

Reactivating Customers with the Quikly Retention Module

THE SITUATION

Regardless of how large the brand, marketers must focus on reactivation efforts. While customer acquisition always seem to take a front seat, it's critically important to fix the "leaky bucket" to engage and reactivate those who are at risk or have become lapsed to build long meaningful customer relationships.

PAIN POINTS

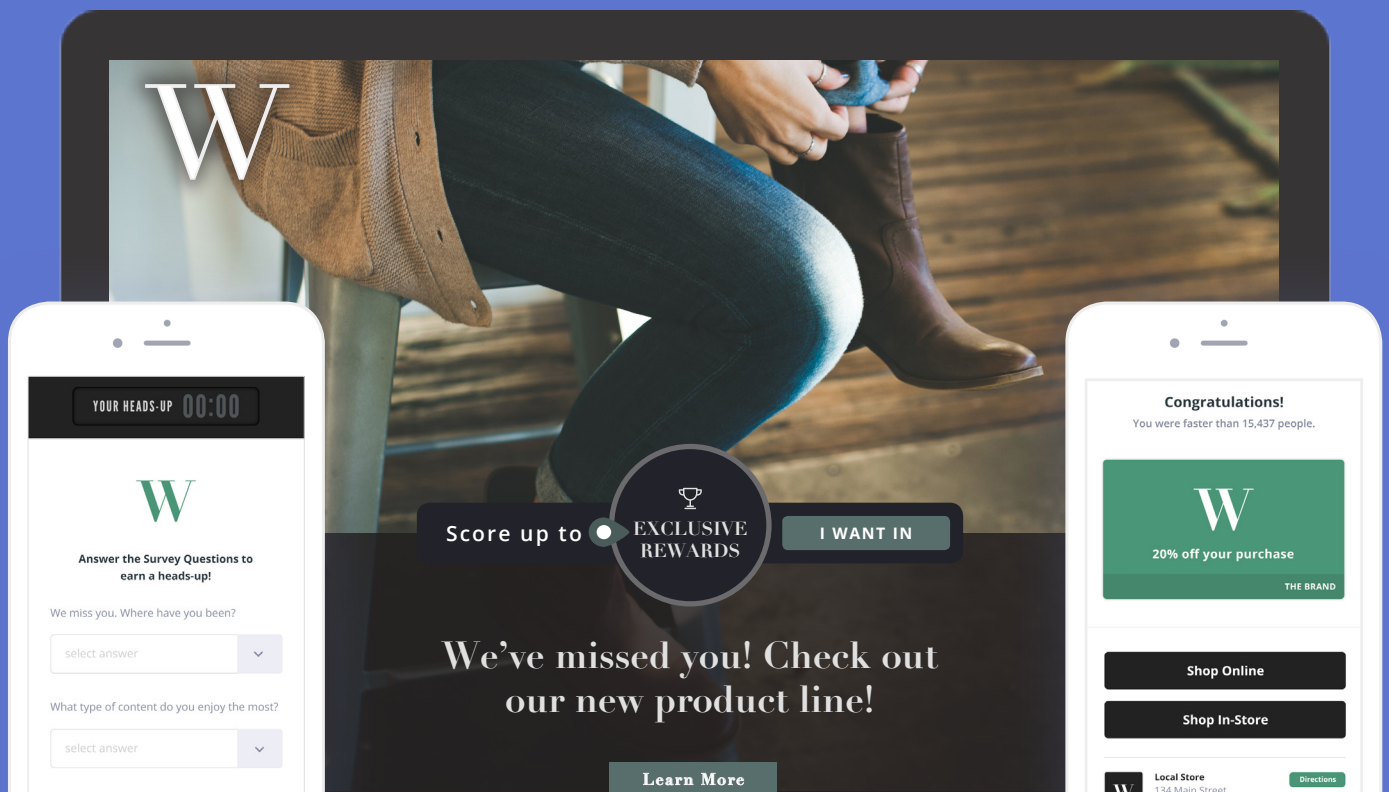
- 1 Keeping customers engaged consistently is difficult
- 2 The average business loses 20 percent of its customers annually simply by failing to attend to customer relationships. In some industries, this leakage is as high as 80 percent.*

*Data provided by MarketingWizdom

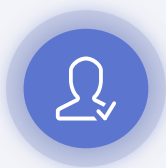


THE SOLUTION

Quikly offers an innovative Retention Solution to reactivate the large volume of customers that lapse and drop out of the funnel for any given brand. Participants are encouraged to opt-in for mobile or social channels to establish future brand interaction and provide insight on why they lapsed. In addition to reactivation, Quikly's solution triggers immediate sales through purchase driving offers.



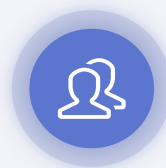
INCREMENTAL BENEFITS



Capture survey insights from lapsed customers.



Motivate key behaviors to deepen relationship.

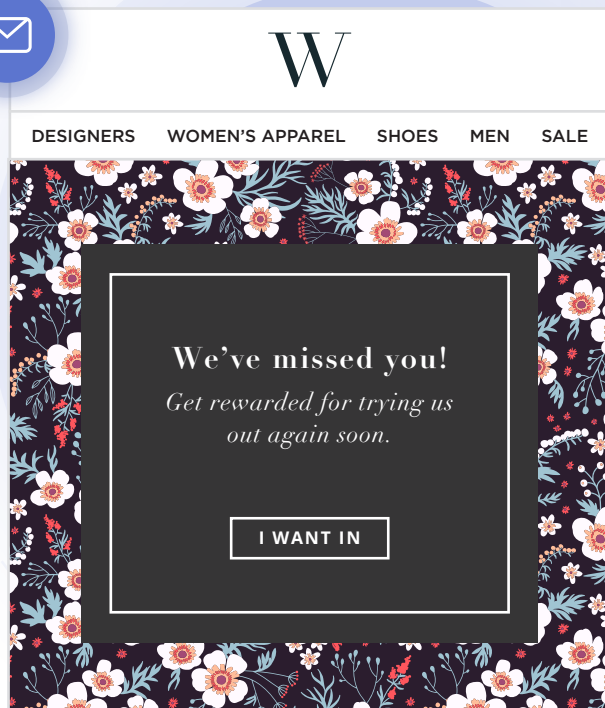


Convert engagement into actionable next steps.

TARGETING & FREQUENCY

Brands can continue to tap into their existing owned and paid channels across email, social, and mobile with a regular cadence. Communications infused with the Quikly experience have shown to capture attention and convert action, helping to boost response by up to 50 percent.

Most Retention campaigns are launched to automatically be triggered on a bi-weekly or monthly cadence, focused on creating response at the right moment.



Targeted Reactivation Email



Targeted Reactivation Facebook Post

INCREMENTAL BENEFITS



Increase in response rate when messaging a Quikly campaign vs. standard communications



MOTIVATING KEY BEHAVIORS



Up to 80%

of participants will answer a survey

15-30%

of participants will join a brand's SMS club

30-50%

of participants will view content to learn more about a brand

YOUR HEADS-UP 00:00

W

Answer the Survey Questions to earn a heads-up!

We miss you. Where have you been?

What type of content do you enjoy the most?

YOUR HEADS-UP 00:00

W

Earn time for a heads up by signing up for SMS!

Sign Up For SMS

YOUR HEADS-UP 00:00

W

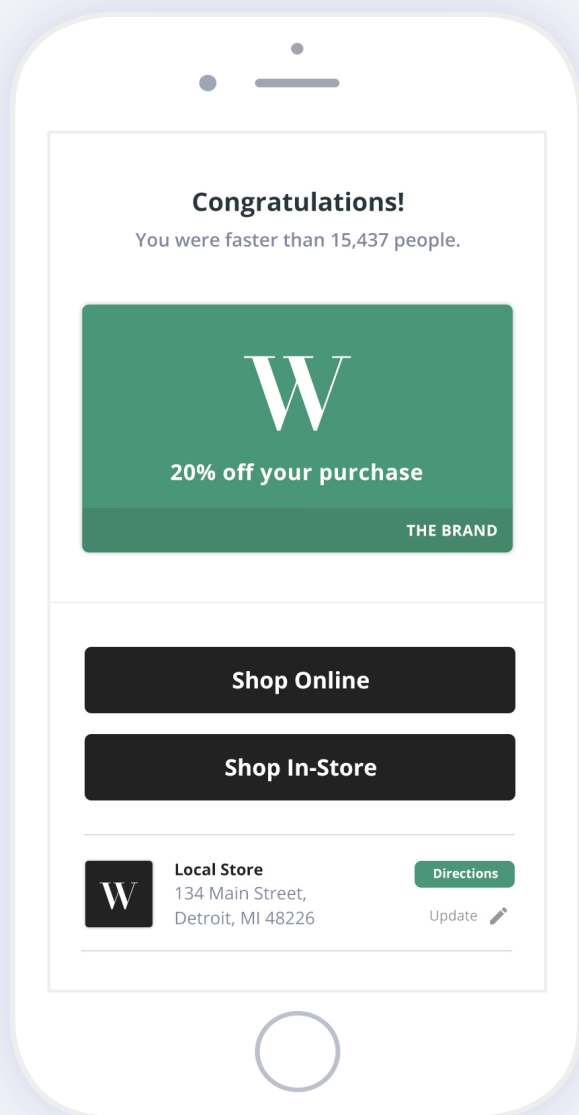
Learn more about the brand!

Learn More

ENGAGING KEY BEHAVIORS

Once you've captured their attention, it's important to motivate actions that deepen the relationship and maximize the potential of keeping them as customers and away from the competition. Campaigns can be configured to drive actions such as:

Answering
Survey QuestionsLearn More
About Key ProductsFind
Closest StoreFollow On Social,
Join Email or SMSINCREMENTAL
BENEFITS*Participants will take at least one action within the campaign*



Shop In-Store



Shop Online

CONVERTING ENGAGEMENT INTO ACTIONABLE NEXT STEPS

Campaign engagement turns into immediate action such as driving in-store or online traffic. Quickly provides a seamless way to incentivize with clear next steps.

- Serve up limited time offers that drive purchases
- Provide closest shopping locations based on geo-location to increase conversion

INCREMENTAL BENEFITS



Increase in redemption from lapsed customers



THE RESULTS

Quikly's Retention Module helps brands capture meaningful engagement to reignite customer relationships and drive results fast.

Brands have the flexibility to infuse campaign experiences on a one-off basis or seamlessly integrate triggered campaigns based on CRM activity.

PARTICIPATION



Up to 50%

*Increase in
Response Rate*

ENGAGEMENT



1 in 2

*Participants Will Take
Key Actions*

REVENUE



Up to 40%

*Increase In Redemption
From Lapsed Customers*

SELECTION OF CLIENTS



JOANN



Microsoft

EXPRESS

Walmart



Abercrombie & Fitch

