

Drive repeat transactions
with our latest product



Your presenters



GILES

VP Strategy & GM Expansion



NICK

Senior Client Success Manager

1. What is Retain
2. How it works
3. Case studies
4. Reporting
5. Questions

Agenda

**THE MOST SUCCESSFUL BRANDS USE
THEIR EXISTING CUSTOMERS AS AN
ENGINE FOR GROWTH**

THE SOLUTION

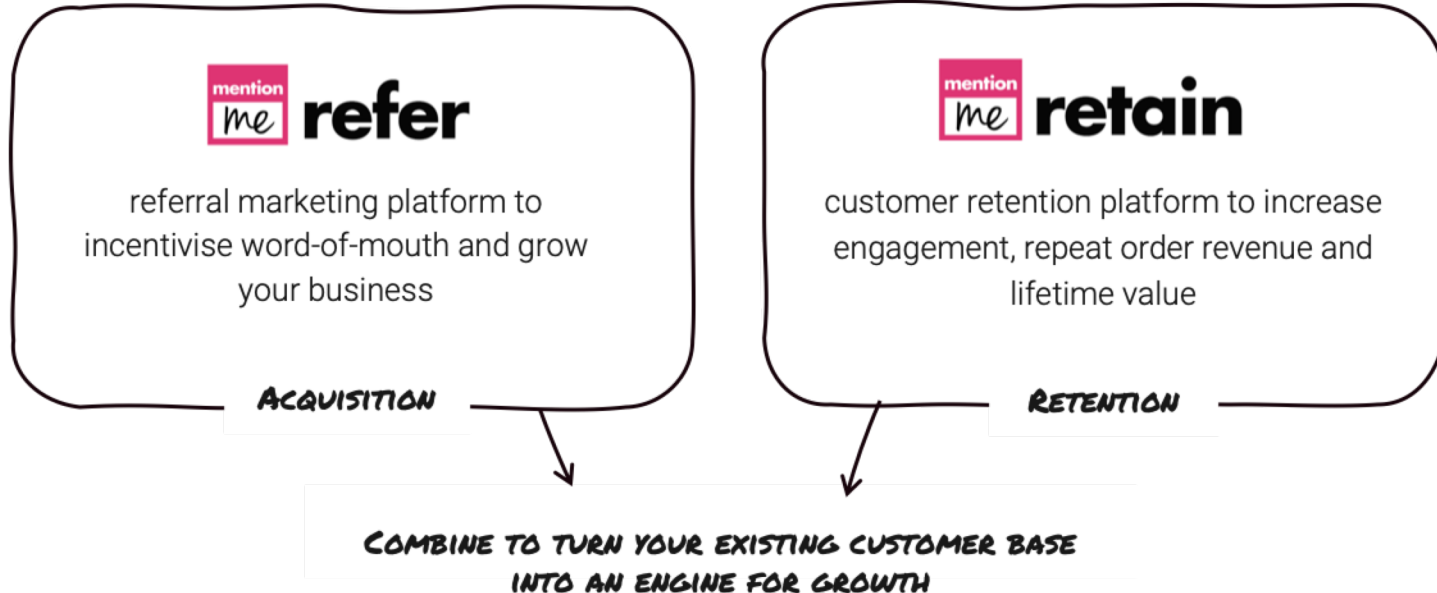
Mention Me Retain

**TURN ONE-OFF
TRANSACTIONS INTO HAPPY
LIFETIME CUSTOMERS.**

Our platform combines segmentation, testing and data insight to increase engagement, retention and revenue.

Mention Me

All-in-one platform that provides the tools and expertise to turn your customer base into an engine for growth.



HOW IT WORKS

Right message to
the right person,
every time



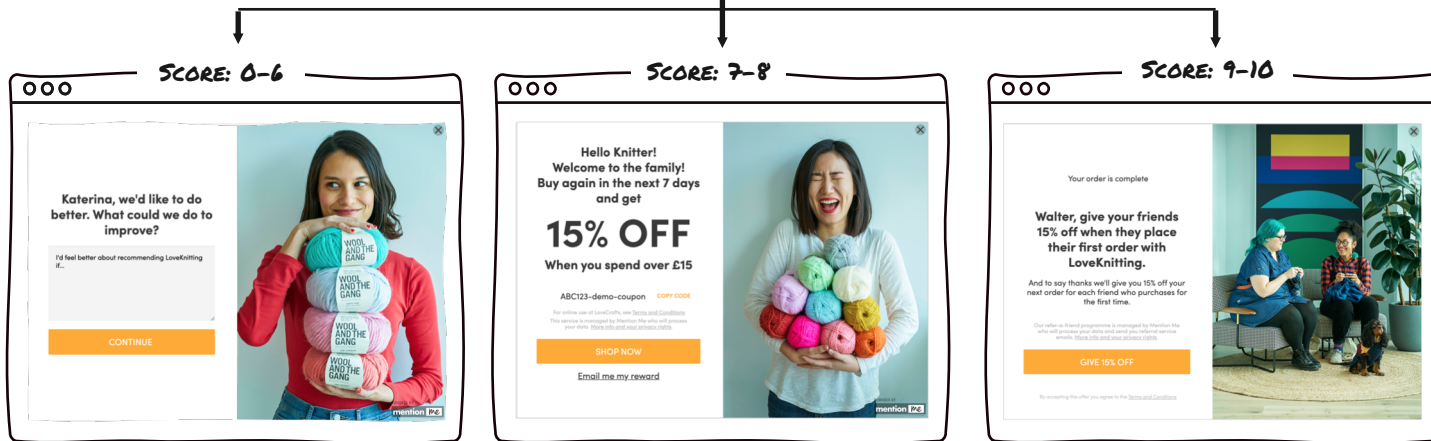
- 100% see your order confirmation page
- About 15% share referral
- That leaves 85% who would be better served a different message.

HOW IT WORKS

Engagement

Easily measure customer satisfaction and use this insight to serve contextual messaging

EXAMPLE: ORDER CONFIRMATION



A low NPS score would result in a request for feedback.

A neutral NPS score is better served with a content that drives urgency.

A high NPS score would result in them being encouraged to refer.

HOW IT WORKS

Drive Action

Incentivise your customers to drive a desirable outcome like newsletter sign up or mobile app download

Ted Baker invites and rewards a specific segment of shoppers who sign up to its newsletter.

Trouva offered a time limited discount off the customers next purchase.

EXAMPLE: ORDER CONFIRMATION



26%

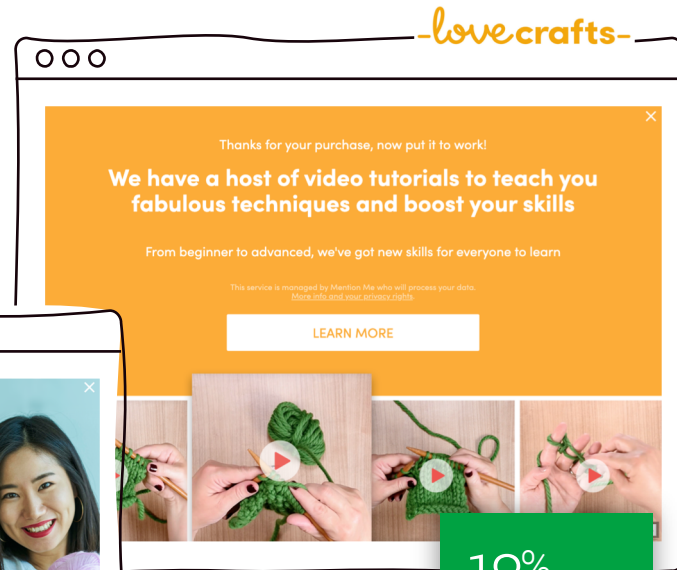
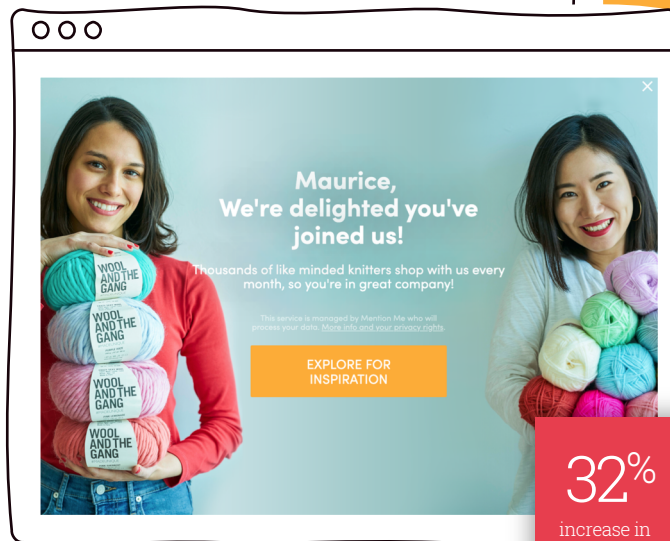
increase in repeat revenue. Within the first 60 days, Trouva's repeat revenue increased by 26%.

HOW IT WORKS

Brand Affinity

Give your customers a reason to come back by highlighting what sets you apart from your competition

LoveCrafts wanted to improve the retention between orders for their low spend customers, while also increasing the AOV. By showing a tutorials message they were able to improve both metrics.



18%
increase in
repeat revenue

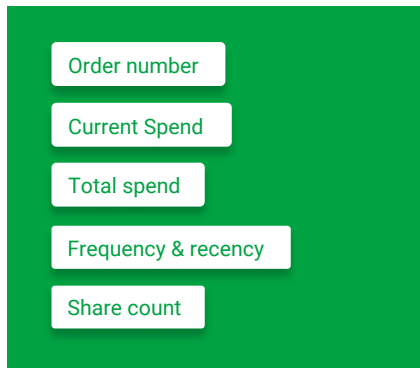
32%
increase in
repeat revenue

HOW IT WORKS

Execute your segmentation strategy from within our platform

Use any combination of our 25 segmentation options

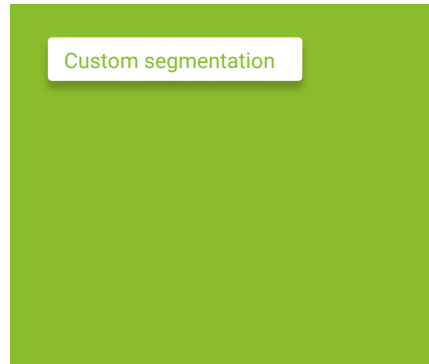
SEGMENTATION OPTIONS



EXAMPLE:
CUSTOMERS ON THEIR 1ST ORDER SEE
A TIME LIMITED DISCOUNT

EXAMPLE:
CUSTOMERS WHO HAVE SPENT OVER
£50 WILL SEE AN ENGAGEMENT
MESSAGE

PERSONALISE FURTHER



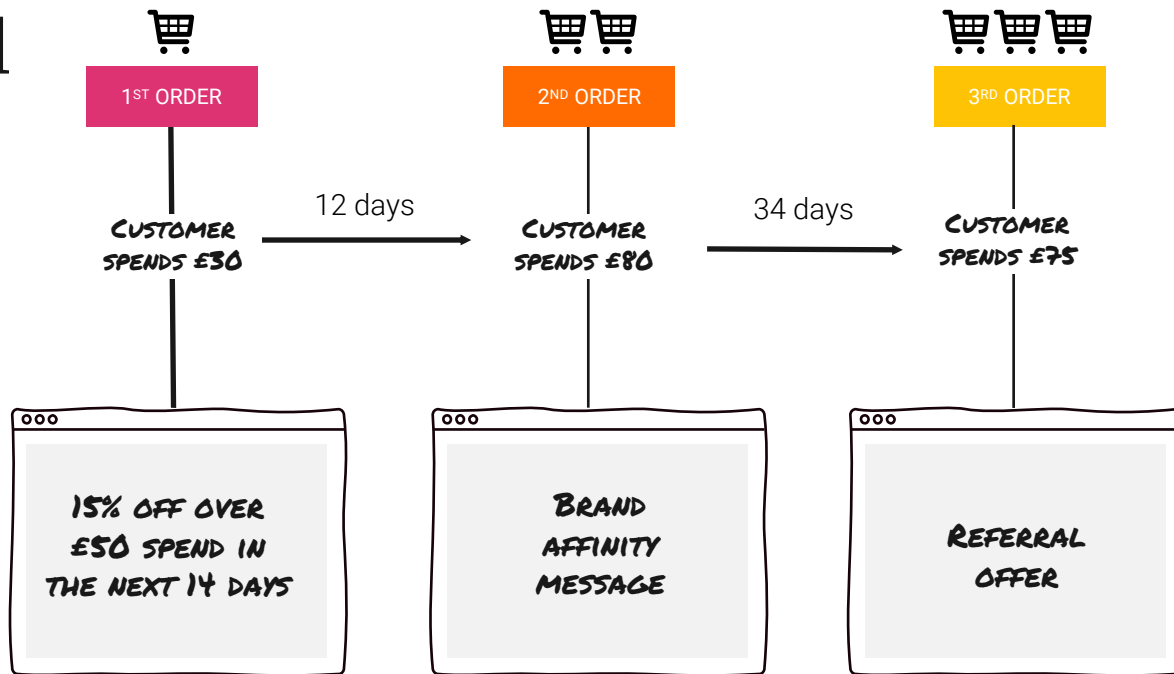
EXAMPLE:
CUSTOMERS WHO HAVE SPENT OVER
£500 WILL SEE A VIP OFFER

EXAMPLE:
CUSTOMERS ON THEIR 3RD ORDER
SEE AN NPS SURVEY

HOW IT WORKS

Create tailored customer journeys

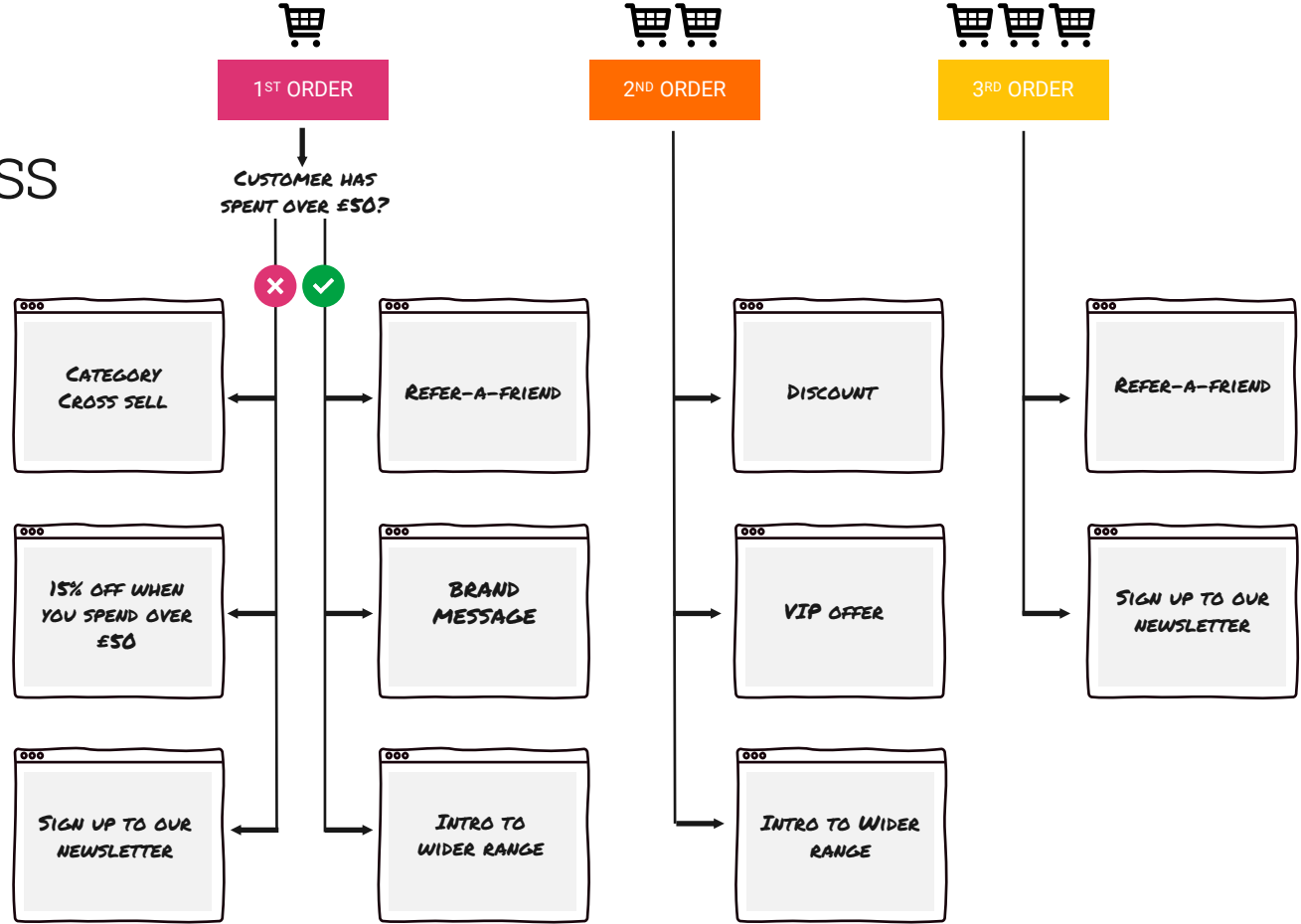
From the customer's point of view



HOW IT WORKS

A/B test across segments to optimise retention

From the brand's point of view

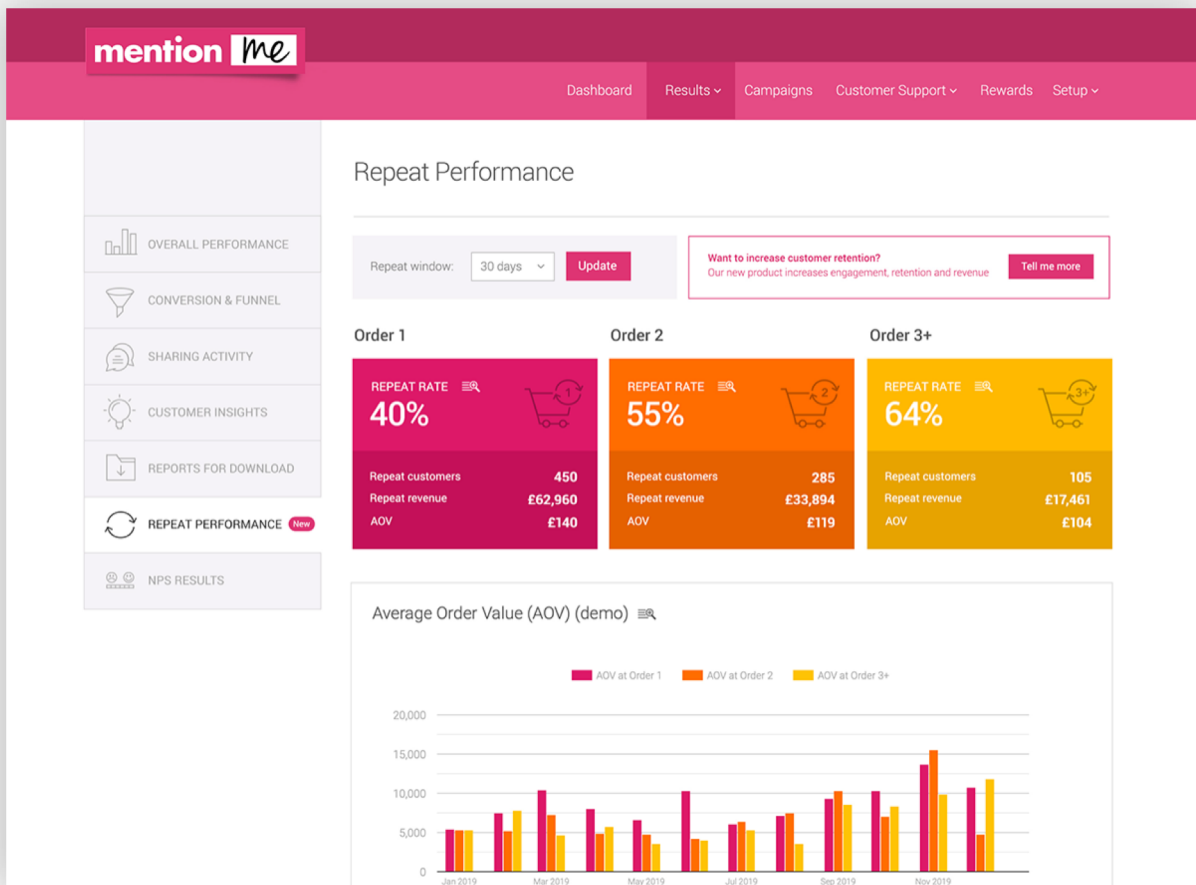


REPORTING

Understand retention rates across cohorts

Intuitive reporting dashboard makes it easy to behaviours of each segment

Optimise core metrics like repeat purchase rates, average order values and order frequency to drive overall lifetime value

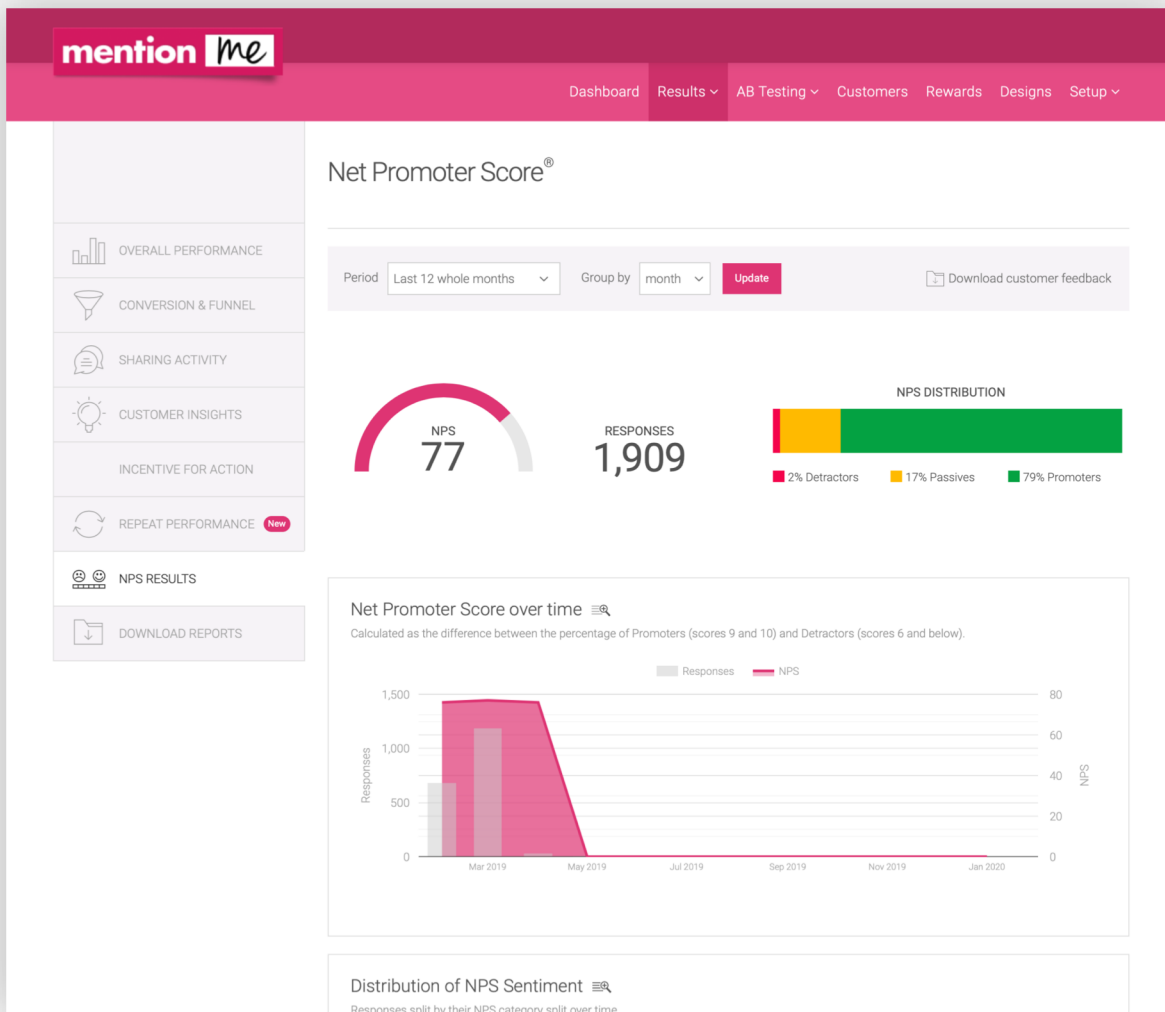


REPORTING

NPS results dashboard

Measure customer satisfaction throughout your customer journey

Provides quantitative and qualitative insight, so you can know for certain how customers feel about your brand



KEY FEATURES

Mention Me Retain



STRATEGICALLY SEGMENT CUSTOMERS

Identify and target your customer segments with 25 unique segmentation options giving thousands of combinations



SOPHISTICATED A/B TESTING TO UNDERSTAND YOUR CUSTOMERS

Dig deep into the most effective messaging for different cohorts, at every stage of the customer lifecycle, with sophisticated multivariate AB testing



TRACK AND OPTIMISE CAMPAIGN PERFORMANCE

Easily convert detailed statistics into strategic action with advanced reporting tools and our user-friendly dashboard

Discover how Retain can grow your business

BOOK A DEMO NOW

www.mention-me.com/request-a-demo-retain

Questions?

Thank you!