

MarketBridge Solution Retention/Renewals

WHAT YOU NEED

Marketers

- Database segmentation based on customer lifetime value
- Product usage patterns
- Renewal churn and survival models
- Automated customer nurture program
- Defined hand-off to sales process

Sales Reps

- Clear ownership and incentives for renewals
- Review process for pending renewals
- Access to richer customer profiles with usage patterns
- Signals for “attrition risk” and “up-sell opportunity”
- Best offer and content for each buyer



*reduction in
attrition*



*growth in revenue
from existing
accounts*



*increased
account-lead
profitability*

WHAT WE DO

Our data-driven program helps clients combine social media, direct marketing and personalized web content to engage and retain existing customers and drive renewals.

CUSTOMER DATA

Gather Customer Data



PREDICTIVE ANALYTICS

Predict Best Targets

- Customer Activity and Interest Signals
- Data-Driven Loyalty Tracks and Campaigns
- Prioritized Offer and Messaging for At-Risk Customers

PLAY EXECUTION

Execute Your End-to-End Play Powered by Technology

- Digital marketing
- Inside Sales
- Account Management
- Channel Partners

