



A customer acquisition company
A conversion specialist

It costs 5 times more to
attract a new customer
THAN TO KEEP
An Existing One

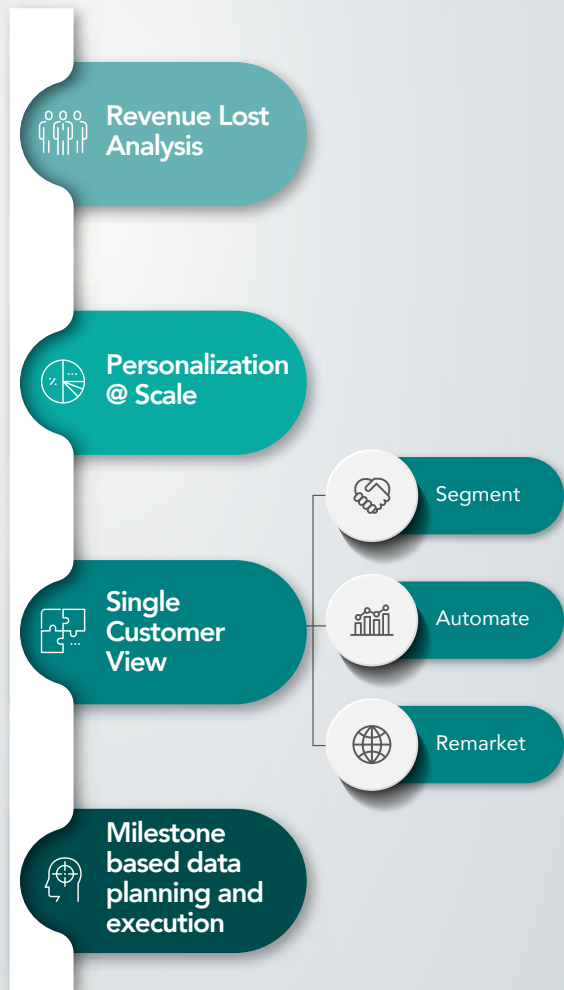
It takes months to find
a customer and only
SECONDS
To Lose One



Improve Customer Lifetime value

Improve 8% in 10+ months

A proprietary framework of 0101.today



0101's Proprietary

CUSTOMER RETENTION

Process Framework



1
Growth
Curve
Analysis



2
Identify
Growth
Catalyst



3
Benchmarking
For KPI
Setting



Personalize
Communication

4



5



6

Post click
optimisation



7

MarTech to
AdTech
connect



Growth Curve Analysis

DESCRIPTION

Use of descriptive analytics to understand key parameters performance, cohorts/ segments, Trends

MODEL

RFM - Recency, Frequency, Monetisation

FTDP - Frequency, Tendency, Dispersion and Position

Call centre analysis

PROCESS


We have framework & rating mechanism that help us use Measure of recency, frequency or Monetisation together to define segments. We will also be able to build projected growth

We look at 'Frequency' and take 'Avg Tendency' to apply Measure of 'Dispersion filter to understand position.

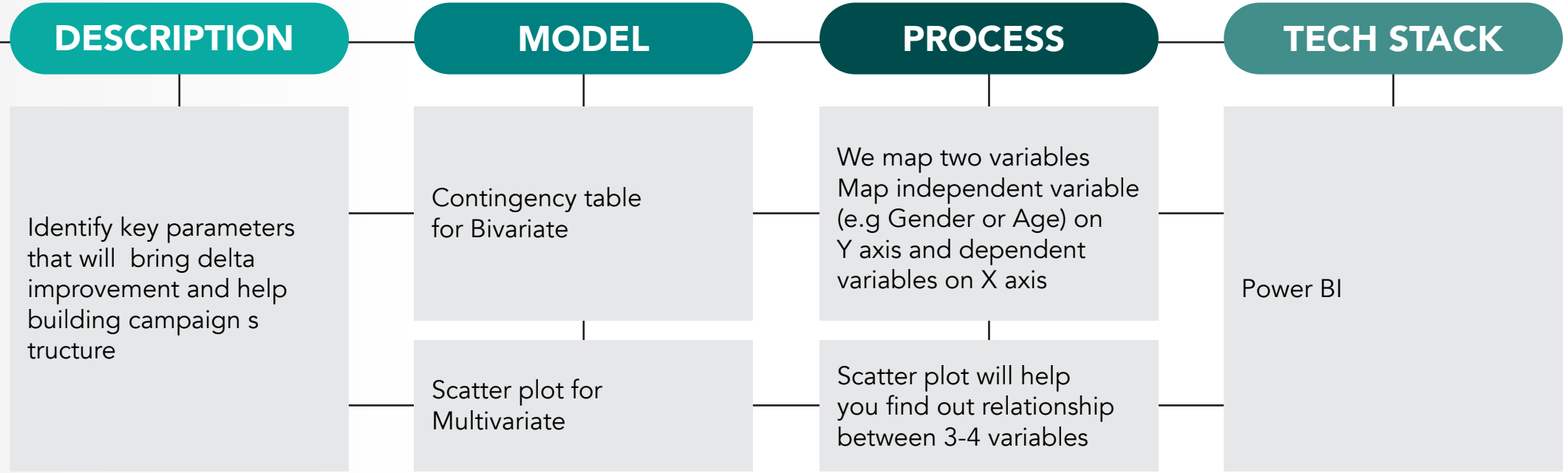
Voice recordings, reports & highlight Actionable insight


TECH STACK

CRM + Google Big query/ AWS athena + Google data studio

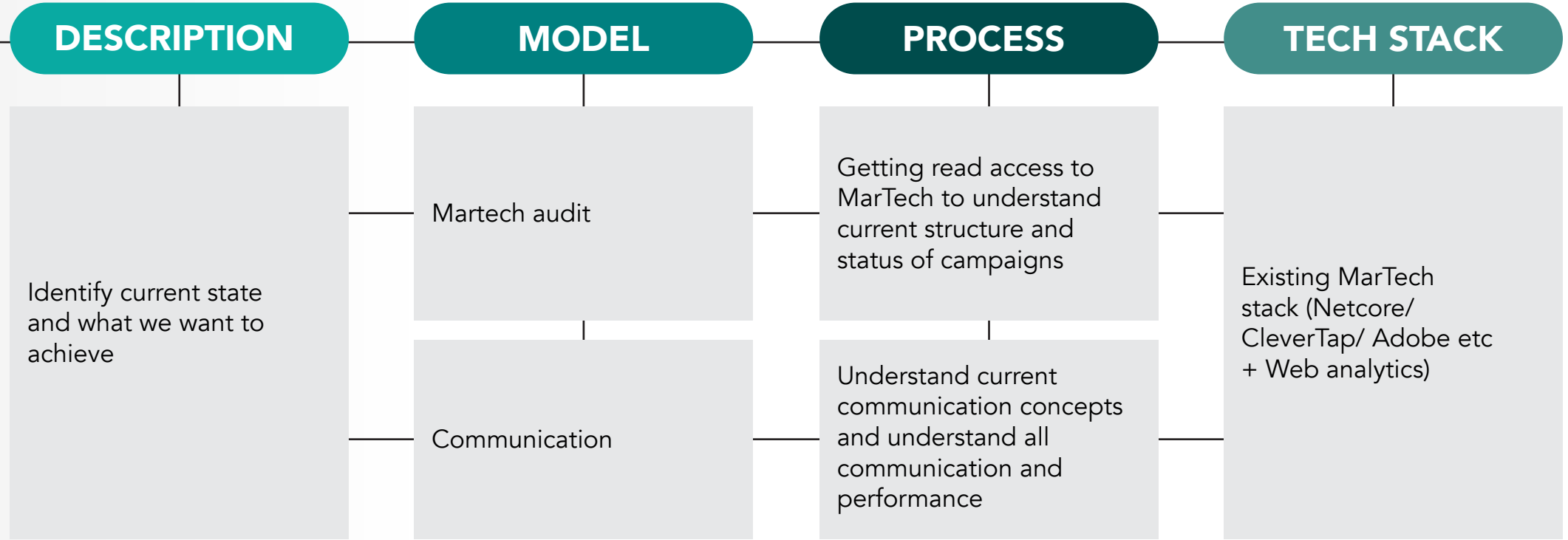



2 Identify Growth Catalyst





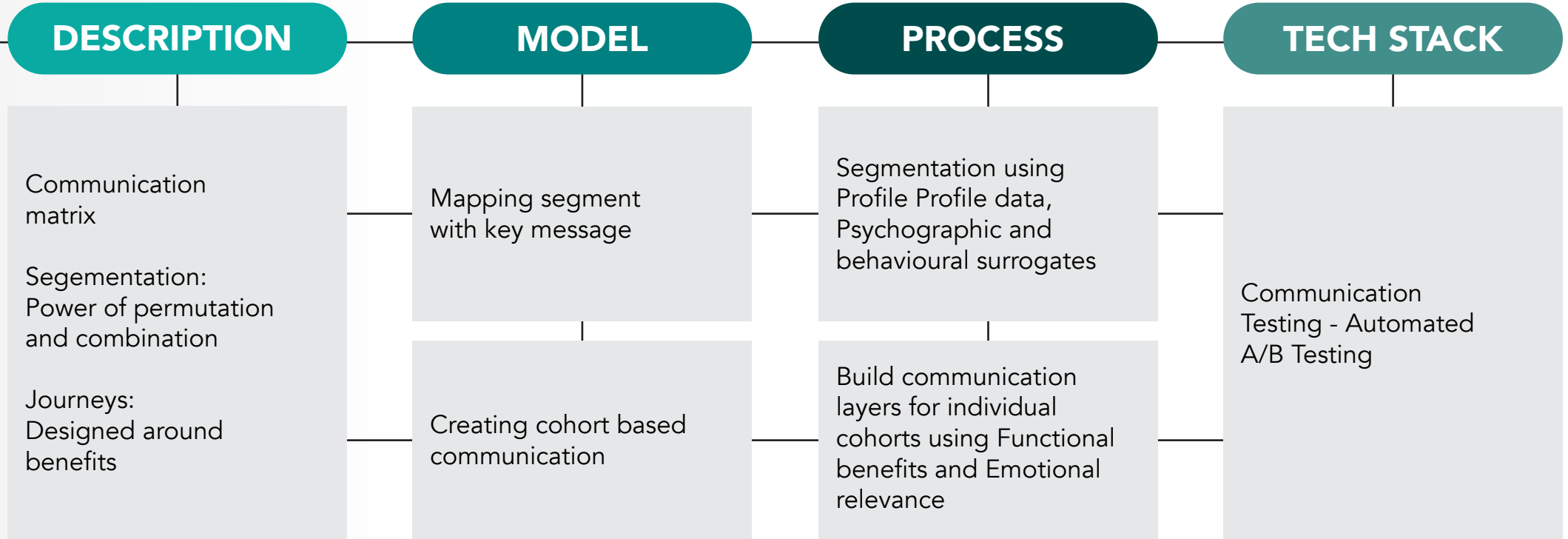
Benchmarking
For KPI
Setting





Personalize
Communication

4



Segmentation, as it should be

Power of permutation and combination

Profiling

Demographic

Socio-Economic

Geographic/ Channels

Current & New customers

Psychographics

Lifestyle

Personality

Values

Attitudes

Behavior

Benefit need states

Purchase occasion

Purchase behavior

Perceptions and belief

Mindset

Innovator

Early adopter

Early majority

Late majority

*Subject to data availability

Journeys, as it should be Designed around benefits

Functional

Better for you

Quality, More powerful,
Lasts longer Safer,
How it is made, Performance

Simplifies your life

Keeps you organized,
Hassle free, Saves time, Easy,
Integrated, Efficient

Keeps you connected

Cultural, In touch, Social
Latest fashion,
Latest technology

Makes you smarter

Updates, Advice,
Solutions
Helping hand, Teaches

Saves you money

Low risk, Track success,
Resale value. Good value,
Invest in future,

Helps your family

Better home, Education,
Comfort Life stages,
Moment marketing

Enhances your experience

Memorable, Responsiveness,
Rituals. Occasions,
Variety, Luxurious.

Makes you healthier

Reduces, Prevents,
Soothes Exercise,
Weight, Mental health

Emotional

Sense of optimism

Inspired, Motivated
Special & Successful

Feel myself

Values, Honest
Family and Down-to-Earth

Curious for knowledge

Wisdom, Informed
Smarter and even Competent

Get noticed

Cool, Popular,
Playful and trendy

Feel free

Exhilarating, Interesting,
Excited and Alive

Feel comfortable

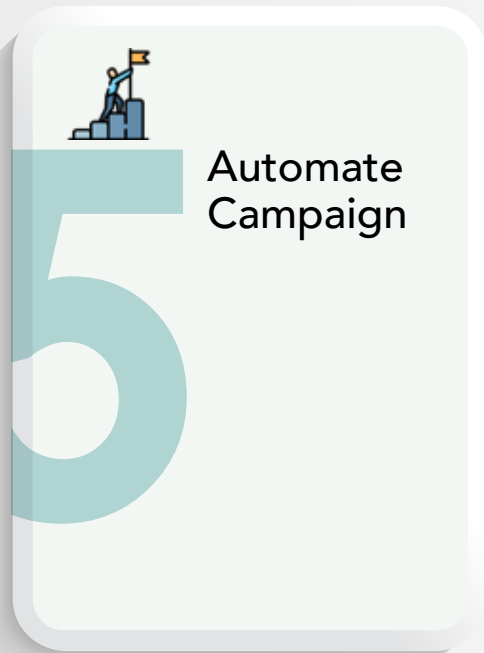
Relaxed, Compassion
Easy going and Nurtured

Feel liked

Friendly, likable
Happy and Intimate

Stay in control

Trust, Respect,
Reliable and Safe



DESCRIPTION

Calibrate targeting & media

MODEL

Data - Time of Day, Source of Conversion

Channel - Combination Email, SMS, WhatsApp

PROCESS

Layer segments with rich conversion information

Optimum usage of Martech

TECH STACK

Existing MarTech stack (Netcore/ CleverTap/ Adobe etc + Web analytics)



Post click optimisation

6

DESCRIPTION

Manual tracking and UI analysis to reduce friction

MODEL

On page optimisation

PROCESS

Monitoring user journeys to understand and suggest fixes to improve conversion rate

TECH STACK

Lucky orange for user journey analytics



MarTech to
AdTech
connect

DESCRIPTION

Improve reach to
non-responsive
customer base

MODEL

Dynamic remarketing
strategy

Exact match social media

PROCESS

Saving on wasteful
martech resources,
improve contactability

Social media
targeting with right
contact frequency

TECH STACK

Customer Data Platform