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.
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.
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.
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

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DISCOVER