

QUICK VIEW: RETAIL

# RETAILERS NEED TO CREATE RELEVANT ENGAGEMENT TO DEEPEN BRAND LOYALTY

*Customer communication has to stem from the smart use of data*



Steven H. Temares  
CEO, Bed Bath & Beyond

“Our ability to interact with our customers wherever, whenever, and however to express their lifestyles and habits and move through their various life stages creates a powerful customer value proposition and a loyal customer base. We are excited to have the opportunity to become more dynamic and more relevant to our customers.”

**BED BATH & BEYOND**

## Why retailers need to use data to create relevant communication



### Timing matters

Depending on season, some months generate 77% more sales than others – navigating this cyclicity is a must.



### VIPs fuel long-term success

72% of retail sales comes from 25% of customers – personally engage VIPs so they don't go elsewhere.

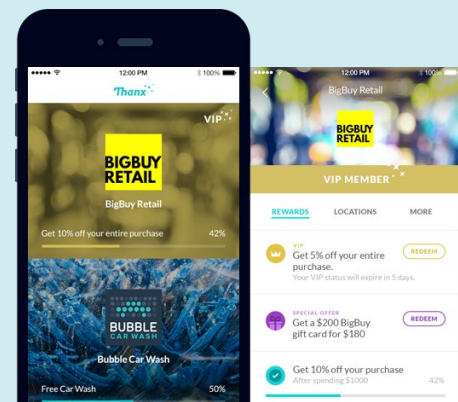


### Locations suffer without data

A retailer's best location outperforms its worst by 256% – share best practices to eliminate this variability.

## Thanx makes retail engagement more relevant to grow sales 30-50%

- VIP Experiences
- Customer Winback
- Off-peak Timeshift
- 2-Way Feedback
- Tracked Promotions
- and more...



VIP is just one of the exclusive Thanx 1-Click Marketing Tools for retailers. Create unique experiences and communication specifically for high-value customers – *automatically*.

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