

## ■ Promotions

Promotional offers, based on purchase history and lifestyle, are a cost-efficient and effective way to establish a long-term relationship with a new customer. Getting a second product or service in the household is key to retaining your customer and building brand loyalty.



Customer retention and brand loyalty.

*Benefit to you*

### *Rationale*

Once a customer has purchased multiple products or services from you, they become more entrenched in the relationship and profitable. It then becomes more difficult, and uncomfortable, to switch to another brand.

### *Implementation*

Promotional offers can be delivered to your customers through other brand support communications - newsletters or product information - or as stand-alone offers, based on purchase history and what product or service the customer would most likely benefit from next. Typically, you would have a series of promotional offers relating back to the original purchase. Content can be stored and used on an on-demand or ongoing basis, depending on the purchase.

Our track and prompt function can trigger offers based on customers' actions or inaction, acceptable intervals between purchases or renewals and measured receptivity to new products that you are introducing.



 RESOURCES

- Content Management System
- Database Design System
- Email Operating System