

CUSTOMER SPOTLIGHT

Lengow increases revenue by 50X by identifying up-sell opportunities with AI



Company Profile

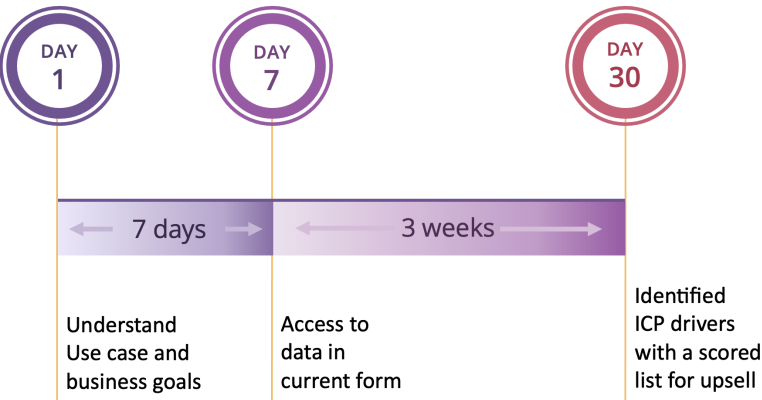
Lengow is an e-commerce company that wanted to understand their Ideal Customer Profile (ICP) and target them for up-sell opportunities.

Goal

Identify customers, currently paying a monthly subscription, who were most likely to move to a premium level - to drive 50x value.

“Aible has been a game-changer for our marketing, sales, and customer success teams. At first, we were not sure that our data was sufficiently large or clean enough to launch an AI project. Within days, Aible showed us how AI could immediately extract value from our data and showed us real economic impact. We are already pursuing additional use cases around customer churn prevention, lead scoring and marketing spend optimization.”

– Frédéric Clement,
Chief Marketing Officer



Aible Solution

Aible helped Lengow’s marketing and analytics team identify and target their ideal customer profile and provided the specific business drivers to prioritize high-value customers. Within 2 weeks Aible was able to generate recommendations with the data that Lengow had access to. Lengow now has a clear scoring of customers who are more likely upgrade to their premium offering from their basic tier, therefore bringing in 50x more value.

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