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An SAP Company

Creating an Omnichannel Marketing Strategy:

4 Steps for Better Relationships, Retention and Revenue

Today's successful marketers are putting their primary focus on maximizing the value of existing customers. Building sustained customer relationships and improving retention is the goal, with the understanding that increased revenue will be the payoff.

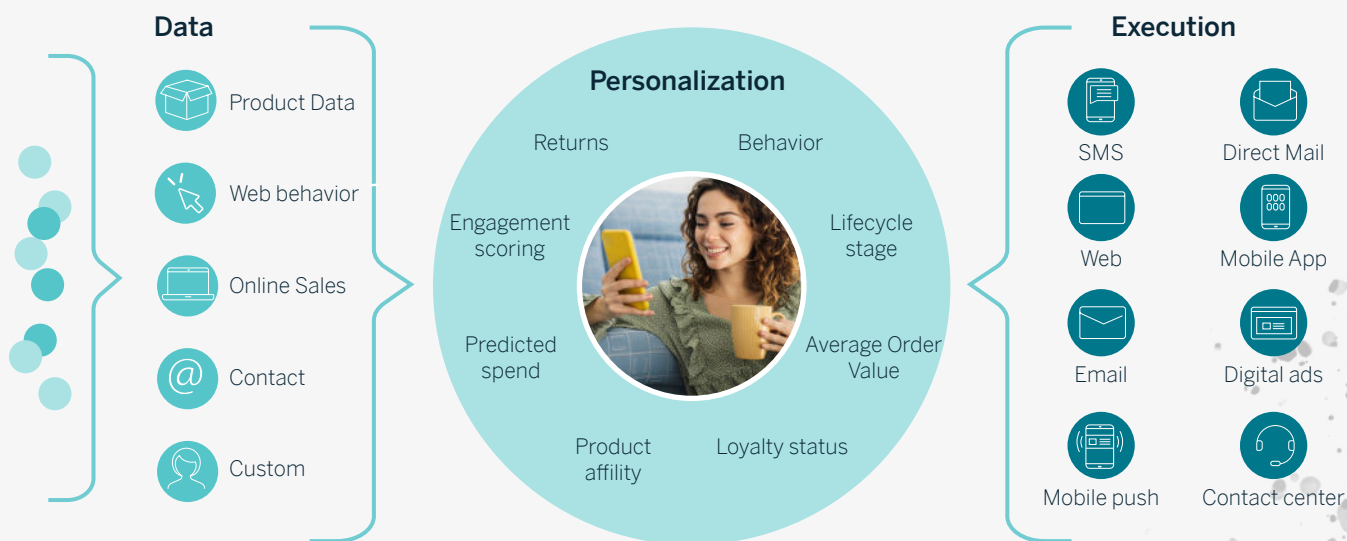So how do these marketers achieve better relationships,

retention, and ultimately, revenue? The answer lies in a personalized omnichannel marketing strategy.

Here are the **four essential steps for creating an omnichannel marketing strategy that increases customer loyalty and retention for your business.**

STEP 1

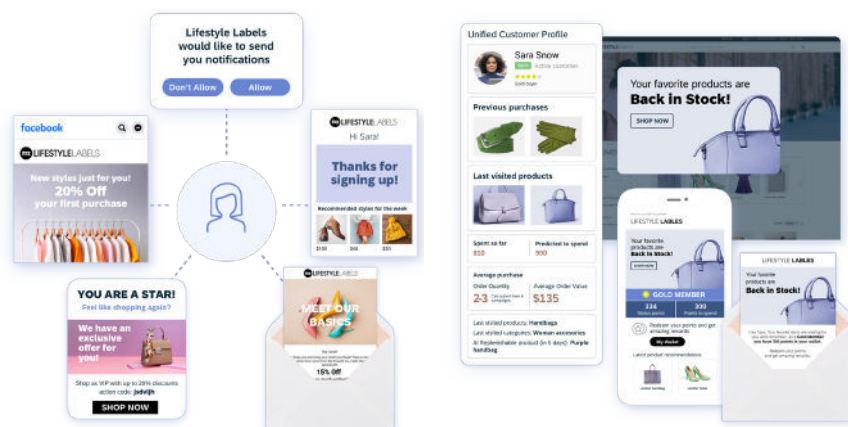## Unify Your Data and Channels So You Can Engage Anywhere

Having your data and channels connected gives you a holistic view of your customer, and the ability to engage them with meaningful, personalized experiences anywhere they choose.

Data
- Product Data
- Web behavior
- Online Sales
- Contact
- Custom

Personalization
- Returns
- Behavior
- Engagement scoring
- Lifecycle stage
- Predicted spend
- Average Order Value
- Product affility
- Loyalty status

Execution
- SMS
- Direct Mail
- Web
- Mobile App
- Email
- Digital ads
- Mobile push
- Contact center

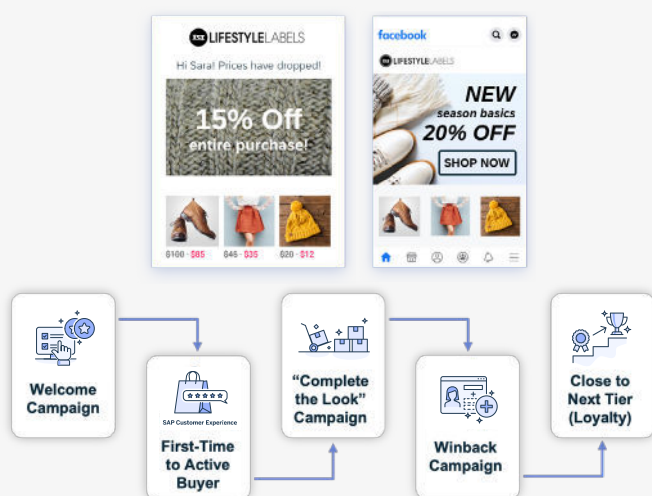## Keep Customer Coming Back Through Personalized Cross-Channel Experiences

Personalizing everywhere with 1:1 cross-channel experiences means more opportunity to connect with customers, build meaningful relationships, and keep them coming back again and again.

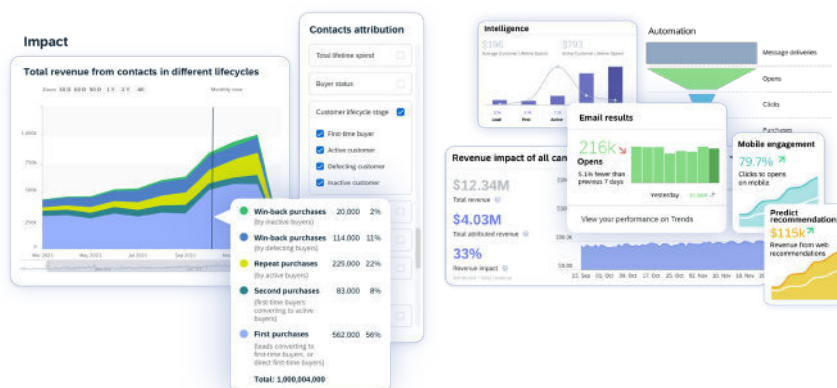## Automate Customer Journeys for Always-On Loyalty at Any Scale

Never miss a moment to connect with your customer. Let your tech do the work for you. Take an "always-on" approach to loyalty by automating your personalized, loyalty-building campaigns.

Measure Results to See the Revenue Impact of Your Loyalty Efforts

The goal of your loyalty efforts is to increase CLTV and drive revenue for the business. The ability to measure your results in real time allows you to optimize campaign performance, quickly adapt to market changes, and prove marketing's impact on revenue.

The Omnichannel Guide to Retention & Loyalty

Want to see how brands like PUMA, Pizza Hut, and French Connection use omnichannel marketing to **drive relationships, retention, and revenue**?

Download the Guide ▸