

Retention Marketing

Deliver real-time engagement and nurture your best customers with automated journeys and machine learning

Despite changing consumer expectations with digital-first transformations, customer retention still remains a big challenge while marketers find it easy to acquire new customers. As per one study¹, 70% of brands know it's cheaper to retain existing customers than acquire new ones. Yet, 44% still prioritize customer acquisition over retention. This challenge has been compounded by the shifts brought about by COVID-19, forcing brands to change the way they connect with customers and provide personalized experiences without sacrificing time to market.

Retention Marketing enables marketers and brands to fully leverage machine learning capabilities across the platform to identify returning customers and those likely to churn. This use case also makes it easy and intuitive for marketers to engage with customers in real-time and provide personalized offers to incentivize re-engagement and purchasing, utilizing features in the purchase flow via API, coupons, punch cards, and more.



A company's profitability can increase by up to 75%, with the achievement of only a five percent increase in customer retention efforts¹.

— Forbes

Journey Orchestration

Marketers have access to a full palette of drag and drop self-service design options—from simple to complex to real-time journeys—through a centralized journey design canvas. Along with a library of standard journeys, self-service journeys or ML-powered re-engagement journeys can be used to identify consumers who have a high propensity to disconnect from your product or brand.

Smart Activation and Real-Time Engagement

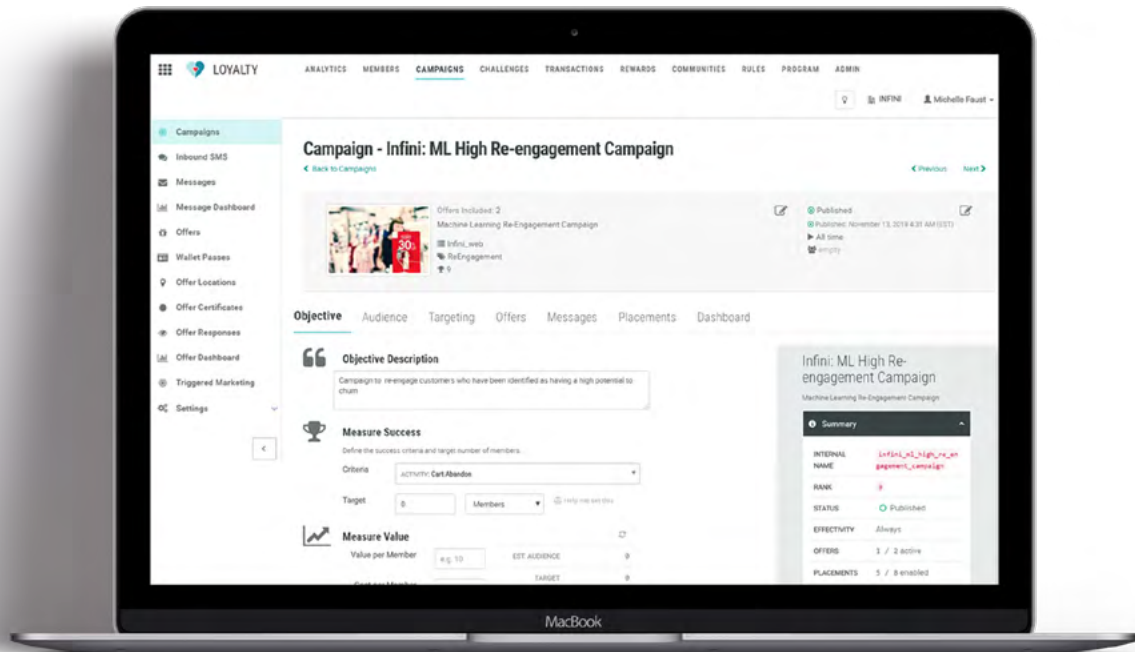
Underlying Smart Sending Framework enables marketers to send messages at scale using email, SMS, and push mechanisms at the right time. Cheetah Web Tag captures all real-time data events on web and mobile devices to track visitor behavior (including anonymous visitors). These data points can then be utilized in a variety of contexts such as site targeting/retargeting, segmentation, and cross-channel messaging leveraging email, SMS, push, in-app, web, and mobile wallet.

Advanced Decisioning and Machine Learning

Retention Marketing leverages natively built machine learning capabilities with intuitive UI/UX to take advantage of clustering, propensity modeling, activity triggers, or send-time-optimization. Using ML-optimized intelligent offers, marketers can create content such as single-use coupons and closed-loop offers recognized at POS instantly.

Retention

A built-in CMS within Retention Marketing allows marketers to manage creative content that supports offers, challenges, rewards, contests, and messages.



Enterprise Loyalty Management with Cheetah Digital

Punch cards are another feature that can track customer progress on specified criteria such as purchase of certain products or categories, and reward customers with points, coupons, and other rewards upon completing specified hurdles.

Single Customer View, Analytics, and Integrations

To deliver individualized experiences at scale, marketers need to create a single, accessible view of the customer that taps into all data sources. This actionable view is built on real-time data collection through data connectors, integrations, transactions, and actionable analytics. Marketers can update and append customer profiles and preferences in real-time for ongoing engagement throughout the entire customer lifecycle.

Benefits

Enhance Customer Lifetime Value

Engage, reward, and incentivize customers through cross-selling and up-selling to improve retention and winback rates, and achieve enhanced Customer Lifetime Value.

Increase Conversion Rates with Next Best Action

Deliver the right experience at the right time to consumers across the channels and touchpoints to achieve the best possible conversion rates with consumers.

Increase Profits with Retention

Drive at least 5% increase in customer retention through targeted machine learning and retention programs to increase profits by 25% to 95%.²

1. <https://www.invespcro.com/blog/customer-acquisition-retention/>
2. The Economics of E-Loyalty, HBS



Journeys

Reactivation / Re-engagement

Advocacy / Engagement Reward

Smart Activation

Smart Sending - Email, SMS, Push, +

Web & Mobile SDKs

Advanced Decisioning and Machine Learning

Intelligent Offers

Citizen Data Scientist

Activity Triggers

Retention

POS / Commerce API

Coupons

Punch Cards

Single View of the Customer, Analytics & Integrations

Audiences

Profile & Preferences

Engagement Metrics

Activities & Events

Transactions

LTV / RFM Scores

Retention Marketing Solution Map