



Efficiently Grow Customer Database to Drive Revenue

MARKETING CHALLENGE

Marketers face the ongoing challenge of maintaining CRM database growth to create direct, meaningful relationships with their customers. According to a McKinsey study, email communications drive 3X purchases compared to social media with an average order value that is 17 percent higher. Due to the high value of a subscriber, brands are seeking innovative methods to acquire new-to-file customers for their CRM database.

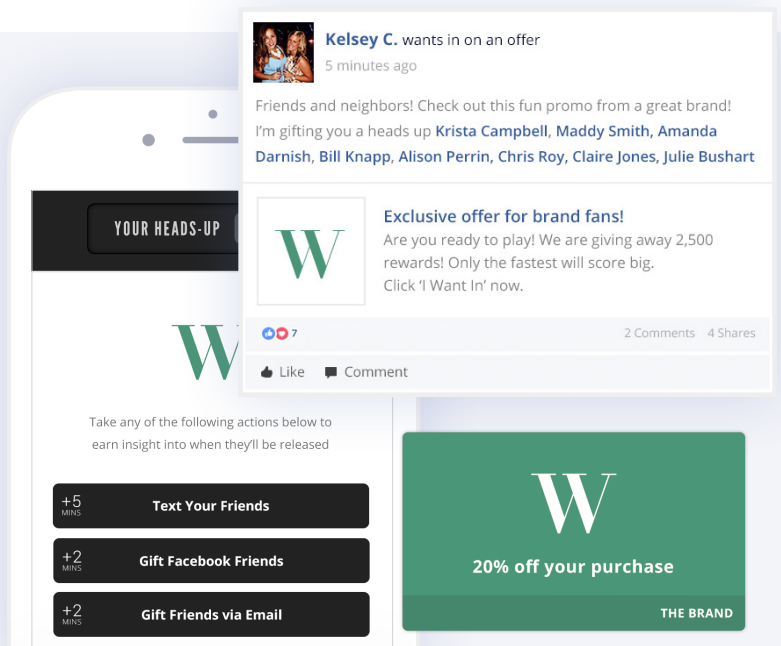
QUIKLY SOLUTION

Quikly's Acquisition Solution can be seamlessly integrated into a brand's CRM to effectively and efficiently acquire new opt-ins across email, mobile and social platforms. Quikly's solutions not only acquire new opt-ins, but also engage existing customers and drive immediate incremental sales.

CLIENT STORY:

ACHIEVING INCREMENTAL RESULTS WITH QUIKLY

A national brand surprised existing subscribers by offering them the opportunity to grab a limited quantity of purchase driving rewards. Using Quikly's Social Referral Mechanic, existing brand subscribers could increase their odds of earning a top reward by sharing the experience with friends across Facebook, email and SMS. Referred participants could increase their odds of earning a reward by subscribing to the brand's email and SMS communications.



33 Percent
*lift in redemption rate
over brand standard*



8x
*profitablity compared
to brand standard*



\$193,000
*in incremental
revenue generation*

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