

Case Study

How Transaction Behavior Intelligence (TBI) helped Courts Malaysia achieve a 7.1x Return On Ad Spends (ROAS)

Client	Solution	Vertical	Campaign Objective		
Courts (Malaysia)	Alpha for Brands (Malaysia)	Retail, Consumer Electronics & Home Furnishing	Expanding to a new market segment	Increasing the Average Transaction Size at Courts	Re-activating hard in-active customers

Campaign Overview

Courts Malaysia is in the process of going through a digital transformation. Whilst the brand has a strong CRM system to maintain loyalty amongst its existing customers relationship, the Courts team is venturing into a new market segment and looking to acquire customers of different demographic profiles and spends, and understand why these customers were shopping at their peer brands. Additionally, Courts also wanted to re-activate their lapsed customers. To effectively achieve these objectives, Courts collaborated with Goals101, an intelligent platform that targeted potential customers by leveraging data present with our partner banks.

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Partner Banks

500,000+

Hyper-targeted Engagements
(In Thousands)



Channels Used: eDM, SMS, Web-Promo & Facebook



“ At Courts (Malaysia), we believe that leveraging on Big Data & deep consumer insights helps us develop a deeper understanding of consumer & shopper behaviour which translates into sustainable performance. Goals101 brings in a unique channel that strikes the right match with our customer acquisition strategy. Their deep insights enable us to study, reach and acquire new and lost customers through their transactional behaviour, thereby allowing us to stay ahead of our competitors at all times. I am impressed with the Goals101 Alpha for the Brands managed platform that has delivered high ROI and I'm excited to grow with them through our multi-faceted transformation. ”

**Bee Yin Low, Courts Malaysia
(Commercial Director)**



Goals101's proprietary ML/AI driven "Transaction Map":
Identifies customers with the highest propensity to take the offer

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Audience Targeting

- **Look-alike** customers based on transaction history
- **New to Brand** customers
- **Allied category** customers
- **Geo-profiling:** Customers in 5 km radius of Court stores
- **Age:** 25 - 55 year-old
- **Cards:** Credit card; limit RM3,000 & above

Few Solutions Suggested

1. **Drive slab-wise offers** - Less discount for low tickets and more discount for bigger ticket
2. **Responsive Creatives** - Use responsive creatives and put brand message of lowest price guarantee
3. **Offers across the categories** - We curated special offers across the categories such as Electronics, Furniture and mobile phones

Campaign Results

7.1x

Return on Spend
(Overall Campaign)

4.5x

Return on Spend
(New-to-Brand Customers)

11%

Incremental
Revenue from BAU

85%

Added New-To-Brand
Customers from electronics
category

Additional Insights:

- **New to brand** - 45% of the overall customers were new to brand who haven't transacted with the brand in past 24 months
- **Higher Cart Value** - 47% of the spends value induced by Goals101 was above RM1,500, therefore resulting in better **Average Transaction Size (ATS)**
- **Age group** - 26-35 years were most responsive segments in terms of conversions
- **Gender** - We improved the conversion on women cardholders



“From the get-go, we were eager to work with Courts Malaysia as they shared the same vision as Goals101 that is to tap onto the potential of Big Data analytics to provide personalization and delight for the end customers. The team at Courts were professional, digital savvy and highly motivated to create new growth opportunities through platforms like ours.”

Jubin Mehta, Goals101
(CEO)

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“As a data-driven marketer, I was excited to work with Goals101 team and we could see a lot of synergies in our partnership. The team was professional, fast and insightful to help us with their managed platform and provided their active support throughout the campaign so that we create an impact together. We shall be working with Goals101 more closely to reach new audiences to drive engagement & measurable sales.”

Anusha, Courts Malaysia
(CRM Manager)

Electrical & Furniture	Mobile
Spend RM999 or above & get	Spend RM1,999 or above on Mobile Phone (except iPhone) & get
▶ extra 5% off	
▶ extra 7% off	
Spend RM1,499 or above & get	▶ extra 5% off
Spend RM1,999 or above & get	
▶ extra 10% off	

0% Instalment Payment Plan

COURTS PRICE PROMISE

- LOWEST PRICE GUARANTEED -30 Days Trade The Price Difference
- EXTENDED PRODUCT WARRANTY Up To 10 Years
- HASSLE FREE EXCHANGE AND REFUND in 30 Days
- 14 DAY PRODUCT RESERVATION Up To 14 Days
- FAST DELIVERY All-Quick Fix 24 Hours Within Klang Valley



Goals101 is one of the fastest growing fintech companies in the AsiaPac region. Our goal is to revolutionize the way banks and brands can reach their customers. Goals101 has worked with leading banks in Malaysia and 5 more countries to understand customer Transaction Behavior Intelligence based off purchase data that originates from partner banks.

**Interested to learn more about cutting-edge marketing platform?
Let's get connected, drop us a note: hello@goals101.my**