



CAPABILITIES SHEET

FASHION RETAIL **ADVERTISING**

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SMARTER RETAIL AUDIENCE STRATEGY

The strongest fashion retail audiences aren't built from broad demographics or generic shopper segments. Source Path Digital combines customer intelligence, purchase behavior, product affinity, lifestyle patterns, and geography to identify the consumers most likely to align with your brand, merchandise, and offers.

Turn that intelligence into audiences more likely to:

- Align with specific apparel, footwear, and accessory categories
- Resemble a retailer's strongest existing customers
- Represent meaningful acquisition or growth opportunities
- Respond to the right products, offers, and seasonal messaging

Understand your best customers: Analyze first-party customer data to identify the personas, traits, behaviors, and lifestyle patterns most associated with actual buyers.

Find new growth audiences: Identify consumers who demonstrate strong category and product alignment even when they do not fit traditional customer assumptions.

Improve category targeting: Build audiences around apparel, footwear, accessories, lifestyle interests, purchase behaviors, and the consumer conditions that influence demand.

Prioritize local markets: Understand how customer opportunity and audience composition vary by store market, geography, and regional consumer mix.

Strengthen campaign planning: Use audience intelligence to inform product emphasis, messaging, creative strategy, channel selection, and testing.

The result is a more consumer-focused approach to retail audience selection, acquisition, engagement, and growth.



AUDIENCE BUILDING FEATURES

CUSTOMER PERSONA INTELLIGENCE

Identify the lifestyle patterns, household characteristics, behaviors, interests, and traits that distinguish a retailer's strongest existing customers.

CATEGORY & PRODUCT AFFINITY

Find consumers aligned with apparel, denim, footwear, accessories, activewear, outdoor, fashion, and other relevant merchandise categories.

PURCHASE BEHAVIOR & PROPENSITY

Use shopping behavior, purchase history, retail tendencies, discretionary spending signals, and related indicators to prioritize consumers more likely to buy.

GROWTH & ACQUISITION AUDIENCES

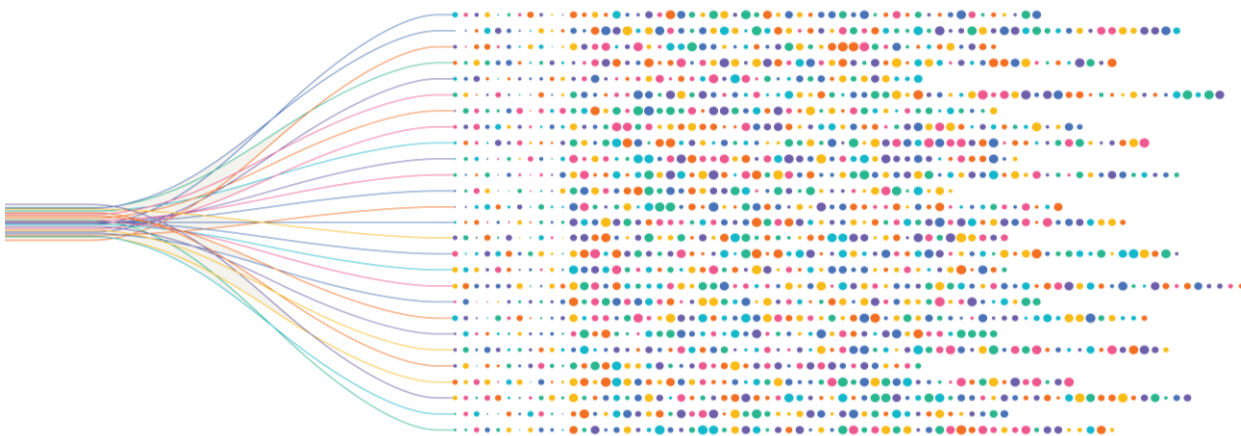
Separate established customer personas from high-potential growth segments, category-aligned prospects, and audiences better suited for testing or nurturing.

LIFESTYLE & LIFE-STAGE SIGNALS

Connect fashion demand to lifestyle, household composition, age and life stage, activities, interests, work, family, and other factors that influence what consumers buy.

LOCAL MARKET INTELLIGENCE

Identify how audience composition, category opportunity, customer concentration, and growth potential vary by ZIP code, store market, DMA, or region.



FASHION RETAIL CAMPAIGN STRATEGIES

Different campaign objectives require different audiences, signals, and activation strategies. Source Path Digital helps fashion retailers apply the right combination of **customer data, purchase behavior, product affinity, lifestyle intelligence, and media activation** across the customer lifecycle.



CUSTOMER ACQUISITION

Reach consumers who are not currently customers, but demonstrate strong potential to shop the brand.

Work with Source Path Digital to:

- Identify prospects who resemble proven customer personas
- Build audiences around apparel, footwear, accessory, and category affinity
- Prioritize consumers using purchase behavior and propensity signals
- Identify high-potential growth segments beyond traditional customer assumptions
- Prioritize audiences by store market, geography, and local opportunity
- Activate prospects across addressable digital, email, direct mail, streaming, social, and other channels

Turn high-potential prospects into new customers.



CUSTOMER RETENTION

Use first-party customer intelligence to strengthen existing relationships and increase customer value over time.

Work with Source Path Digital to:

- Enhance customer records with demographic, household, lifestyle, and behavioral intelligence
- Segment customers by persona, purchase history, product affinity, and other characteristics
- Identify repeat-purchase, cross-sell, and category-expansion opportunities
- Personalize messaging around products and categories most relevant to each audience
- Support loyalty, seasonal, new-arrival, and customer-development campaigns

Keep existing customers engaged, shopping, and expanding their relationship with the brand.



CUSTOMER REENGAGEMENT

Reconnect with past customers whose purchase activity or engagement has declined.

Work with Source Path Digital to:

- Identify lapsed and inactive customer segments
- Refresh and enhance aging customer data
- Analyze historical purchase behavior, category preferences, and customer characteristics
- Identify lifestyle, household, or behavioral changes that may signal renewed opportunity
- Build win-back audiences around relevant products, categories, seasons, or offers
- Reengage customers across channels using refreshed audience intelligence

Turn dormant customer relationships into new opportunities for engagement and purchase.



ONE CUSTOMER LIFECYCLE. DIFFERENT DATA STRATEGIES.

ACQUIRE new customers

→ Personas • Product Affinity • Purchase Propensity • Growth Audiences • Local Markets

RETAIN existing customers

→ First-Party Data • Purchase History • Category Affinity • Loyalty • Cross-Sell

REENGAGE dormant customers

→ Historical Data • Data Enhancement • New Consumer Signals • Win-Back Audiences

Source Path Digital helps fashion retailers continually identify **who should be targeted, why they are relevant now, and how they should be activated based on their relationship with the brand.**

WHAT MAKES SOURCE PATH DIGITAL DIFFERENT?

Source Path Digital combines **first-party customer intelligence, consumer personas, purchase behavior, product affinity, and market data** to understand more than who looks like a likely retail shopper.

We help marketers identify:

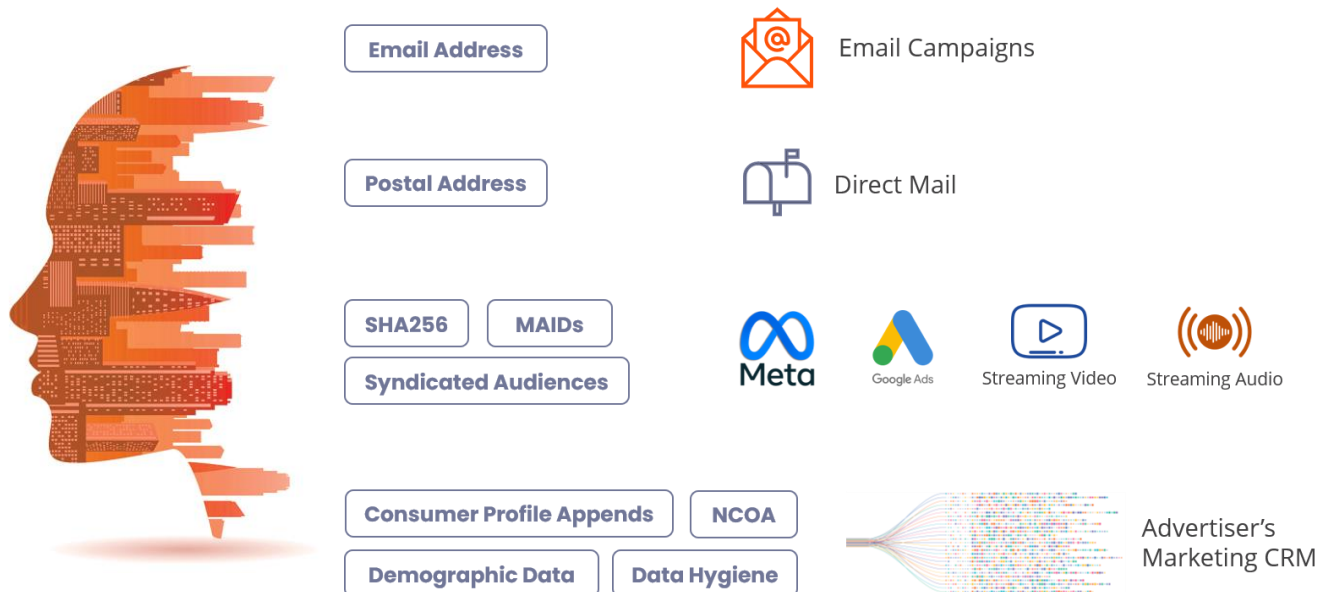
- **Who** represents the strongest customer and growth opportunity
- **Why** those consumers align with the brand or merchandise
- **Which** categories and messages may be most relevant
- **Where** audience opportunity is concentrated



The result is retail targeting based on **how real consumers live, shop, and buy—not broad assumptions.**

CUSTOMER ACTIVATION

How Audience Data Powers Campaigns



LET'S EXPLORE WHAT'S POSSIBLE

Every organization has untapped opportunities hidden within its customers, its markets, and its data.

The organizations featured in our case studies achieved better results not because they spent more, but because they understood more.

Source Path Digital helps advertisers uncover those opportunities through audience intelligence, consumer insights, and data-driven marketing strategy.

Whether you're launching a new campaign, improving existing performance, or trying to understand why your marketing isn't delivering the results you expect, we're ready to help.

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners value Source Path Digital's collaborative and consultative approach to helping them succeed.

Email: sales@sourcepathdigital.com

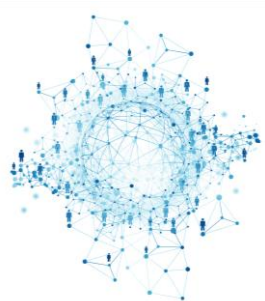
Phone: (866) 666-PATH (7284)

Web: SourcePathDigital.com

Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate high-potential audiences most likely to engage with your brand and offers.



ACTIVATE

Reach individuals within curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Improve campaign performance, streamline process integration, and simplify media planning.