ChurnProof Co.

CASE STUDY

GCC · OMNICHANNEL RETAIL

How a GCC omnichannel retailer fixed its retention in 30 days.

The brand sold through its app, its website and its stores, but online and in-store data sat apart, so customers who had already bought in a store still got online reminders. In 30 days we joined the data and automated the funnel.

18×	+13%	20%	30 days
Return on retention campaigns	Sign-up to purchase conversion	Winback conversion	From plan to live

The challenge

- Customer data was split between the app, the website and the stores.
- High churn, and a lot of drop-off at cart and checkout.
- Leadership couldn't see what was being done or how it was performing.

What we did

- **Planned with the leadership team.** A retention roadmap built on three areas: understanding customers, growing through retention, and smarter targeting.
- **Launched 10 journeys in 30 days.** Drop-off recovery, first-purchase push, engagement and feedback, across email, SMS, WhatsApp and push.
- **Fixed checkout drop-offs.** Customers with payment problems got a retry with other payment options. Customers hit by system errors got an apology and a new payment link.
- **Joined online and in-store.** Customers who bought in-store were removed from online reminders, and messages were timed to when customers actually shop.
- **Brought lapsed customers back.** Messages by activity and value, and winback journeys for lapsed customers.
- **Kept leadership in the loop.** A video walkthrough of the plan at the start and of the results at the end.

Results

Return on retention campaigns	18×	Sign-up to purchase conversion	+13%
Winback conversion	20%	Clicks on messages	+26%
App, website and store journeys	connected		

One view of the customer across app, website and stores.

Want results like these for your brand?
Free 30-minute call. No obligation.

Book a 30-minute call →