# Retention Model Deployment

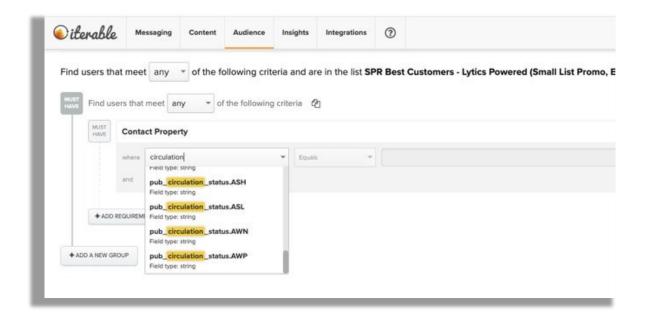
## More effective email retention marketing in Iterable using Actable custom data models

#### The Challenge

A financial services provider needed to improve customer retention and cross-sell to meet aggressive business objectives. Their "batch and blast" communication strategies were not effective and were in some cases exacerbating the churn problem via irrelevant content.

#### Solution

- Actable analyzed the customer file and evaluated thousands of customer data points to isolate signals that indicated customer value and propensity for action. Key signifiers included:
  - Promotion response rate
  - Last order date
  - Lifetime value
  - Content affinity



- Actable deployed customer segmentation and scoring system to determine customers at risk of churn, and those with a likelihood to buy cross-brand products
- Segments were fed into Iterable, and paired with dynamic content assets to enable personalized content and offer recommendations to individual customers

### Results

Contact Us:

One-to-one message personalization, at scale, driving specific business outcomes around customer retention and product cross-sell

www.actabledata.com

Initiative is ongoing







