

Triggers *direct* Customer Retention and Reactivation

Reduce Customer Churn

Triggers will be your best marketing dollar spent by keeping customers engaged, interested, and returning. Customer relationships are your best asset — utilize our Triggers *direct* program to manage key communications and extend transactions. Additionally, adding Triggers to your customer journey will expand reach and lead to increased ROI.

Program Overview

- Automated CRM and Customer Re-Engagement
- Modeled Customer Reactivation
- The critical “second sale” KPI*
 - The probability of selling to a new customer is only between 5% to 20%.
 - The probability of selling to an existing customer is between 60% and 70%.
- Reactivate your dormant customer portfolio and gain incremental sales.
- Implement “Purchase Anniversary”, 3- or 6-month, special “Welcome Back” or “We Miss You” offers.
- Get the highest sales ROI from the budget spent on retaining your customer base.

TRIGGERS
DIRECT

*Semrush 2021



ASHLEY

Average Ticket: \$1,227

\$48
mailed
ROAS

\$24
incremental
ROAS

YTD 2022 Complete Mailings



Interested in adding Triggers *direct* to your 2023 marketing mix?
Contact us at AshleyTeam@LSdirect.com or 845-357-1238.