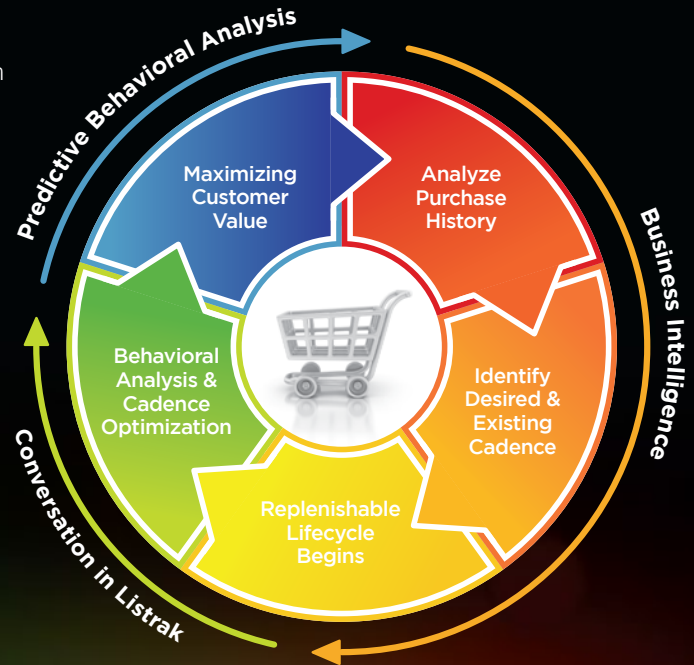


Buyertrak

Fact: it's much easier to sell to a customer who has purchased from you in the past than it is to acquire a new customer. Not to mention timelier and more economical. Buyertrak enables you to further monetize existing customers by increasing lifetime value and brand loyalty, while decreasing cost of sale.

Using our Predictive Behavioral Analytics and integrated Business Intelligence, we automate email re-marketing campaigns designed to proactively prompt customers to repurchase products. We analyze product shelf-life and order history to determine when to engage customers, for which products, and at what frequency, then we build campaigns that influence purchases. Our Buyertrak solution drives sales and greatly increases the ROI of your email marketing.



Increase Customer Lifetime Value with Proactive Purchase Prompting

Elements of Buyertrak

- Predictive behavioral analysis to understand order history and customer engagement to identify resell opportunities
- Behavioral targeting strategies for replenishable products including upsell and cross-sell opportunities
- Dynamically designed campaigns that include personalization, merchandising and offers
- Identify the optimal number and cadence of email messages to prompt additional sales
- Post campaign analysis to determine success and ROI

About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.