

THE CLIENTELING BENCHMARK REPORT

12 months

worth of performance data analysed, aggregated and fully anonymised

+30

global retail brands across jewellery, fashion, beauty and lifestyle

+11k

store associates using Proximity's clienteling app to connect with customers everyday

ABOUT THIS REPORT

Today's customers expect more than transactions. Drawing on data from global retailers using Proximity, this report shows how clienteling drives sales, deeper engagement and strong ROI. We tracked client performance and uncovered benchmarks from double-digit conversions to millions in sales, proving the measurable value of clienteling.



TOP SUCCESS STATISTICS

30-40%

sales growth

Annual sales attribution from clienteling reached as high as £20M for a single luxury brand, with some brands seeing 30-40% of total sales from clienteling.

30x

ROI in 6 months

One premium accessories brand achieved 30x ROI in six months, while a jewellery retailer recorded a 281% YoY uplift worth USD \$3.1M.

80%

social messaging response rates

Email open rates as high as 65% vs. retail average of ~20%, WhatsApp response rates up to 80%, and conversion rates up to 18%.

88%

appointment conversion rates

Customers spend up to 8x the average transaction value, with conversion rates as high as 88%.

95%

opt-in rates

Opt-in rates for clienteling communications reach 95%, with post-purchase thank you messages generating up to 15% of total attributed sales





USD \$37M

in attributable sales in Q1 2025 for one luxury retailer



15%

of total attributed sales came directly from post-purchase thank-you outreach



40%

total sales in one store attributed to clienteling activity for one fashion retailer



95%

opt in rate for new clients for clienteling activity for one global brand



+281%

attribution compared to the same period last year (pre-Proximity) for one US jewellery brand



+30%

higher average client transaction value from clienteling than total ATV for one global fashion brand

JEWELLERY



USD \$2k per outreach

average revenue return per outreach sent for one jewellery brand



6,300 NEW CLIENTS CREATED

one UK brand created over 6k new clients in the app in the last 12 months

FASHION



£5M in 6 months

total attribution for clienteling activity for one UK fashion retailer



USD \$138

average return per email sent for one US retailer

BEAUTY



+919% outreach

sent to customers compared with same period previous year



+441% growth

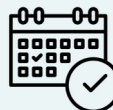
in sales attribution for clienteling activity over 12 months

LIFESTYLE



+38% post-appointment sales

booked appointments led to increase in after sales



+17%

increase in appointments booked



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