

20% OF CUSTOMERS CHURN IN 30 SECONDS: USE REAL-WORLD INSIGHTS TO BOOST RETENTION

It's the right time to deepen customer understanding



"Maximizing the value of consumer data is crucial to support innovation, reimagine services and expand into new segments".
Location Trends Report 2019, here

But for mobile apps, attempts to capture and keep customer attention based on their previous taps and swipes, or their demographic characteristics, can only get you so far:

61%

of smartphone customers are more likely to buy from mobile sites and apps that customize information to their location."

Google

2x

INCREASE IN ENGAGEMENT

To grow the value of your customerbase and stop you entering the graveyard of uninstalls, use localized segmentation.

Context Report 2018, PlotProjects

BECAUSE 'WHERE' AND 'WHEN' MATTERS TO YOUR CUSTOMERS:

Your retention strategy - i.e. the number of customers using your app within the current period vs. a previous time period - can take shape in various different ways, depending on how your app adds value. However, the following three audience types can act as a foundation for retention, using moments as telling real-life triggers to qualify customers for

relevant campaigns, promotions, or programmes. These behavioral profiles are organized in order of their immediate or longer-term value - from a brief but powerful opportunity to reactively target several passers-by, to an always-on, dynamic baseline for addressing all customers when it matters most to them.

INCREASE SUBMISSION RATE

Attentive Travelers

That moment when... your customer is fresh from their journey, the plane lands, WiFi is switched on, and the plane is heading to the terminal.



Hyper-targeted quick-win

+40% Submission Rate



INCREASE APP ENGAGEMENT

Brand Loyalists

That moment when... a group of customers have all visited a brand store on several occasions before, and stayed for a certain amount of time, use this as a basis for qualifying high-value or competitor customers.



Medium Reach, Always-On Gains

37% Open Rate



BUILD LOYALTY

Home, Work or Downtime?

Those moments when... your customers are driving or catching public transport on their daily commute. Over time, better understand their habits and their preferences to qualify them for campaigns targeted at early-risers, train commuters, full-time workers and grocery-shoppers.



Large Reach, Long-term Value

Grow Addressable Audience



THE GOLDEN OPPORTUNITY TO GET TO KNOW YOUR CUSTOMERS:

+11.2x ROI  vouchercloud™

Gaining a better understanding of your customers, and keeping them coming back again, isn't a zero-sum game. Their interests, daily distractions, and channel preferences will continue to shapeshift. But one thing will remain the same: in a world that

gets smaller, people are always on the move. Taking proactive steps to categorize and deliver on where they go, how long they stick around, and the habits which define them is quickly becoming the most valuable way you can keep up.

Take your first steps towards becoming 'moments-ready':

EBOOK: CHOOSING THE RIGHT MOMENTS TO REACH CUSTOMERS

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