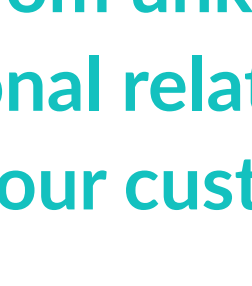


19 Customer Engagement Tips for 2019

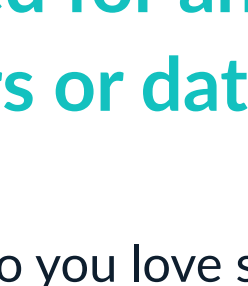
Customer engagement is more important than ever to engage and retain your best customers and drive incremental revenue for your business. That's why we've put together 19 awesome customer engagement tips to fuel your customer engagement strategy for 2019 and beyond.

INSIGHTS



Go from unknown to personal relationships with your customers.

Customer data is captured with every purchase which provides you with a complete picture of who your customers are. What they spend, when they visit, their lifetime value and so much more. Anonymous, unknown customers are so 2018.



No need for an army of marketers or data analysts.

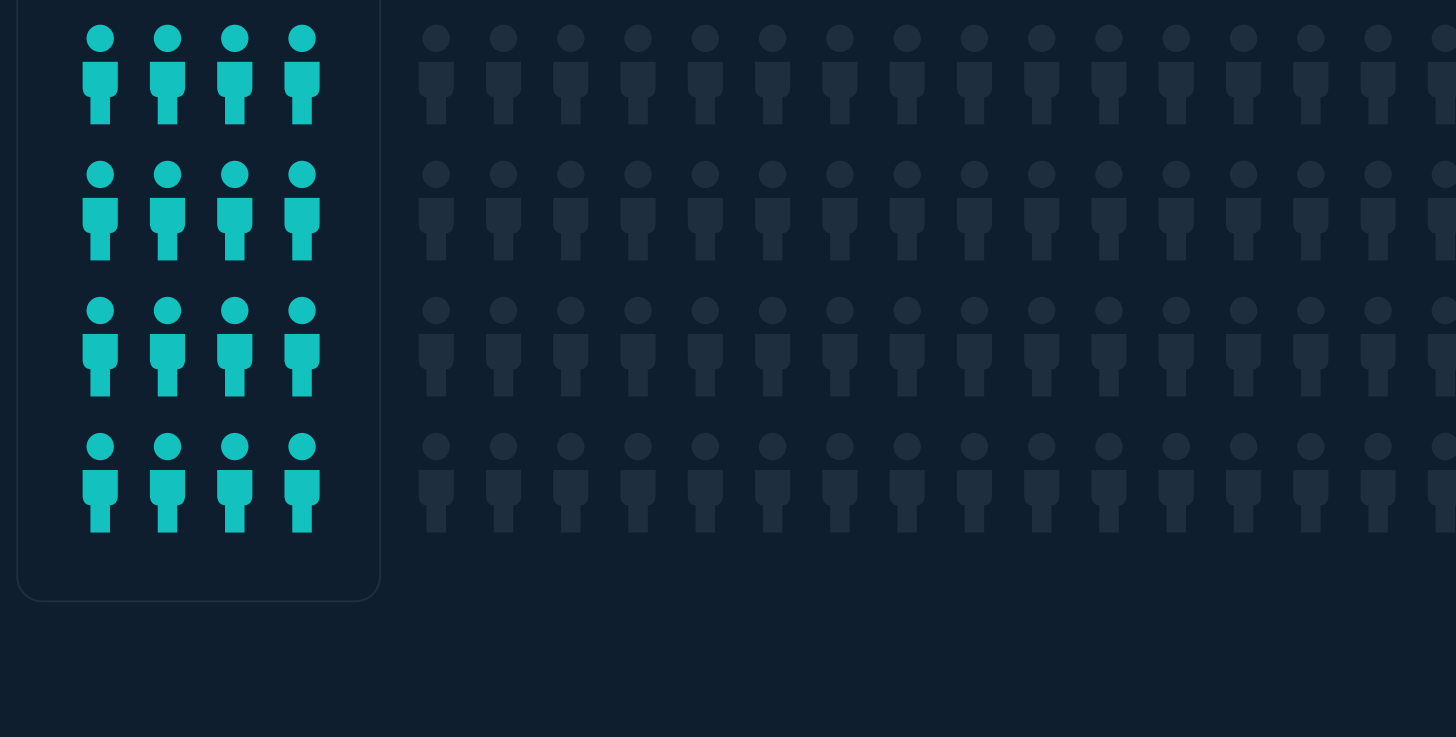
How much do you love sorting through spreadsheet after spreadsheet crunching numbers and trying to glean some kernel of insight from a bunch of disparate numbers? Not so much. In 2019, you need easy to understand analytics that makes taking action on your data easy. You don't have to wait for a second longer.

The 80/20 rule is golden

DISCOVER **WHO** YOUR BEST CUSTOMERS ARE; **WHEN** THEY COME IN AND **WHAT** THEY'RE WORTH.

About 80% of your revenue comes from just 20% of your customers.

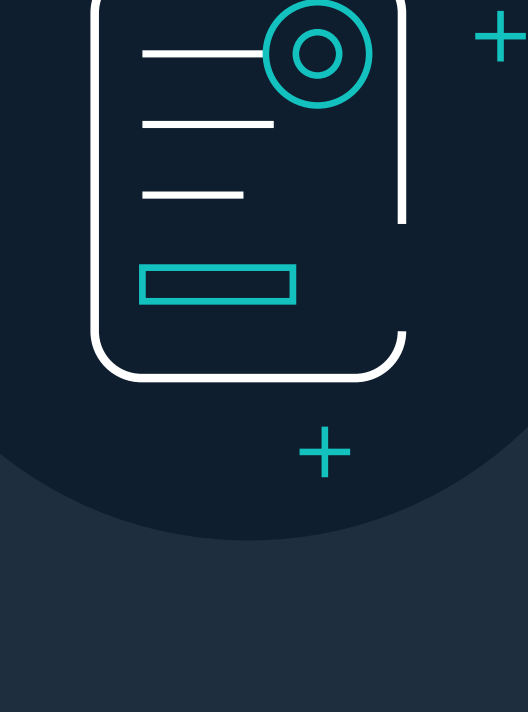
Wouldn't it be amazing to **know who they are** so you can treat your VIPs like the rock stars they are?



DATA

Capture data from every customer purchase.

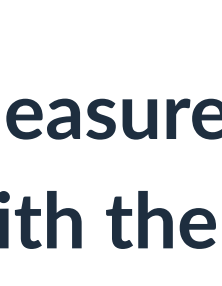
The data struggle has been very real for a long time, but kick those struggles to the curb in 2019 because you can now easily capture robust customer data with every purchase and use it to segment and hyper-target your marketing campaigns. And, you can do it all from one platform. Kiss that fancy-pants CRM and email service provider buh-bye. Say, hello to customer engagement done right.



Track over 20+ customer attributes.

Have you ever tried to manually segment portions of your audience? UGH! Why do all that when you can quickly and easily choose from a plethora of powerful, pre-built segments that enable you to laser target your campaigns to the right person at the right time? Plus, you can make meaningful changes to your customers' behaviors that generate revenue for your business. **Ka-ching!**

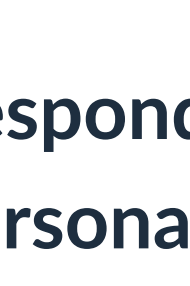
FEEDBACK



Measure customer satisfaction with the leading indicator of success.

Customer satisfaction is crucial to the success of your business and the ultimate measure of customer satisfaction is Net Promoter Score. Instantly ask your customers how satisfied they are post-purchase and get real-time scores by location.

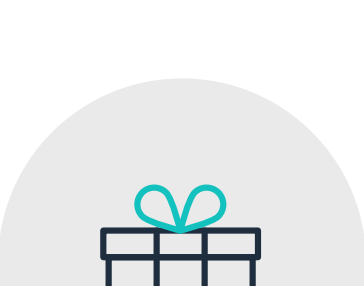
HAPPY CUSTOMERS = HAPPY BUSINESSES



Respond to customer feedback personally and privately.

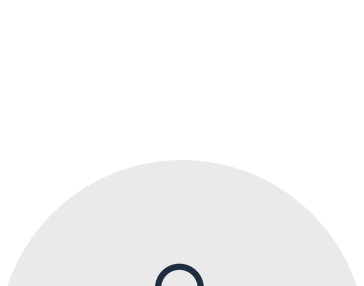
When customers want to give you praise or vent, you want to give them a forum to do so privately and so you can respond personally. You don't want negative reviews being posted on third-party review sites that can soil your business reputation. Keep everything on point by responding personally and privately to your customers. You can even provide an offer to win them back, if needed. EVO Entertainment Group does it and **has a winning recipe for success.**

CUSTOMER LOYALTY



Surprise and delight your customers.

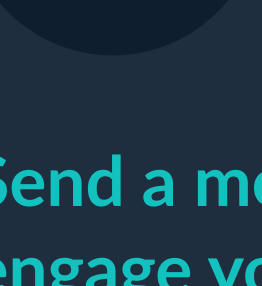
Have you ever received a nice note or a gift unexpectedly for no reason at all? We call this surprise and delight and it's kind of a sure thing when it comes to engaging your customers and making them happy. Everyone likes to get something cool out of the blue. So surprise and delight your customers and reap the rewards all year long.



Retain your customers and keep them coming back.

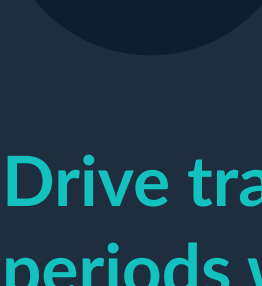
We've all heard the **stats** that it's less expensive to **retain a customer** than to acquire a customer and that's never been more true than right now. The marketplace is competitive as can be, so you need to keep your customers happy, satisfied, loyal and coming back. You worked hard to get them in the first place, so keep them away from your competitors and enamored with your business. See how **Pacific Catch retains their best customers.**

TARGETED



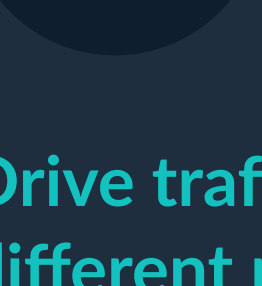
Send a message to engage your entire audience.

While we are HUGE fans of targeted messages, there are also times when you want to send a message to your entire audience including your email subscribers and your loyalty members. Your customer engagement platform (like Thanx) makes this a breeze and you can upload your email list or connect your email service provider, then in just a few clicks create your message, click send, and booyah — watch the results roll in. Dewey's Pizza did this and increased their revenue 20 percent with a single email.



Drive traffic to slower periods with a time-shift campaign.

Dead-time is such a buzzkill. Your staff hates it, you hate it, it's just a drag. Make it a thing of the past by using a targeted campaign based on visit time data to **drive traffic to slower time slots** in your day. Send an offer to customers that only visit in the evening to join you for lunch. Traffic is a lifeline so keep it strong all day and night long.



Drive traffic to a different part of the week with a week-shift campaign.

Do your customers only visit during certain days of the week? Do you wish you could change that? Your wish is our command. Simply use the week-part data to understand when in the week your customers visit, then use a targeted campaign to shift a segment of those customers to visit during a different part of the week that you want to drive traffic to. Elephant's Deli did this exact thing and drove a **43 percent increase** in their weekend brunch traffic.

AUTOMATED



Use automated campaigns to do the work for you.

You're wearing a thousand hats and juggling a million things. We get it. That's why we've got automated campaigns that can do all the heavy lifting for you. Essentially, you set up campaigns once, then let them do their thing in the background generating revenue for you so you can focus on everything else. It's like having an army of marketers working for you round the clock, 365 days a year. Set it and forget it.



Recognize customers' birthdays with an automated birthday campaign.

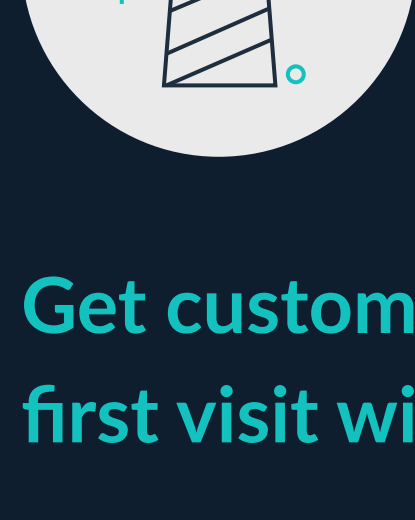
Recognizing your customers' birthdays is an excellent way to engage them and build customer loyalty. Birthday rewards are common for a reason — because they work. Since most people don't celebrate alone, special birthday guests will bring friends and family along. Instead of a single guest coming in to redeem a reward for a free dessert, what you'll often discover is the birthday guest will bring in their entire crew to celebrate with a birthday dinner or lunch. Consumers redeeming birthday rewards typically spend 31% more than their normal purchase size. And you can do it all automatically based on their birthdate. Now that's something to celebrate.



Winback customers with an automated winback campaign.

Sometimes customers go MIA. They used to come in all the time until they didn't. You can keep them from falling away with an automated Winback campaign. Simply set it up once, then our powerful AI abilities will detect if a customer has lapsed and send them an offer (that you designate) to win them back.

Winback campaigns perform, too, delivering 6x ROI for today's businesses.



Get customers to come back after their first visit with a bounceback campaign.

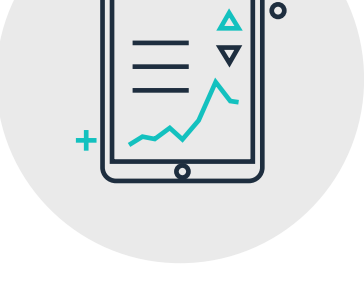
You work hard to get customers to come in that first time. But how many visit once and then you never see them again? Lame. With a bounceback campaign, an automated offer can be sent to someone who recently visited your business. This helps to ensure first-time customers become repeat business. **It's worth it to engage first-time visitors.** The reason? It costs anywhere from 5 times to 25 times more to acquire a new customer than it does to retain an old one.

MEASURE RESULTS



Measure results in revenue not just vanity metrics like opens and clicks.

Many email service providers (ESP) boast about metrics like opens and click-through rates as success KPIs. However, these are vanity metrics — metrics that don't have a direct correlation to numbers that speak to business success. Make 2019 the year that you measure your results in revenue. To measure real revenue from your emails, send campaigns through a customer engagement platform that enables you to capture robust data about the customers driving your business including **revenue generated from each and every email sent.** This is a game-changer for your business and **not** something your run-of-the-mill ESP offers.



Use a control group to gauge your success.

Have you ever run a campaign and then pondered if you would have gotten the same results if you hadn't made the effort? Up until now, it's been nearly impossible to tell, but it's a bold new world and you can put the power of control groups to work **to prove the value of your campaigns.** By comparing the results of the control group and the campaign group, you get measurable results like ROI and lift in profits that stem from specific campaigns.