

# biRetention retail companies' retention campaigns optimization

Many retail companies are interested in improving their retention campaigns conversion. Currently, their audiences are mainly generated taking into account expert criteria.

Some of our clients have multiplied its conversion rate by 20 regarding retention campaigns by replacing expert criteria with this AI-based audience generation system.

This solution is 100% compatible and can be integrated with any e-commerce, CRM or Marketing Automation tool.

It is capable of improving accuracy rates when it comes to identifying potential dropouts. It draws on all the information related to tickets, customers, products, prices, stores and offers, based on which it generates hundreds of thousands of characteristics of each customer, allowing retail companies to make an individual behavior prediction and get the best audience for retention campaigns.

By analyzing the clients who have previously reduced their purchase level to non-relevant amounts, considering their characteristics and their behavior pattern, the solution identifies other high-value customers who are likely to have a significant drop in consumption... before it takes place!

