Retention Rate Optimization Flow

1. CoCA (Cost of Customer Acquisition)
   - Cost of Customer Acquisition

2. Customer RFM Segmentation
   - Insights
     - Which are the most valuable customers and their margin contribution?

3. Qualitative Research
   - Insights
   - Reasons & Buying frictions

4. Insights
   - Ideal Customer Profile (ICP)
     - Which are the most important customers - value & attributes socio-demographics

5. Buying Patterns
   - Brands/Category
     - Anomalies
   - City/Location

6. ICP Insights
   - Optimize Ads
   - Optimize eMails

7. Ongoing NPS
   - Net Promoter Score

8. Retention Strategy

9. Ongoing Personalization
   - SMS/Web/email/Ads/ Direct Mailing

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