural data into one clean, deduplicated and enriched dataset. Our data integrations can take data directly from your website, your CDP, your back-office systems or anywhere your data resides.

Our data readiness tests allow you to get an instant view of the quality of data you currently hold. If you have already spent time, hard work and money in creating your data asset then we can offer you understanding with just a simple plug into your data. If, like many, your data is not yet perfect our team of data engineers can work with you to ensure that your data is ready to drive your future growth.

Customer-Centric Data Model

Our proprietary data model mirrors real-world customer behaviour, enabling faster segmentation,

sharper targeting and accurate lifetime value analysis in every market and channel.

Nuanced Transactional Insight

Sales numbers tell part of the story, but the GAIN CustomerLENS goes further, capturing returns, promotions, margins, fulfilment data and product relationships to explain why performance changes, not just what changes.

Analyst-Built Segmentations

From simple RFM to AI assisted propensity modelling to bespoke commercial models and segmentations, we deliver robust, actionable segmentations built by strategists and analysts, not generated by software defaults or constrained by their functionality.

Ongoing Data Refresh and Quality Assurance

We keep your data up to date, maintain and enhance data logic, and monitor quality continuously. This ensures data remains accurate, consistent and ready for activation at any time.

Activation Ready Audiences

We push segments and flags directly into your marketing platforms, from ESPs to CDPs to media tools. Every audience is activation ready, with holdout ready test groups included as standard.

Embedded Insight Dashboards

Hosted, filterable dashboards tracking customer behaviour, segment performance and commercial KPIs across markets and channels over time.

Digital Tracking & Measurement

Accurate, reliable, and
future-ready web analytics
setup and conversion
tracking system.

Digital Tracking and Measurement provides full end-to-end digital analytics and tracking solutions that put accuracy, usability, and privacy compliance at the heart of your online business. Our approach is built for commercial leaders who need clarity to drive measurable growth and for high-performance marketing teams that depend on maximising data accuracy in execution.

Our bespoke tracking systems deliver clean, meaningful data across all your key platforms, from high-volume ecommerce, CPG, charity, government and multi-site brands to mobile apps. We design solutions that surface the data insights you need to act with confidence and connect directly to performance, user behaviour, and campaign ROI.

Future-Proofed Tracking

From Shopify checkout changes to the shift toward server-side tracking, we build solutions designed to stay ahead of platform updates, browser restrictions, and privacy regulations, keeping your data visible where others lose data.

Accurate Conversion Tracking

By correctly tracking which ads and channels lead to valuable actions, marketers are able to optimise budgets, improve targeting, and make true data-driven decisions. This ensures every pound works harder by directly improving campaign effectiveness and minimising wasted spend.

Privacy First

Our tracking is engineered for full GDPR and cookie compliance, keeping your brand trusted and your website compliant.

Bespoke

Every system is purpose-built, tailored to your business. We understand that every website is different, and our tracking solutions capture the data points which matter to you.

User-Friendly Data

We create dashboards and reports that make website user behaviour and campaign ROI instantly understandable to everyone, from C-suite to hands-on teams.

Technical Capabilities

GA4 & BigQuery

Specialised in GA4 event-model transformation, pipeline development, schema mapping, and user/session logic reconstruction, based on years of scalable analytics engineering for complex, high-volume digital businesses.

Microsoft Data Stack

Expertise in designing and managing data engineering workflows using Microsoft Fabric, Azure Data Factory, and Synapse Analytics. GAIN delivers secure, high-performance data solutions within client-managed Azure environments, following

established CI/CD, governance, and assurance controls. Our internal platform leverages Azure, Fabric, Synapse, and Power BI, integrated with Azure DevOps and Git for delivery, automation, and version control.

CMS Integration

Proven track record integrating platforms like Contentful, mapping metadata into analytic dimensions and enabling content performance reporting. This includes working with client specific taxonomies and evolving content structures, ensuring Contentful data is effectively linked to behavioural and engagement models.

BI Solutions

Deep Power BI expertise covering semantic modelling, KPI design, incremental refresh for large-scale behavioural datasets, and comprehensive documentation to enable self-service analytics. GAIN delivers enterprise-grade reporting solutions for marketing, sales, and exploratory analysis through a

Power BI-based platform offering both standardised dashboards and bespoke reporting capabilities, supported by governed self-service functionality.

Technical Capabilities

Medallion Model and Microsoft Expertise

GAIN brings hands-on experience based on the development of our own data platform, delivering bronze-silver-gold (medallion) data architectures, advanced analytics with GA4/BigQuery, and seamless Azure Synapse/Microsoft Fabric engineering - precisely matching your chosen stack and end-state architecture.

Integration First, Not Just Engineering

Unlike firms merely providing technical resource, GAIN has deep expertise integrating diverse sources (GA4, Contentful, future iRaiser/Impact Stack), and designing maintainable pipelines that deliver a single, trusted view tailored to multiple stakeholders with long-term extensibility, governance and documentation built in. Proven, Relational-Led Delivery Method: GAIN's approach is collaborative from day one and shaped around business outcome, not just technical specs. We work transparently within established client sprint cycles and approval processes, following structured scoping, iterative development and continuous stakeholder validation. Every engagement concludes with robust documentation and knowledge transfer that empowers clients for future independence.

BI and Reporting Pedigree: GAIN is recognized for building Power BI and reporting environments that are adaptable, high-performance, and genuinely empower organizations to use their data, not just look at it. This focus on end-user value is what stands out in every project delivered.

Specialist Team, Not a Revolving Door

The Shelter delivery team will be led and executed by senior GAIN specialists, not outsourced or shuffled between projects. This continuity ensures both deep understanding of your requirements and rapid problem-solving as priorities evolve.

Technical Capabilities

Machine Learning & AI Expertise

GAIN's team embraces the latest advances in machine learning and artificial intelligence, leveraging specialist capabilities to optimize data models, enhance supporter segmentation, and boost campaign relevance. Shelter will gain access to up-to-date, actionable insights enabled by these advanced analytical techniques.

ISO27001-Certified Security

GAIN is certified to ISO27001, ensuring your data is held in a robust, compliant, and well-documented environment. This commitment to data governance is recognized and trusted by leading nonprofit organizations and retail brands alike.

Agile, Flexible Partnership

GAIN's team works in sprint cycles with transparent communication and documented handover, ensuring you have full control and visibility throughout, and building capacity to maintain and enhance solutions independently.

Constant Evolution, Technology Agnostic when it comes to engaging with clients

GAIN's methodology is rooted in a technology-agnostic philosophy and adapt to the specific tech landscape of each client. We leverage the power of our own data platform where possible, allowing for best of breed when required by the specific requirements of the client.

Post-implementation support

Expert support post implementation to ensure a smooth operation of the platform, if required

GAIN

OUR WORK IN ACTION



**REBEL
THINKING
REAL
RESULTS**



TS . REBEL THIN

Redesigned replenishment programme.

275%

Increase in
YOY sales

£800k

Increase in
revenue

The Challenge

Trinny London had multiple variations of their replenishment programme, organised by product type, but each variation relied on a single static email. This created a few issues: customers received an email for every product due for replenishment, and the team faced considerable effort to maintain the programme. The main challenge was to move from a static programme to a fully dynamic approach which would make it easier for the team to manage, while also extending the customer journey to include three key touchpoints—"running out soon," "time to re-buy," and "out of stock".

The Solution

The solution involved consolidating the existing programs into three main categories: skincare, hybrids, and makeup, each with tailored timing to suit the varying replenishment cycles. By dynamically pulling product information from a central repository, the creative process became much more efficient, allowing for easier updates. This resulted in reducing the number of creatives from 27 to just nine. Additionally, managing the inclusion or removal of products was simplified through straightforward adjustments to the SKUs in the programme rules.

The Result

- 275% increase in year-on-year sales
- Significant reduction in programme maintenance efforts
- Greater flexibility to run A/B tests for continuous improvement
- 200% revenue increase generating £800k per year

Automation Audit & Fixes

233%

Increase in
YOY sales



Increase in
mobile

The Challenge

Low-performing automation programs forced the brand to rely heavily on generic batch-and-blast sales newsletters for revenue. Customer interactions were transactional, failing to reflect the brand's ethos or deliver a personalised experience.

The objective was clear - improve automation programs to drive revenue growth while reducing dependence on mass email campaigns.

The Solution

A comprehensive audit of the existing automations uncovered several critical issues impacting performance. These included broken links, missing product images, flawed logic conditions, and outdated branding - resulting in a disjointed customer experience. Armed with these insights, we implemented strategic changes to enhance the automation strategy.

The Result

By implementing these critical fixes, optimising automation triggers, and introducing a universal email template, the brand achieved transformative growth:

- 233% increase in website traffic
- 67% increase in placed orders from email

This strategic overhaul not only boosted performance but also delivered a more cohesive, brand-aligned customer experience - turning automation into a powerful tool for driving revenue & engagement.

Gamification Campaign

200k

New emails in
the first week



Innovative
fast turnaround

The Challenge

Tim Hortons planned a gamification campaign to grow their email database and to drive more traffic to their restaurants. Participants would register to play the "SPIN TO WIN" campaign, which would allow them to spin the virtual wheel to win prizes to be redeemed in-store. There was also a "Daily Deals" series which would run alongside this campaign to help keep the newly acquired customers engaged and to allow them to discover the full menu. Due to the complex and varied nature of the emails, all emails would need to be automated.

The Solution

The existing solutions presented several challenges, as the native functionality of the programme builder wasn't suitable for the requirements of the campaign. With some creative thinking and experimentation, GAIN were able to devise several automation programs to automate the Spin to Win and Daily Deals campaigns:

Winning code email and daily countdown reminders until prize redemption
Daily Deals email featuring a unique offer each day
End-to-end email automation
Modular templates allowed deals to be updated with minimal effort

The Result

By leveraging dynamic content and an innovative modular approach, GAIN empowered Tim Hortons to execute a high-impact, data-driven campaign - driving customer engagement and delivering exceptional results:

- 391% increase in emailable database size
- 850K emails sent within the first week of the campaign
- 233% increase in website traffic

Membership Creative Overhaul

"The expertise of the GAIN team has been instrumental in transforming our email strategy - delivering timely, tailored campaigns that resonate with our customers. Over the past 2.5 years working with the team, we've seen outstanding results and consistent positive feedback." – Lionel team

190%

Increase in
conversion



Increase in
mobile

The Challenge

Despite achieving high open rates, Lionel's membership emails composed of sliced images, saw low engagement, with clicks and conversion rates underperforming across all membership tiers. Analysis showed the majority of emails were opened on mobile devices, where the user experience was less than optimal.

The Solution

We recommended redesigning the emails to be mobile-optimised, moving from 100% image based content to live text and top-level content. This approach allowed us to clearly highlight unlocked rewards in an easy-to-navigate format, enhancing readability and user interaction

The Result

After the creative overhaul, the platinum-tier membership email experienced a remarkable 190% increase in conversions, driving higher member engagement and reward redemptions.



The Journey with Lindt

Lindt is an international CPG confectionery manufacturer and a GAIN Customer Science client Since 2022

Our journey together:

- Delivering analysis and workshops to understand how to transition with maximum impact.
- Helping enable targeted messaging and offers to increase sale conversion.
- Reviewing pricing mechanisms to ensure they meet required business metrics
- Working together to Develop customer communications that are viewed and appropriate CTA's deployed
- Consulted on measuring marketing effectiveness and creating KPI Reporting

Value GAIN Customer Science partnership delivered

- ✓ New strategy deployed to pivot to DTC instantly
- ✓ Increased traffic to website
- ✓ Created stronger Brand/customer relationships





The Journey with L'Oréal

Established in 1909, L'Oréal is the world's largest cosmetics company and a GAIN Customer Science client since 2013

Our journey together:

- Developed and implementing a data-driven customer lifecycle management communications.
- Measurement & Optimisation - Provide ability to measure the effectiveness of their CRM programme and optimise touchpoints, channel, frequency, offers and content.
- Consulting on best-in-class reporting - Access to standardised, automatable monthly reports for all 13 brands, providing insight into their customer base and how it changes, over time.

The value GAIN Customer Science delivered:

- ✓ Grew total database by more than one million contacts
- ✓ An 8% increase in average order value
- ✓ A 6% increase in order frequency
- ✓ All contributing to overall ~20% increase in online revenue





Our Client Stories:

The Journey with Whittard

Established in 1886, Whittard are a traditional tea and coffee brand with a strong desire for reinvention & rejuvenation and a GAIN Customer Science client since 2015

Our journey together:

- Improved Whittard data capture by giving them enhanced insight and **doubling site to store linkage rates**
- Proved incremental impact of segmented customer initiatives to fuel growth.
- Helped Whittard reassess pricing and promotional activity to **drive brand premiumisation**
- Developed nurturing and reactivation comms plans to **reduce lapse rates online**.

The value GAIN Customer Science delivered:

- ✓ From 2019-2020, **retail sales increased by 8%** – much higher than the retail market rate.
- ✓ **30% increase in online growth**: increased profit from new customer acquisition by building targeted, data-driven marketing campaigns to optimise spend.
- ✓ **Increased AOV**: Boosted footfall, sales, and profit by reducing online discounts and delivering store-focussed initiatives





Our Client Stories:

The Journey with This Works

This Works is a multichannel, international beauty brand and a GAIN Customer Science Client Since 2014

Our journey together:

- Rapid growth of the online business with revenue more than doubling
- The transformation of This Work's acquisition mechanisms
- Implementation of customer life-cycle communication strategy

Value GAIN Customer Science partnership delivered:

- ✓ Cold mailings: More than 4x more new customers profitably acquired in the first year.
- ✓ Bigger database: We have grown This Works' marketable customers database by 4x since we started working together.
- ✓ Direct sales are booming: So far, our relationship has driven 5x more direct sales.
- ✓ Consistent growth: Year on year, we consistently increase the volume of new customers – and profits.



The Journey with ghd

ghd were established in 2001 when three hairdressers from Yorkshire put a radical new hair styling product into the hands of women across the globe

Our journey together:

- To support GHD's focus on driving growth in direct to consumer, GAIN Customer Science delivered an initial 12-week CRM project including a global CRM audit and 5-year strategy
- Following initial success, GAIN Customer Science invited back to deliver a proposal on how they could support the implementation of the CRM strategy
- 3-year retainer agreement to support GHD, including consultancy, analytics and bespoke reporting across the global business

The value GAIN Customer Science delivered:

- ✓ Customer insight delivered across 10 territories and detailed customer & competitor journey mapping
- ✓ Identified significant opportunities to drive potential revenue gain of ~\$4m over 12 months
- ✓ A 5-year CRM strategy that could be rolled out globally with opportunities quantified and prioritised by market



Let's **talk**

Ways to get in touch

Gain Customer Science

gcloud-enquiries@thisisgain.com

