



## Gamooga: Omnichannel Marketing Suite Purpose-built for User Retention

Retaining users is an industry agnostic challenge. Consumer businesses today find it harder to keep users coming back for more. Instead of focusing solely on vanity metrics like subscriber growth, brands should prioritize metrics like customer lifetime value, key conversion rates, and 30-D/90-D retention rate.

To bring along this shift, Gamooga offers a unique blend of solution for consumer brands that is built to address the challenge of low retention rates.

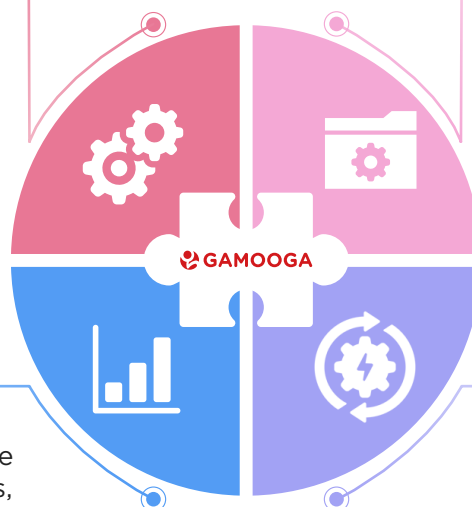
### ENGAGEMENT THAT RETAINS CUSTOMERS

#### AUTOMATE

Create long term engagement campaigns on a visual canvas with Journey Builder. Stitch together your engagement campaigns that connect users across channels like email, push notification, SMS, In-app messages, web messages, amongst others.

#### PERSONALIZE

Send contextual, targeted, and personalized messages to each user based on their behavior, preferences, and affinity. Deliver 1:1 communication to millions of users with Gamooga.



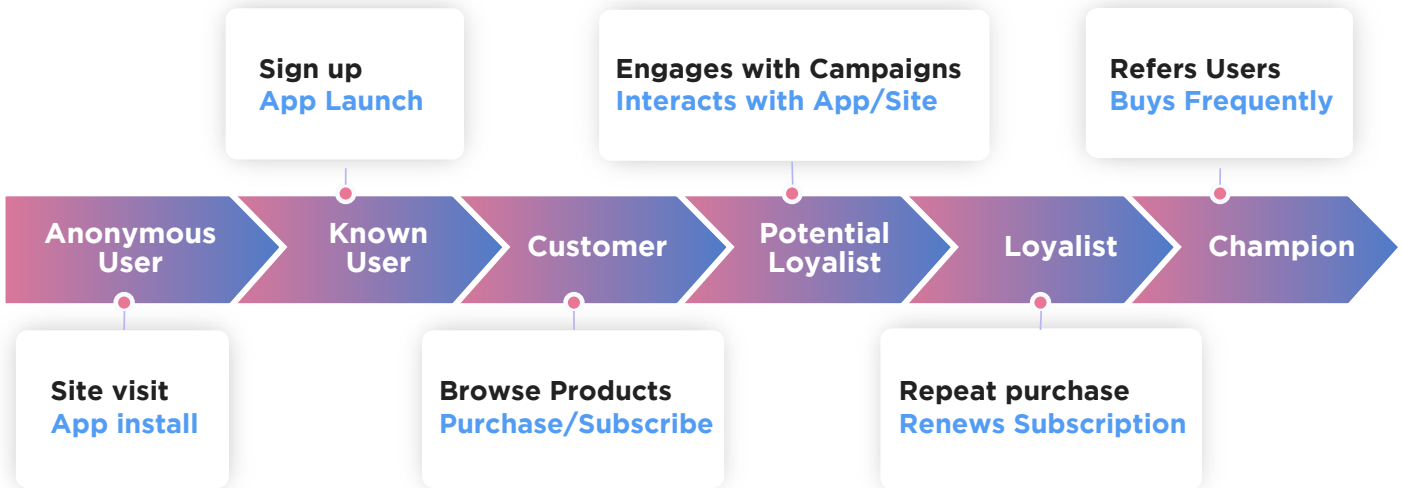
#### ANALYZE

Do more with your data. Analyze customer data, schedule reports, visualize campaign performance data, or set up email alerts with comprehensive and fully customized reports in Gamooga.

#### OPTIMIZE

Leverage the power of AI/ML to send campaigns at the right time, on the right channel for each user. Cultivate an environment to experiment with campaigns, messaging via AB testing.

## WINNING CUSTOMER ATTENTION ACROSS LIFECYCLE



## UNIFIED ENGAGEMENT ACROSS CHANNELS



Push Notification



Email



SMS



In-app Message



Web Messages



Browser Push



WhatsApp



Voice

### Fastest Growing Brands Trust Gamooga with User Retention



Get in Touch with Our Product Experts Today!

Write to us at [marketing@karix.com](mailto:marketing@karix.com) or visit [www.gamooga.com](http://www.gamooga.com) to explore more.

