



CONSUMER ENGAGEMENT

CREATING A RETURN ON INVESTMENT

A strategic process of connecting with customers!

- Customer engagement is accomplished through marketing initiatives that establish a bond between the customers and the company.
- Successful consumer engagement strategies include data-driven campaigns that deliver targeted and personalized digital offers, and omni-channel marketing assets, that produce a unique and valuable user experience with trackable results.
- Through active participation foster connections that can cultivate customer loyalty and drive connections.

P97'S CONSUMER ENGAGEMENT PLATFORM HAS BEEN OPTIMIZED TO DRIVE CONVERSION AND DRIVE RECURRENCE.



Benefits:

- Delivering the right offer to the right user at the right time is the ultimate instrument for growing mobile adoption, and stimulating user engagement.
- Leverage data to boost your marketing campaigns and achieve superior business results.
- Utilize omni-channel marketing assets to drive app downloads, reengage lapsed users, and incentivize new user behaviors.
- Deliver targeted digital offers that encourage user loyalty and grow active monthly users.

To learn more:

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<https://p97.com/consumer-engagement-2/>

