



ValAdvisor

***Unlock your
Customer Potential***

Why is your Customer potential locked till now



NOT a current PRIORITY



SKILLSET / Experience GAP



INADEQUATE Technology



What is being MISSED ?



67% Repeat Customers spend more value over time than first-time customers

McKinsey
& Company

40% Personalization drives more revenue for organizations

Gartner. **40%** Churn can be reduced by focusing on use of data

Key to SOLVE
this problem is



a **PROCESS** *driven approach*
that
EMPOWERS *your team*
to
UNLOCK *the*
purchase potential of your
CUSTOMERS *through*
smart & contemporary
campaign ideas

*Technology is just an enabler
and we provide it on-demand*

*How does it actually
work?*

***Grow Revenue & Frequency
per Customer***

***Implement Omni-channel
Engagement & Retention
strategies***

***Drive Retargeting & Churn
Reduction***

***Improve Customer Experience
through Personalization***

***Grow adoption of lagging
SKUs, Stores, Markets***

Convert Trials to Retention

***Upsell / Cross-sell
recommendations***

***Successfully Launch New
Stores / Locations / Products***

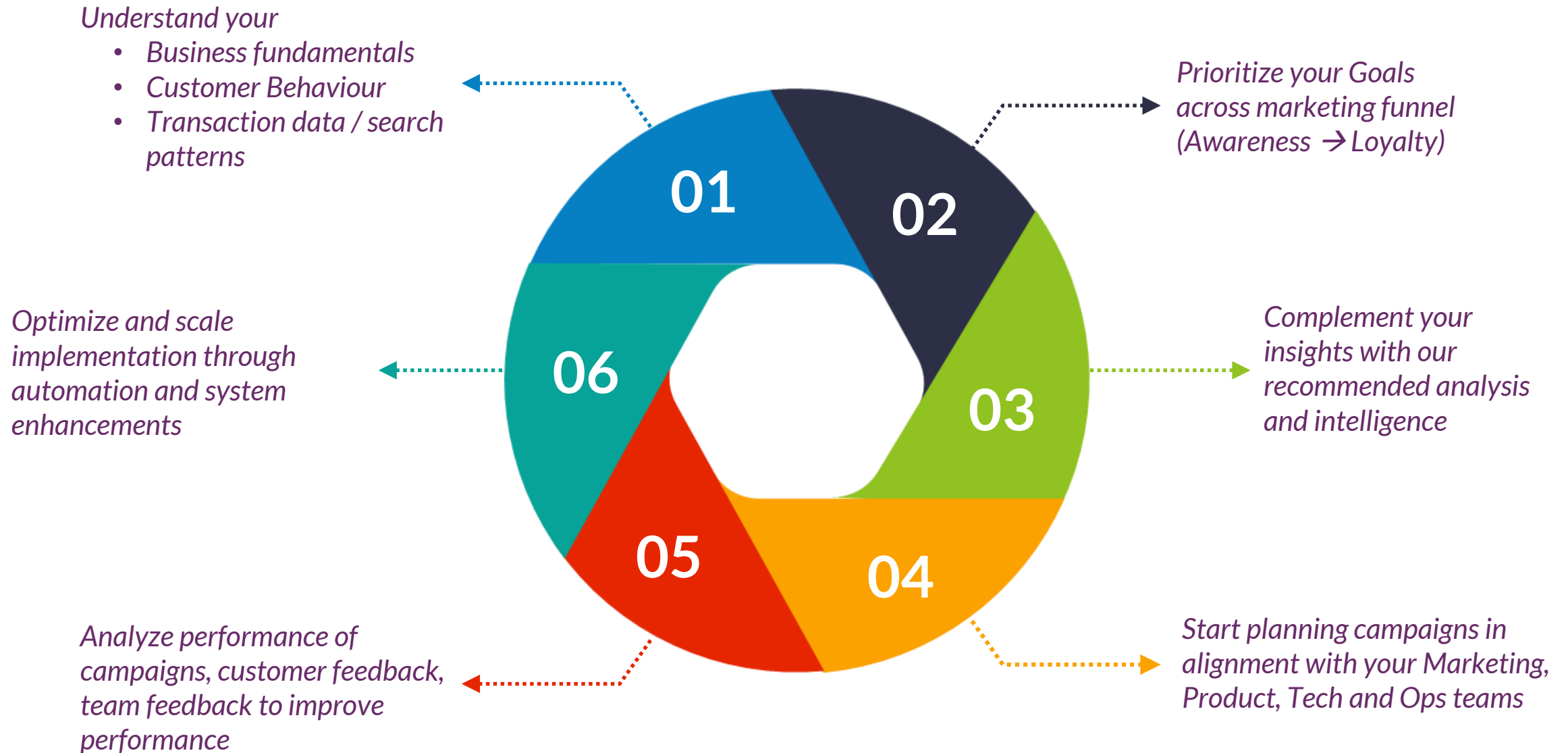
***Automate Lifecycle based
multi-channel workflows &
journeys***

***Demographics & location
based lead generation /
customer acquisition***

***Improve Brand Recall and
Customer Advocacy***

***We
understand
what are the
prominent
goals
a brand wants
to achieve***

We club your goals with our process...



...to conceptualize differentiated campaigns delivering positive ROI



engaging &
personalized
Content



contemporary Tactics

(gamification, video/clips,
FOMO fever, referrals, tactical
discounting, automated bots, etc.)



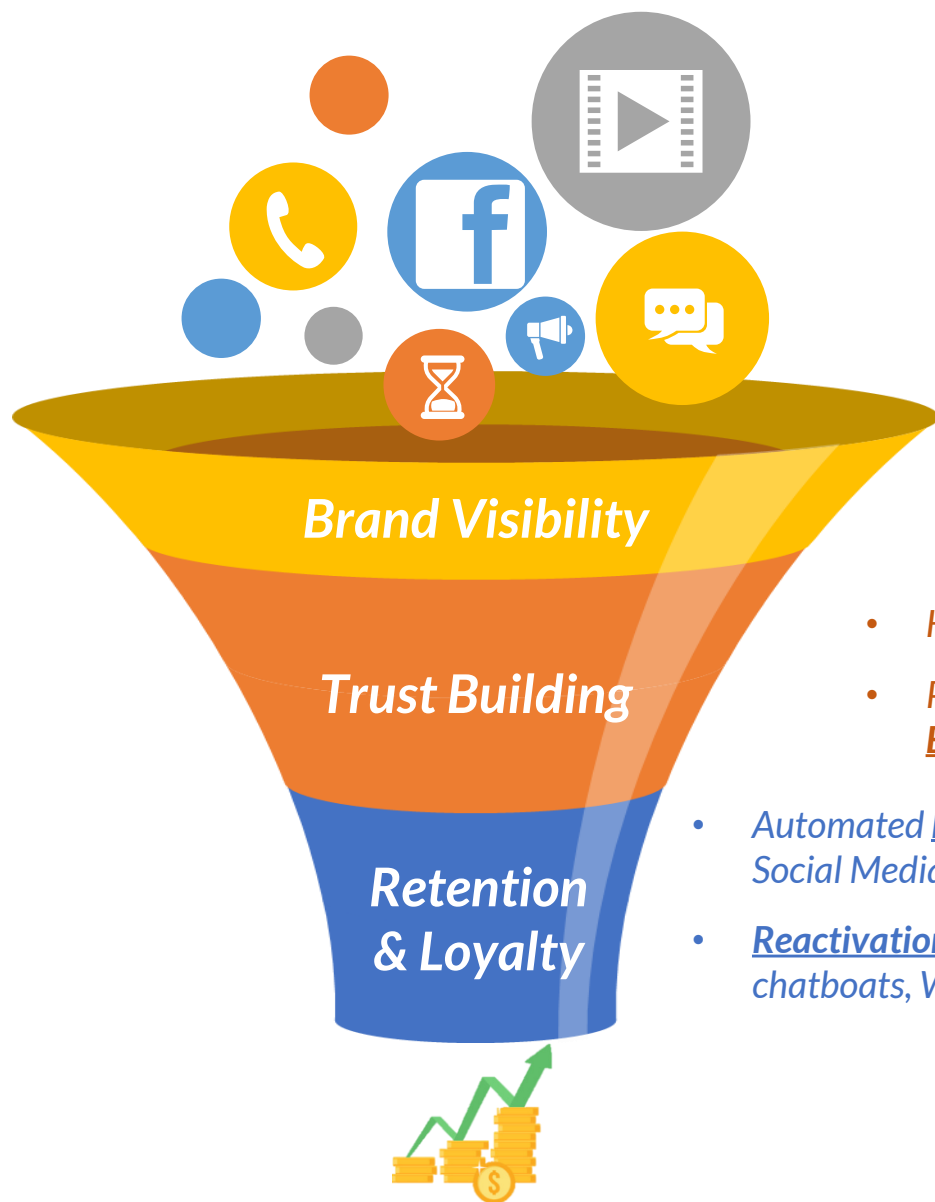
right Audience



right mix of
Channels



In a Nutshell we provide Full-Funnel Marketing Solutions



- Segmented bulk & personalized messaging across channels to create Awareness, build Influence and generate Interest
- New Customer Acquisition to widen reach and allow brand discovery
- Hyper-personalized campaigning to generate Desire and drive Purchase
- Product recommendations with omnichannel pairing, to improve customer Engagement & Experience thereby creating additional purchase opportunities
- Automated Retention drives utilizing high engagement channels (WhatsApp / Social Media / Voice), planned basis multi-attribute customer purchase analysis
- Reactivation and Win-backs through gamification, interactive messaging, chatboats, WhatsApp commerce, referrals, targeted promotions, etc.



Retail

D2C/e-Com



QSR/Hospitality



Gaming



Beauty & Wellness

Healthcare



Consumer Durables



Cinemas



Travel & Tourism



Auto & Ancillary



BFSI



INDUSTRIES

Why choose US?

**Rich Digital Marketing
experience as a
Brand Custodian**

**Focus on Process
oriented approach
to deliver
Customer Success &
Revenue Growth**

**Technology agnostic
approach, ensuring
flexibility & highest level
of data privacy**

**Our network of best in
industry Marketing
Automation platforms,
Content Creators,
Aggregators, Telecoms
& DMPs**

What do YOU get?

- ◆ Incremental Footfalls & Sales
- ◆ Higher Retention / lower Churn
- ◆ Better Customer Experience
- ◆ Growing CLTV
- ◆ Optimized Marketing Spend
- ◆ More time to focus on other Priorities

What do WE get?

- ◆ A Successful & Happy Partner
- ◆ Recommendations / Referrals
- ◆ Our Payments 😊

About Us



Ishant Jaipuria
Director – CRM Services

*Ishant is leading our
CRM division*

*He has 5+ years of expertise in
converting customer purchase
behavior analytics, business strategy
& external environment dynamics
into successful ROI-positive
campaigns*

He has 15+ years of overall experience

ex-



ValAdvisor

*is an ecosystem of financial &
marketing advisory specialists,
digital marketing specialists, data
scientists, supported with a network
of industry best communication
platforms, game developers, content
writers & graphic designers*

VALUx 2.0

*A next gen engagement and
retention platform for
real-time actionable insights*

COMING SOON



*Looking forward
to meet you*

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