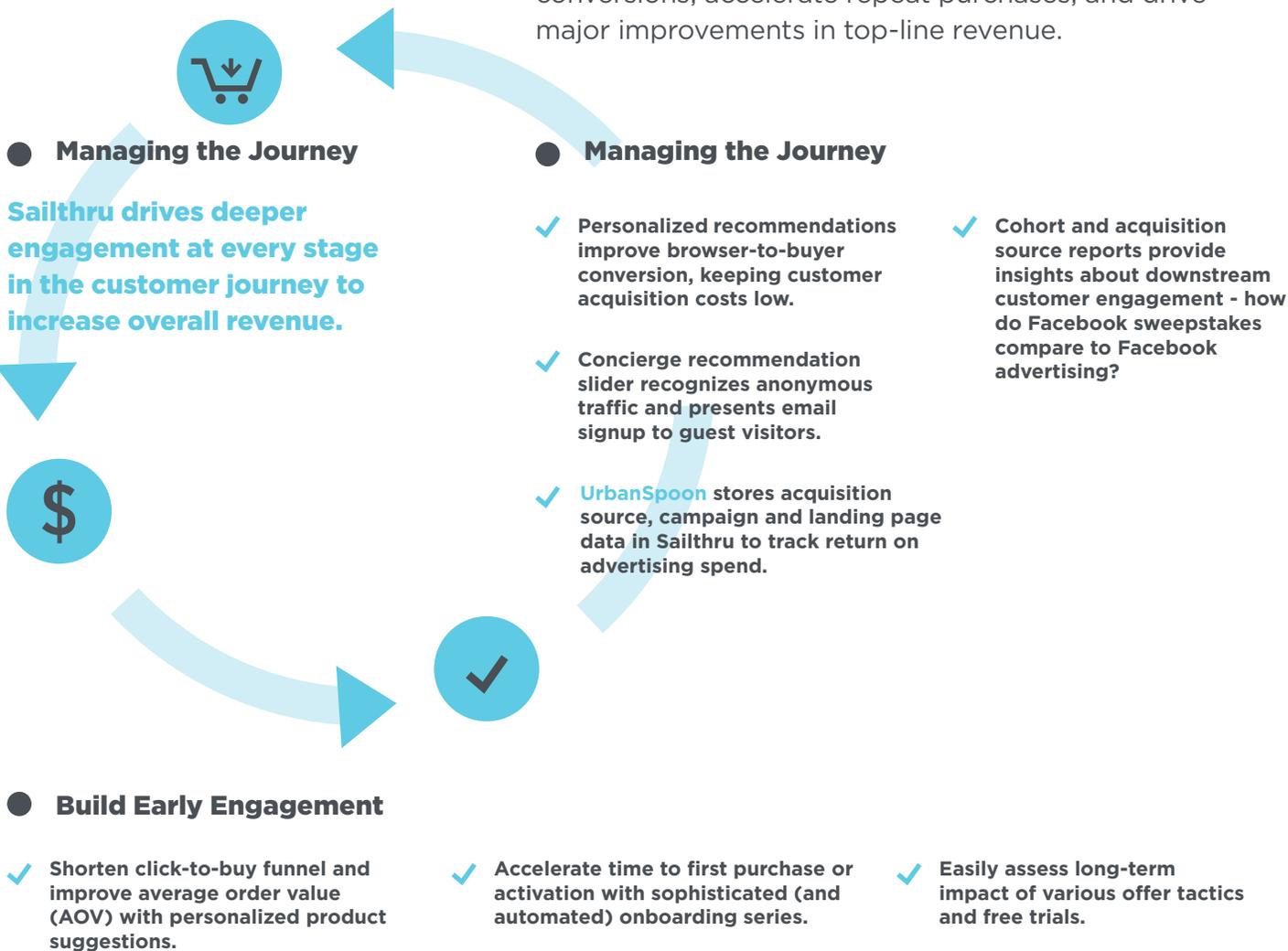


Full-Funnel Customer Relationship Management

The best marketers know that it's more efficient to retain an existing customer than to acquire a new one; Sailthru helps you get there.

Use Sailthru to improve customer stickiness and retention at every stage of the lifecycle, from the moment you capture an email address right through the customer's 100+ purchase. Our marketing automation tools empower marketers to optimize click-to-buy conversions, accelerate repeat purchases, and drive major improvements in top-line revenue.

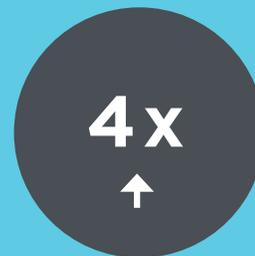


● Drive Ongoing Retention and Strengthen CLV

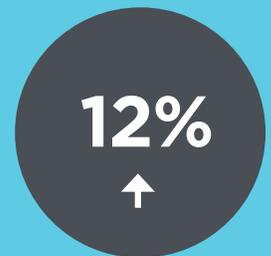
- ✓ Robust user profiles give you a single platform for all user data (site, mobile, social, email, etc.) to craft hyper-relevant messaging across all platforms (e.g. no Android app adverts for iPhone shoppers), meaning stronger engagement and purchase conversion.
- ✓ Advanced segment reporting indicates which customers are truly the most “sticky” - build customer groups based on more than just recency, frequency and monetary value.
- ✓ “Smart Strategies” product (trigger messaging) allows for easy deployment of welcome messages, win-back tactics and myriad other automated campaigns to mitigate disengagement risk as well as drive incremental revenue.



Savored, Groupon’s restaurant reservation business, worked with Sailthru to deploy new user and post-purchase drip campaigns and strategic discounts, resulting in a 4x lift in first-week buyers and a 12% increase in overall lifetime value.



Lift in first-week buyers



Increase in overall lifetime value

● Maximize Business Revenue

- ✓ Default revenue and conversion metrics empower you to optimize your marketing campaigns and promotions based on real dollars rather than just opens or clicks.
- ✓ Extensive reporting provides insights from a variety of lenses to decompose revenue as it relates to individual users, cohorts, campaigns and products.
- ✓ Improved end user experience extends average customer lifetime and increases lifetime value (CLV).
- ✓ Product recommendations drive higher basket sizes; our clients regularly see 5-10% lifts in AOV.
- ✓ E-commerce company **Fab** uses Sailthru’s campaign-specific revenue metrics to assess the efficacy of different marketing messages.