



CUSTOMER RETENTION

WHAT DO ECOMMERCE OWNERS THINK?

Acquiring more customers, getting more website traffic and striving for a higher conversion rate is what you need for your new e-business.

THE REALITY, HOWEVER IS

making the customers
come back to your
website, is what sustains
the growth of your
business in the long run.

THE CRUX OF THE MATTER

Customer retention is as important (if not more) as customer acquisition, especially, when it comes to eCommerce businesses.

A STAGGERING STATISTICS

80%

**of businesses rely on email marketing to
retain customers.**

WHY ARE EMAILS SO POPULAR?

1

Emails are personal and are trackable.

2

People love it when they receive mails from their favorite brands.

3

It builds a certain kind of relationship between the customers and their desired brands.



A RECENT FINDING SAYS,

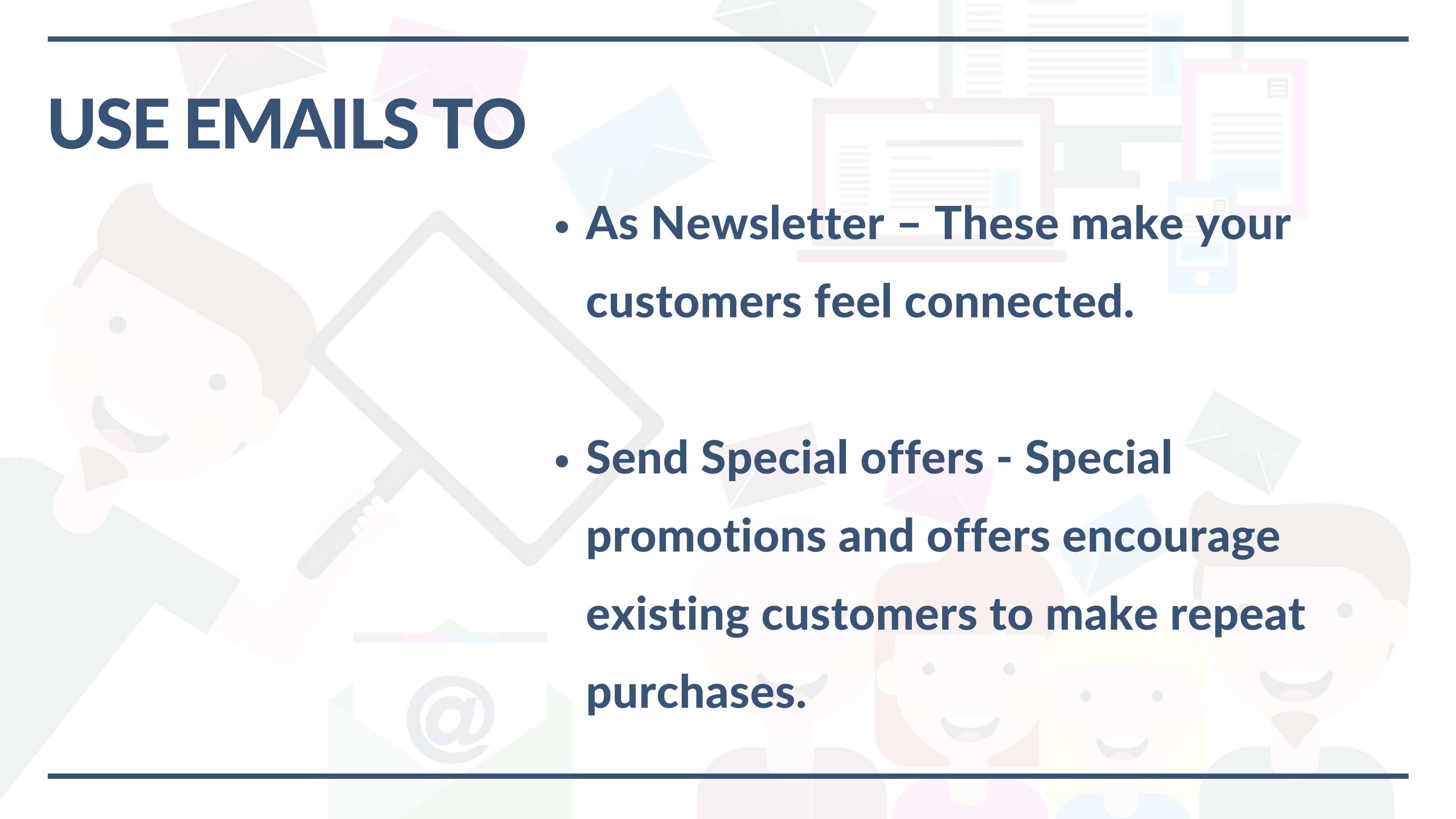
The most common reason why businesses lose customers is because of lack of customer contact and relationship building. Emails solve this problem for brands.

USE EMAILS TO

- **Address The Card abandonment issue - remind your customers that they have an item pending in their cart.**
- **Follow up - send your customers relevant information after they've made a purchase.**

JUST FOR YOU

USE EMAILS TO

- **As Newsletter – These make your customers feel connected.**
 - **Send Special offers - Special promotions and offers encourage existing customers to make repeat purchases.**
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- The background features a light-colored illustration. On the left, a person with brown hair is smiling and holding a large, empty sign on a stand. Below them, a group of four diverse people (two women and two men) are smiling. The scene is decorated with various icons: several envelopes in different colors (blue, green, pink, brown), a laptop displaying a webpage, a smartphone, and a large '@' symbol. The overall theme is digital communication and customer engagement.

PERSONALIZATION IS IMPORTANT

Because all you need is
to build and maintain a
personalized connect
with your customers.



PERSONALIZATION STRENGTHENS CONNECTION

It is only this personal touch which helps build a strong relationship between you and your customers.





AI IS YOUR ANSWER

PERSONALIZATION COMES FROM
INCORPORATING ARTIFICIAL
INTELLIGENCE ON YOUR ECOMMERCE
WEBSITE, WHICH MAKES THIS JOB EASY.

THANK YOU

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

DISCOVER