![blueshift]

RFM Scores & Segments

Understanding customer behavior is the key to unlocking loyalty and repeat purchases. With Blueshift's built-in RFM (Recency, Frequency, Monetary) segmentation, marketers gain real-time insight into who's ready to convert, who's drifting away, and who's the next VIP, with no data science team required.

Deliver intelligent, personalized engagement across every touchpoint by activating AI-powered RFM segments directly in your campaigns.

Segment

RFM Segment: Champions

Recency
Frequency
Monetary Value
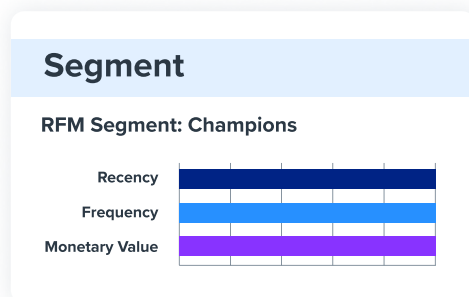
Segment	Use Case	Example Campaign
Champions	VIP rewards, sneak previews	Early access email + SMS
At Risk	Reactivation, survey	"We miss you" + discount offer
New Customers	Onboarding, upsell	Welcome series + best sellers
Lost	Exclude or sunset messaging	Suppression from promo flows

Drive Results with Intelligent Segments

- Go beyond static lists with automatically refreshed, behavior-based customer segments.
- Engage 'champions' with VIP offers and early access.
- Convert new customers with timely upsells and education.
- Win back 'at-risk' and 'dormant' customers before they churn.
- Exclude 'lost' users from aggressive promo cycles.

## Deliver Relevant Messages with Built-In Scoring

Each user is scored weekly based on:

- **Recency (R):** How recently they purchased.
- **Frequency (F):** How often they purchase
- **Monetary Value (M):** How much they spend

Combined into a **3-digit RFM score** (e.g., 5-5-5), this model powers 1-to-1 predefined lifecycle segments with no manual effort.

Drive Higher Revenue through Segment-Aware Journeys

- Connect RFM to cross-channel campaigns—email, push, SMS, in-app, etc.
- Trigger loyalty, win-back, and nurture journeys automatically
- Optimize send times using AI and historical behavior
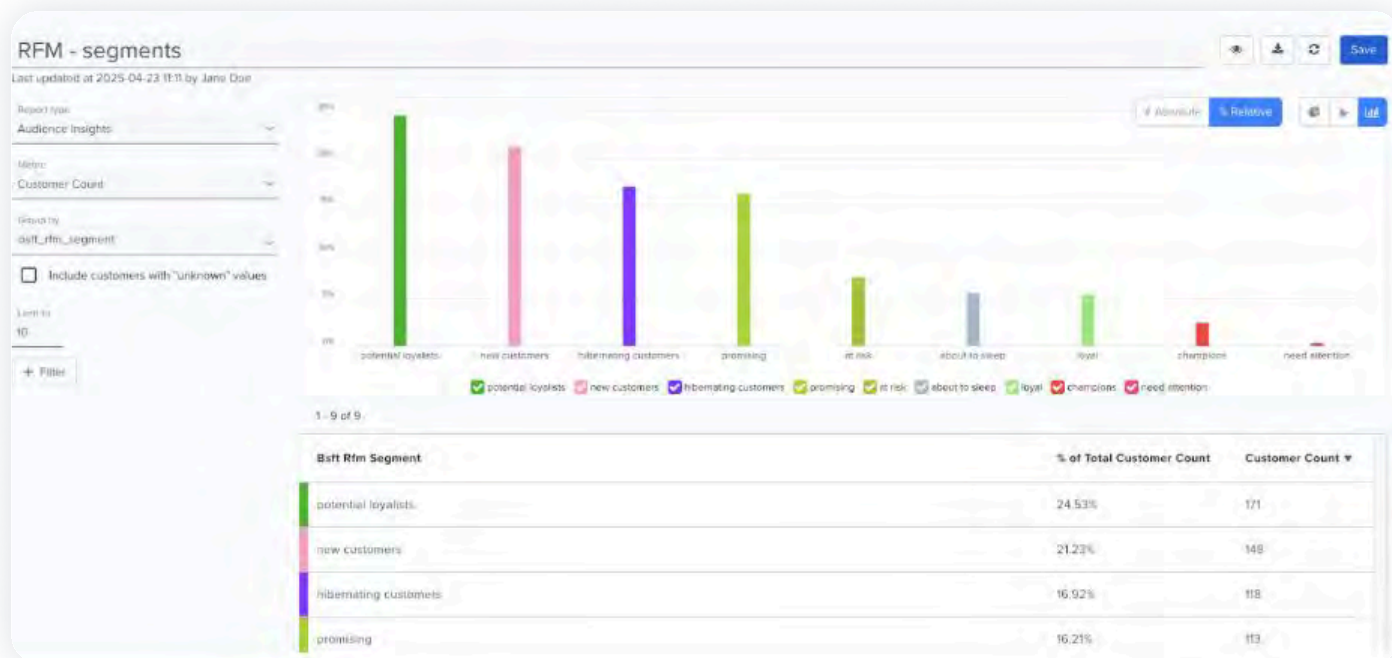
No-Code, Privacy-Safe, Scalable

- **No Dev Required:** Everything is built-in—scores, segments, triggers.
- **HIPAA & GDPR Compliant:** Perfect for regulated industries.
- **Scales with You:** Whether you're a DTC brand or global marketplace.

Get Started in Minutes

- RFM Segments are **enabled by default** for all qualifying accounts with purchase data.
- Requires at least **one year** of purchase data with revenue attributes.
- Subscription or donation events supported (if revenue-tagged, ask your CSM).

Want to See it in Action?

Let's connect! We'll walk you through real campaign examples, show you your own customer base segments, and map out your first use cases.

Request a Demo