

THE SWRVE CUSTOMER JOURNEY eBook:

Modernizing Your Brand's Path to Purchase



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FOREWORD

TARA RYAN, CMO AT SWRVE

We're all hooked on technology, and it's no wonder why.

The speed and convenience of digital experiences at our fingertips has us all glued to our phones. And it's the open, real-time flow of direct messages that has us checking our email a few times a day. And let's not forget the long-standing simplicity, reliability, and screen size of our laptops and desktops—that's kept us browsing, clicking, and opening new tabs for over a decade. Pair all of this with the addictive social media universe, the growing support and demand for smart TVs and other [OTT devices](#), and the technologies that continue to emerge at your favorite tech conferences (hello, 5G!), and you've got yourself **a world of opportunity across channels.**

What does that mean for future-forward brands? The ones that aren't merely interested in keeping up, but also bucking the trend and finding an edge that sets your brand apart from others? Quite simply, **this means forgetting old-school beliefs about a customer's path to purchase**, and modernizing your strategy with an honest look at how today's customers experience apps, make purchases, and explore new content. Remember, your customers are exposed to more options than ever before, so a strategic approach to being relevant in real time is the difference between a one-time user and a loyal, high-value brand advocate.

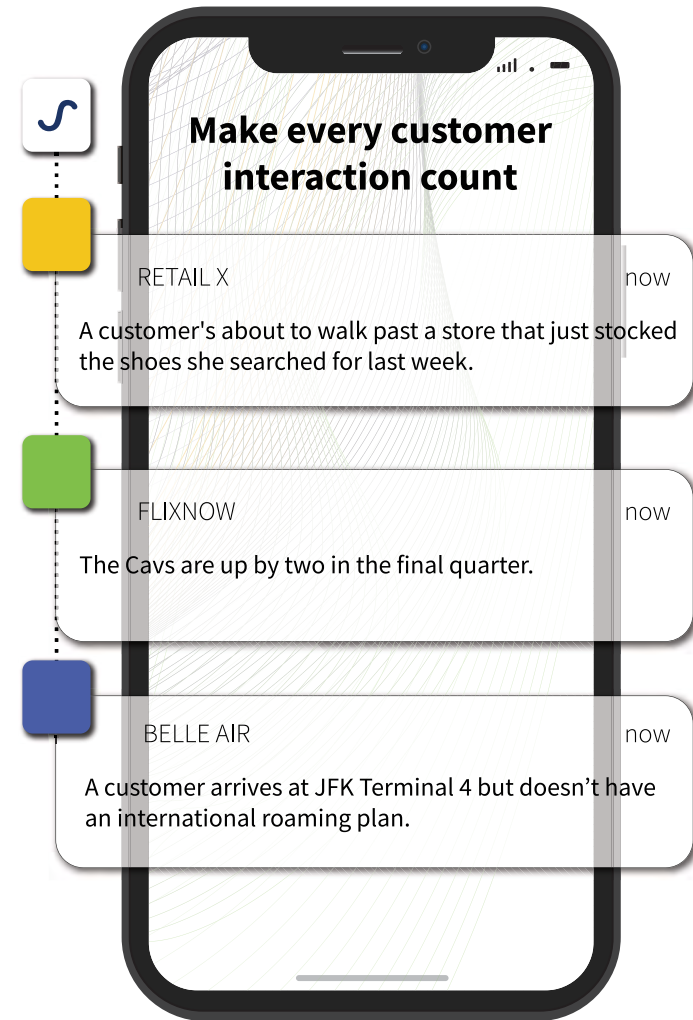


THE NEW PATH TO PURCHASE

RECOGNIZE THAT RELEVANCE IS THE NEW CURRENCY

The rapid explosion of digital channels and platforms has ushered us into an experience economy, where you're only as good as your last interaction with your customers. Relevance is the new currency, making it imperative for brands to deliver better, not more, customer touches across journeys. And contrary to popular belief: mere personalization isn't enough. Deliver too many irrelevant touchpoints **(think random promotions, confusing service messages, unappealing offers, and minute-too-late interactions)** throughout any journey, and inserting customer names won't save you: you'll quickly see your retention, engagement, and purchase rates decline.

Swrve helps brands across industries identify, interpret, and anticipate the needs of each individual customer in real time. That means customers will only see messages that are intended for them, whether that be during the activation/onboarding, retention, monetization, or advocacy phases of their journey with your brand. This approach ensures that every path to purchase is unique and relevant to the specific interests and expectations of every customer. It helps make every purchase worth it, every experience memorable, and opens the door to more opportunities for even greater purchases across channels for your brand.

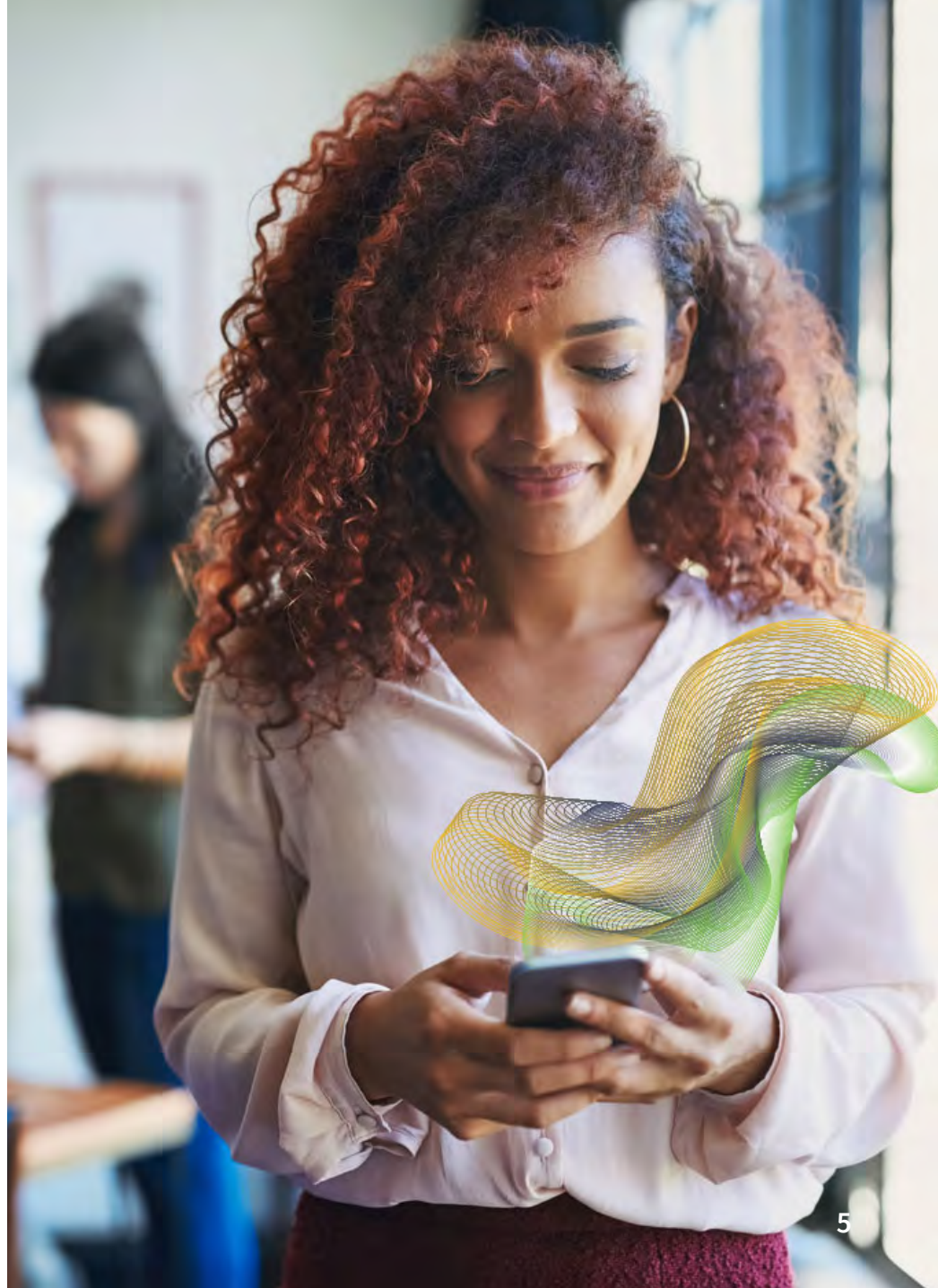


CUSTOMERS RESPOND TO DYNAMIC JOURNEYS THAT WORK IN REAL TIME

Your customers are constantly moving across devices, jumping across time zones, and exploring new content across channels—all at the speed of now. This means it's important to create fluid journeys that can quickly adapt to every customer experience.

You can optimize every path to purchase and back with dynamic campaigns. The ability to deliver messages that are based on the live, 360° view of every customer **solves the perennial issue of timing** in every campaign. Dynamic campaigns in Swrve include live, self-updating audiences that are continuously refreshed in real time from the importation of over 14 billion data-points daily, and powerful AI used to deeply refine the accuracy and precision of messaging.

This means that if a customer goes near one of your [physical locations](#), he'll get a notification alerting him of a special offer exclusive to that store. Or if another customer typically opens your brand's app during her commute to work, she'll get alerted of new content around that time, exactly when she's most likely to engage. This alone has been proven to increase revenues per engagement by **243%**.





BRING UNIQUE VALUE TO EVERY JOURNEY WITH SURPRISE AND DELIGHT MARKETING

No one *likes* irrelevant marketing communications, no matter how deeply-invested a customer is with your brand. This makes nurturing customers through to repeated purchases uniquely difficult—especially when opt-outs and app deletion is easy as the click of a button.

Refresh your approach with surprise and delight marketing, a technique used to sprinkle seemingly-spontaneous value into your brand's customer journeys. This can take the form of sending a special token of appreciation to those who've completed onboarding, or exclusive content to those who haven't been in the app in a few days, or an offer tailored to those who've searched certain items in your app over 3 times.

These sorts of experiences make customers feel listened to and valued, driving loyalty across journeys. Brands who focus in on this have seen their **engagement rates triple within just 3 months** of deploying these campaigns.

There are plenty of roads a modern customer journey can take in today's era of real-time relevance, but they all typically begin with an amazing introducing via rich, brilliant, and activity-encouraging onboarding and new user activation.

DELIVERING STELLAR ONBOARDING AND ACTIVATION

Greeting new app users with a warm and memorable welcome isn't an option in today's experience economy; it's a requirement if you want to see high retention and strong recurring revenue in your app. With over 2 million apps in the App Store to choose from, your customers want to see the value in yours within seconds of download—if that isn't made clear, you're guaranteed to lose more than half of new users, and ultimately put your business at risk of wasting its entire acquisitions budget.

Take a look at the research:

- The average app user only keeps a new app for 6 days before losing interest and uninstalling ([Adjust](#))
- 57% of app users abandon an app within one month of download ([Statista](#))
- It costs 5x more to acquire new customers than to simply retain existing ones ([Forbes](#))

For these reasons and more, it's imperative that you nail every first impression with a new user. **Here are four ways to impress new users and keep them coming back for more:**

6 DAYS

until average user
uninstalls app

57%

app users
abandon an app
within one month
of download

5x

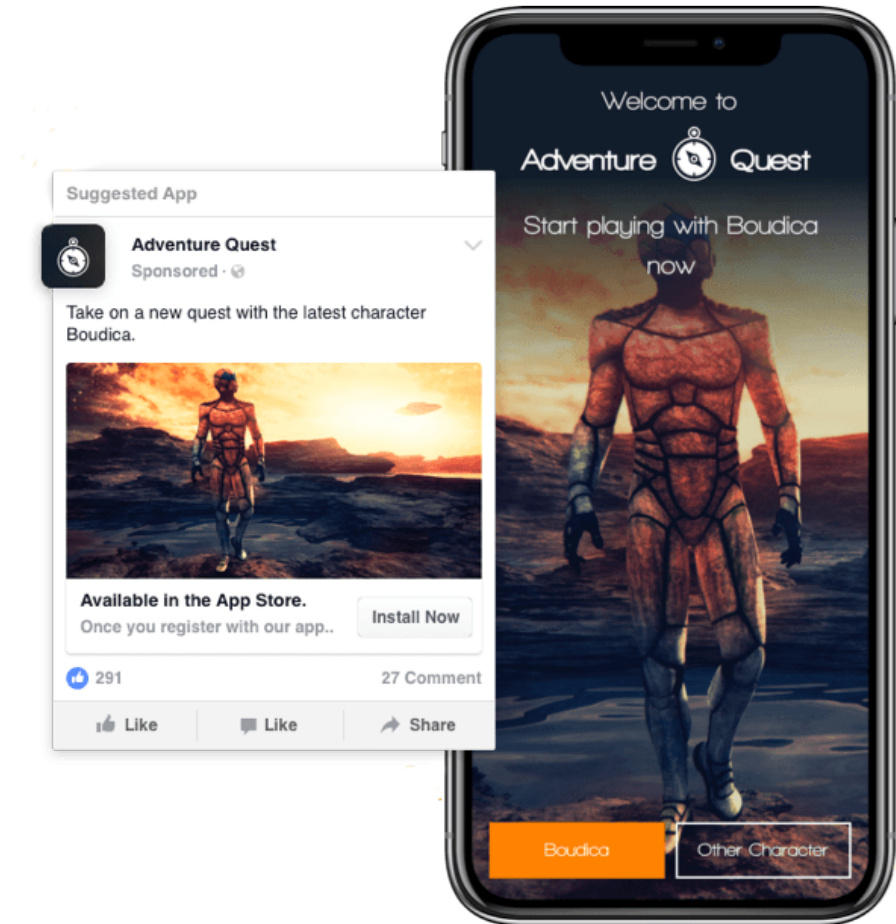
more expensive
to acquire new
customers than to
retain existing ones

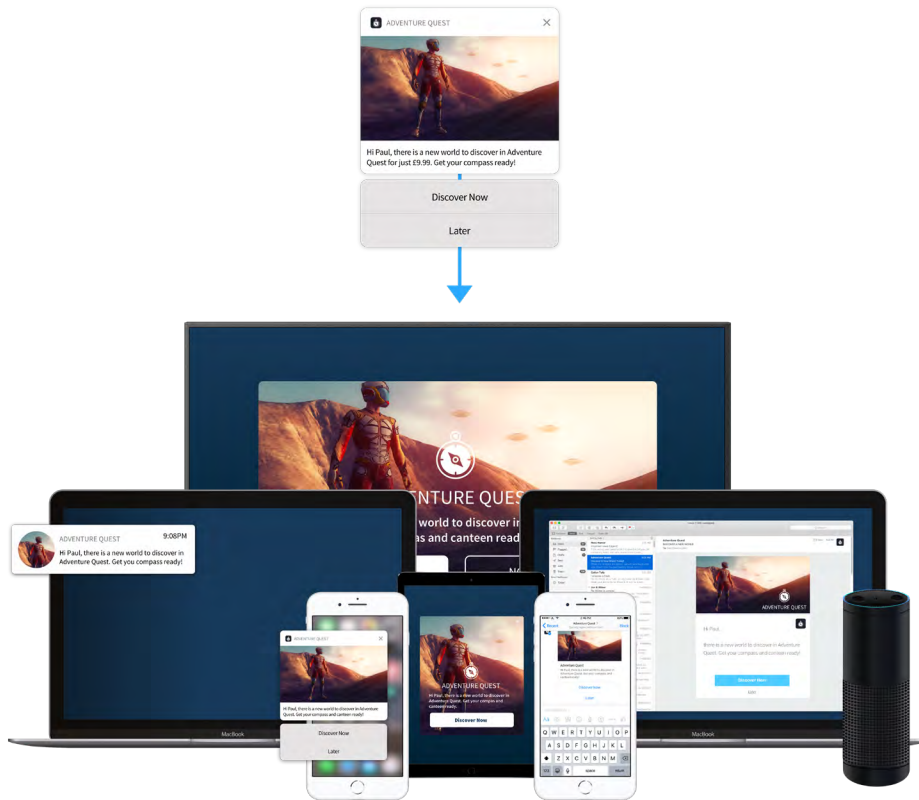
1. OFFER REAL-TIME RELEVANCE AND MULTI-STEP EDUCATION

Your onboarding journey needs to be relevant to new users in real time. In order to do that, you have to consider the path that led them to your app. Are they coming from an ad? Have they already indicated interest in a particular item or experience? If you have this information, you need to be able to use it to make their welcome all the more valuable by creating a seamless path from ad to app.

Swrve's unique ad-to-app campaign capabilities help connect every individual customer's journey from Facebook ad to personalized onboarding in the app, unifying experiences across platforms and delivering greater relevance in real time. Facebook ad campaigns that deep link to content relevant to what was shown in the ad convert 11x better than those without deep linking. In-app messages for these campaigns are rendered instantly with on-brand, pixel-perfect precision in Swrve.

It's also not uncommon to welcome a new user with a tutorial on how to navigate your app, how to use certain features, and directions on where to go for important information. The most helpful tutorials are those that are shown in multiple steps via in-app messages. Pro-tip: Include the option to skip a step, so new users have the freedom and flexibility to only see information that they're most interested in. The result will be more completed tutorials and more time spent in app after first open.





2. CREATE AND SEND PERSONALIZED EXPERIENCES ACROSS CHANNELS

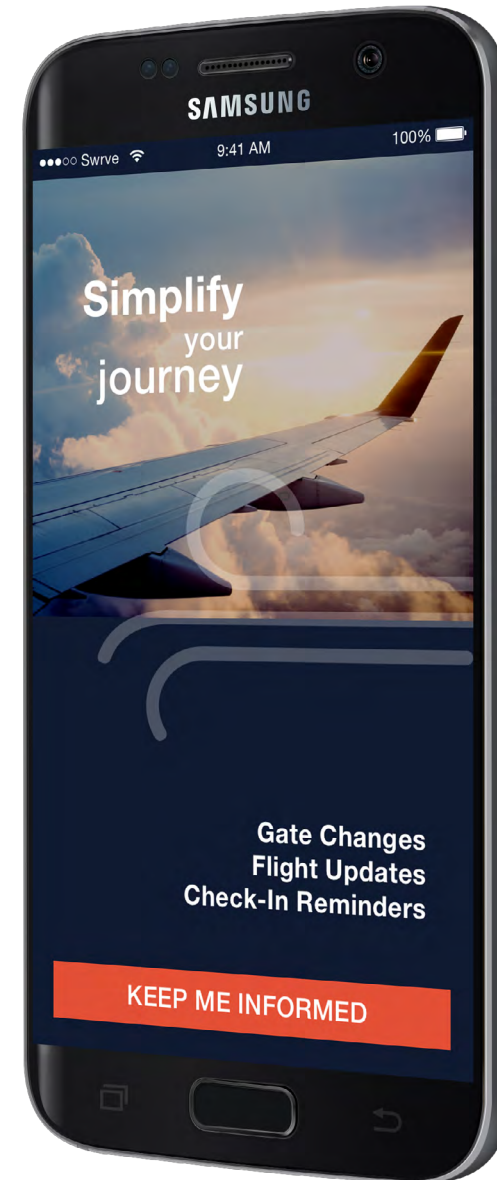
Today's customers are moving at the speed of *now* across channels. That means a hyper personalized, multichannel onboarding strategy is needed to ensure that customers receive the right first-time user experiences, **wherever and whenever customers choose to interact with your brand**. For instance, a new user may sign up for an OTT service on a laptop or mobile device, but will choose to stream the app's content on a smart TV. To ensure a great welcome, there needs to be an onboarding flow in place to highlight distinct differences and benefits associated with the app's experiences across channels.

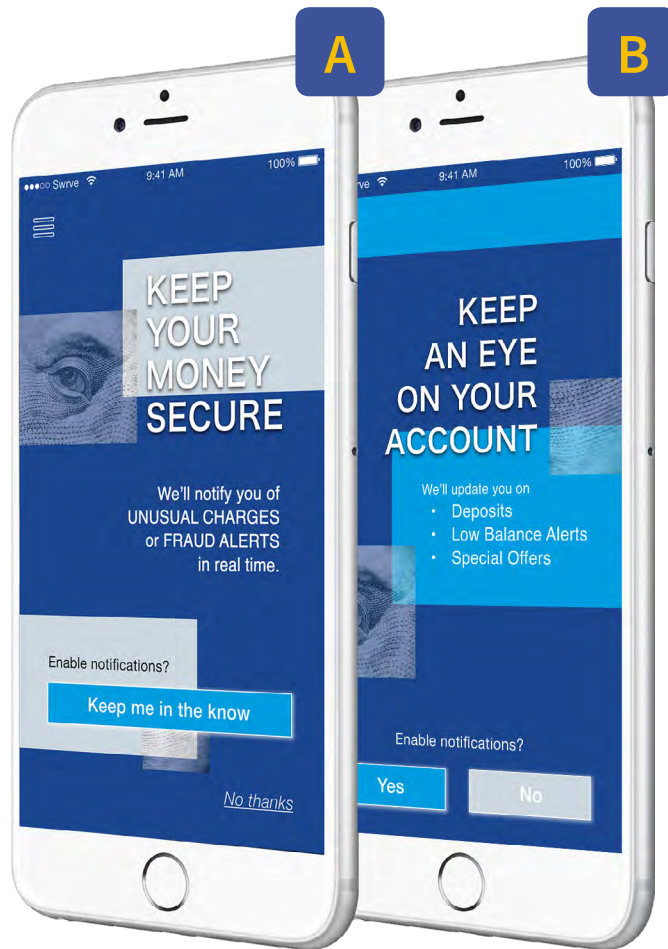
You should also use first-time user experiences on one channel to trigger relevant experiences on another (ex: a first time user on mobile clicks to view a certain item; they should then get a welcome email that displays more items from that collection or category). This will help a new user continue their journey with your brand and put them on their own path to purchase.

3. GO FURTHER THAN DAY ONE, TWO, AND SEVEN

Onboarding is a balancing act: throwing too much, too soon, at a new user will overwhelm them; say too little, and you'll confuse them. The expert approach would be to ask for opt-in permissions in a smart, well-timed way (mainly communicating the benefits of opting in), and then **phase out your onboarding via push, email, and more over a 30-day period.** Let real-time data in Swrve be your guide as you decide which new user audience gets what—some new users will benefit from educational, feature-oriented push notifications, while others will just want to be kept up to date on new brand experiences.

Swrve helps brands orchestrate multi-day messaging via push notifications, web push, email and more to create personalized touchpoints that reflect individual user interests indicated from their source of acquisition, past, present, and future behavior (determined by AI), and more.





4. A/B TEST AND OPTIMIZE AS YOU GO

It's important to learn as much as you can from every new user experience. Make sure you're using genuine A/B testing, controlling for all variables, and reporting results that are statistically significant. **A successful onboarding message isn't always one that gets clicked on the most**, so beware of deferring to click-thru-rates when determining success. Instead, make sure competing variants are measured on the results you want to see: retention, revenue, and progression to the end of onboarding.

Test everything. When onboarding is delivered via in-app messages, you can design multiple alternatives, deliver them simultaneously within an A/B test, and establish which delivers the best results. Use a funnel analysis, trend reports, and user journey data in Swrve to identify problem areas in real time and focus on these when refining and optimizing your messaging.

Combine these tactics with the power of real-time relevance in Swrve, and watch your app welcomes turn into the entrance to larger conversions, more visits, and stronger business outcomes for your brand.

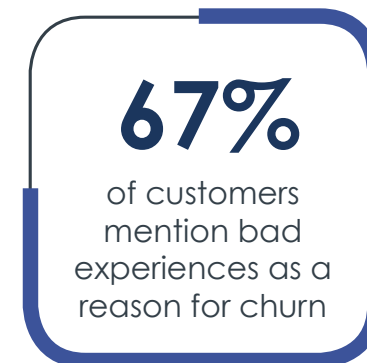
DRIVING VALUABLE ENGAGEMENT AND RETENTION

Why does your brand deserve a place in a customer's everyday life? There are tons of reasons, but showing them and telling them are two different things. Your engagement and retention strategies should be powerful and dynamic enough to make an impact and actually showcase the true value and relevance of your brand experiences. And most customers actually want you to use data to deliver smarter, more valuable messaging.

Consider this:

- 84% of consumers report that brand messages are irrelevant to them ([Twilio](#))
- 66% of Gen Z customers believe websites will know what you want before you tell them ([wpengine](#))
- 67% of customers mention bad experiences as a reason for churn, but only 1 out of 26 unhappy customers complain ([Huffington Post via Esteban Kolsky](#))

For these reasons and more, your engagement needs to shine to keep your LTV and conversion rates high. **Here are three keys to optimizing these strategies for long-term success:**





1. TREAT CUSTOMERS LIKE THE INDIVIDUALS THEY ARE

Break away from a one-size-fits-all approach—it simply doesn't work. And basic personalization just isn't enough.

To truly show your customers that you acknowledge and understand them as unique individuals, **you have to use past, present, and predictive data to get a 360° view of your customers**, and use that to make your campaigns more relevant in real time. The goal is to understand them enough to make a positive difference in their lives—one that is personal and tailored to reflect them and their needs.

Think about it, a customer who's enrolled in online bill pay won't need to receive an in-app message about the benefits of online bill pay, but will probably really appreciate a push notification reminding them when a due date is approaching. Or another customer, who's flight is in an hour, won't need a push notification about general travel deals as much as they'll need one that's about a gate change or a flight upgrade associated with their upcoming flight.

It's all about using the data you have to be personally relevant to them in moments of need, and Swrve is built to help you do that at scale. Our platform imports over 14 billion data points daily to deliver a 360° view of every customer at all times, in real time. And unlike other engagement solutions who see only the outer shell of a new event (like "searched for flights"), Swrve targets and triggers on granular details (like "searched for 2 tickets to New Orleans in May") to further refine achieve greater relevance across campaigns.



2. TURN MOMENTS INTO MEMORIES WITH REAL-TIME RELEVANCE

Your best engagement campaigns are the ones that give customers something to smile about, look out for, and rave about to their friends. **They're the campaigns that go the extra mile in both experience and satisfaction, all happening instantly, in real time.**

What do these engagement campaigns look like? A customer that's been eyeing a pair of shoes in the app receiving a push notification alerting her of a discount exclusive to a store in their area. Or someone getting a push or in-app notification with new song recommendations exactly when he's most likely to listen—during their morning commute. Or a user who's just reached a new high level in a games app receiving an in-app message telling them he's eligible to enjoy a VIP player experience.

Global brands build and deployed campaigns like these daily in Swrve. They're made possible by Swrve's unparalleled ability to anticipate customer needs both before and as they occur live and in the moment with your brand. That means we let customer data lead the way. Our live, self-updating audiences deeply refine the accuracy and precision of engagement, allowing you to create and send personalized and hyper relevant messages to customers in their exact moments of need. You'll never miss a beat; you'll be there for all the big milestones (like birthdays, holidays, and more), and all the little moments that matter most to your customers.



3. DELIVER HARD-TO-RESIST VALUE WITH HYPER TARGETED CAMPAIGNS

When customers begin lapsing, the goal is to bring them back before it's too late.

Data is key. Knowing exactly where customers lapse in their journey with your brand gives you the ability to create hyper targeted campaigns that will be relevant to them. You'll need insights like past interactions, individual interests and preferences, purchase history, response patterns, and predictive analytics to understand what will attract their attention. Then, you need to deliver your messaging at the optimal moment, exactly when they're most likely to respond. It's the difference between sending a (widely ignored) "Is it us?" email to a general audience of lapsed users, and a can't-resist, hyper targeted brand exclusive via push notification that reminds users why they downloaded your app in the first place.

This is how retention-driven campaigns work in Swrve. Our data-driven approach to targeting and segmentation tells us exactly which offer, item, or brand experience will bring a user back, and keep them coming back for more. In addition, Swrve's machine learning identifies the mathematical patterns in your customers' behavioral data to determine the churn propensity of each and every customer, all working to decrease churn and increase revenues and LTV across campaigns.

Use these tactics with the power of real-time relevance in Swrve, and you'll exceed individual customer expectations at every turn.

AMPLIFYING MONETIZATION AND CROSS-SELLING

These are the goals of any team. But as we all know, the path to monetization and recurring revenue isn't the same for every app. And no matter what your industry, it's nearly impossible to increase revenue without a clear understanding of individual customer interests, needs, and goals, and the greater app market. The facts are clear:

- The global app store reached \$101B in sales in 2018, up 75% from 2016 ([App Annie](#))
- Projections show the app store growing 5x as fast as the overall global economy, with revenues reaching \$120B in revenue in 2019 ([App Annie](#))
- Games accounted for 74% of global app store spend in 2018 ([App Annie](#))
- Play Market, App Store, Microsoft Store, Amazon Appstore, and BlackBerry World offer users instant access to over 7 million apps ([Statista](#))

This research shows continued promise in the app market. But with the majority of spend coming from mobile games, the stakes can feel high for brands across verticals. And with millions of apps to choose from, most users will leave after just one lackluster experience with an app. But the key to success is all in your strategy. **Years of experience have shown us there are four tactics proven to help global brands win the fight for market share:**

\$101B

in sales in 2018

\$120B

revenue in 2019

74%

global app store
spend

7M

accessible apps



1. USE FIRST AND THIRD PARTY DATA TO YOUR ADVANTAGE

Remember a time when mom and pop shops knew customers as individuals, inspiring a loyalty that would last decades? Since greater loyalty means more revenue, shares, and word-of-mouth recommendations, it's within your best interest to use contextual, first party data, like individual interests and actions, and third party data, like age and location, to create and deliver a digital equivalent to these mom and pop experiences.

Pairing third party data with first party data makes your messaging deeply personal and profitable. Evidence shows that a deeply personalized and hyper relevant campaign will almost always outperform one that is nonspecific and not tailored to individual customer interests, needs, and goals. And if you're looking to cross-sell items, more and more of today's additional purchases are selected based on data-driven recommendations made in the app.

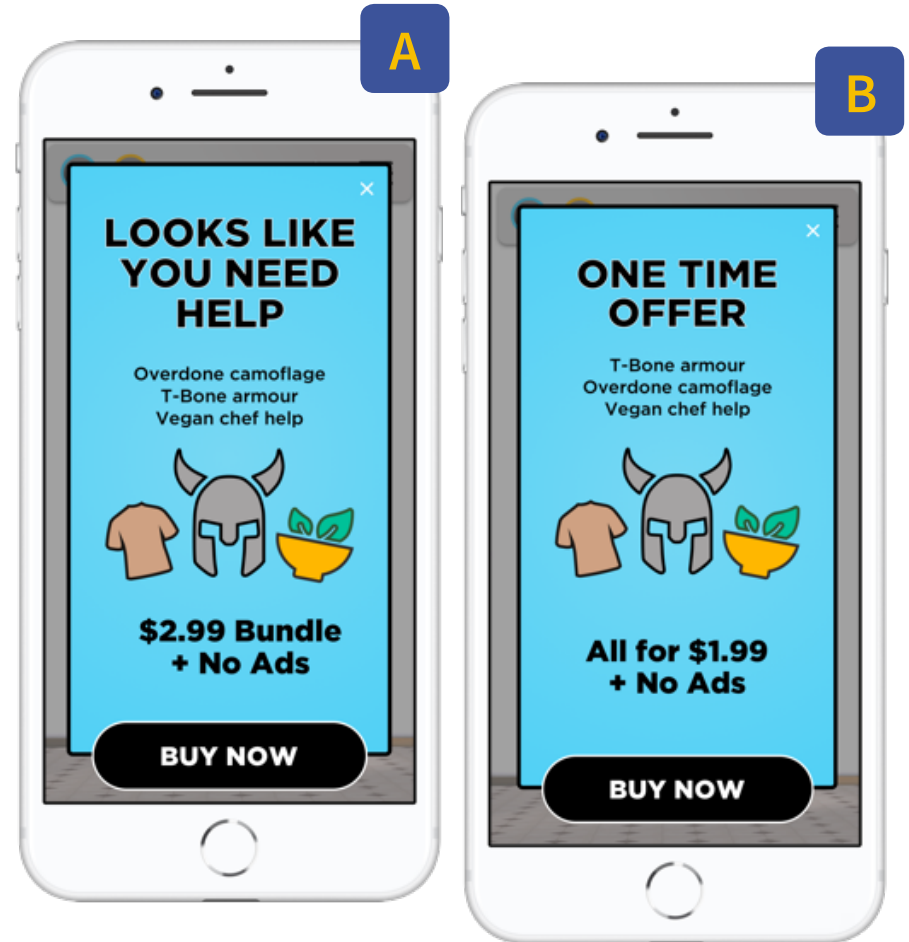
Our platform streams billions of these data points in real time for this reason. We use behavior histories and profile data from virtually any service or system to maximize the potential of your customer data, and combine it with your mobile, web, and/or TV app SDK app data in Swrve. And unlike other solutions who see only the outer shell of a new event (like "searched for tickets"), Swrve targets and triggers on granular details inside the event (like "searched for first-class flights from JFK to LHR 3x last week"). Because the more data you have to make messaging more relevant, the better your off your bottom line will be.

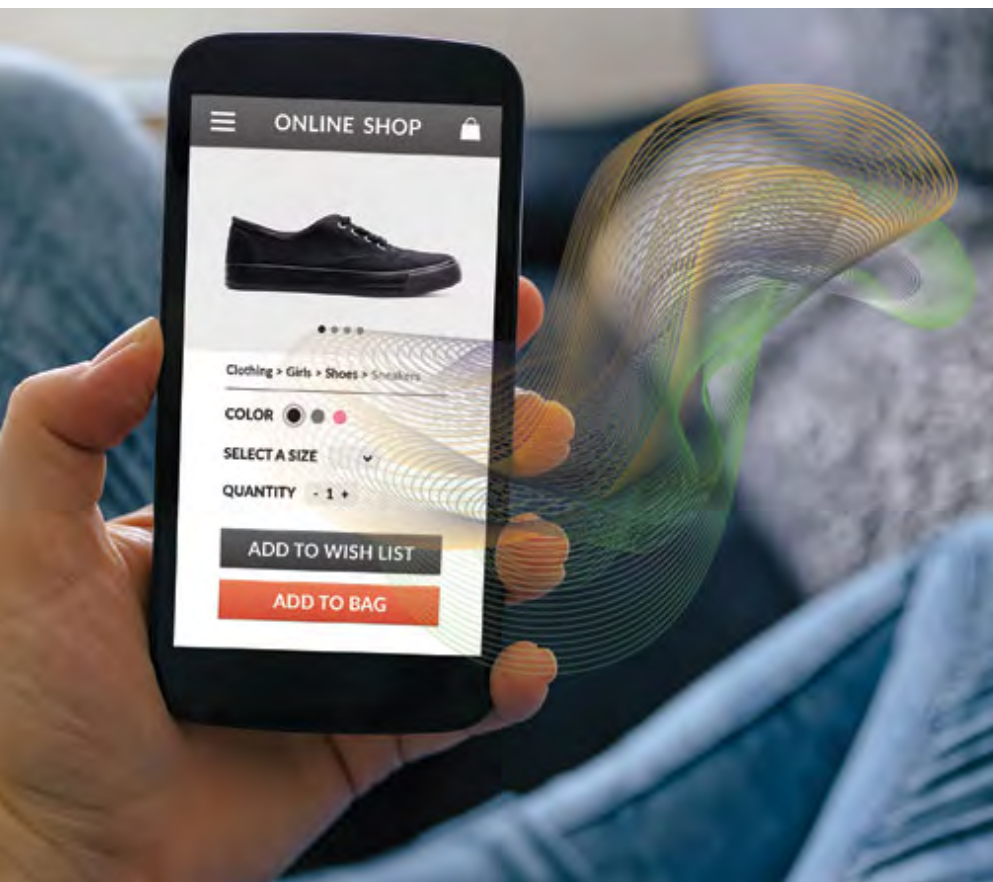
2. A/B TEST PURCHASE EXPERIENCES & OPTIMIZE WITH HIGH-PERFORMING CONTENT

There's something to be said about experimentation. Watching how new copy, design, and UX frameworks perform in real time can be its own thrill. Not to mention the surprise one feels at uncovering the hidden profit in long-shot variants, all while discovering that tried-and-true methods may not be so true after all.

Testing reveals value. The more you uncover about what will actually get your audience to click, convert, and make repeat purchases, the more you can influence future campaigns. And remember that context is important: what performed well for a paid subscription campaign may not work for an upsell campaign. The trick is to continuously test, collect insights, and iterate on your checkout, paywall, and repeat-purchase experiences. After uncovering what works across campaigns, use your highest-performing variables to optimize new experiences, and watch your revenue rise.

Global brands use Swrve to test as many as 99 UX resource variants at a time to reveal number of users who engage, behaviors that follow, and revenue generated by variant. One major global publisher used A/B testing in Swrve to iterate on their highest-performing paywall campaign, a move that **increased total subscription revenues by 20% in a single business quarter**.





3. GAIN RETURN ON RELEVANCE (ROR) WITH A REAL-TIME APPROACH

The moment to monetize is always fleeting. With customers moving at the speed of now across channels, their expectations for immediacy and expediency are higher than ever. Miss the boat (or show up just a second too late), and you've missed your chance at a purchase or an upsell. That's why it's so important for your brand to be relevant in real time.

Real-time relevance for global brands means being omnipresent wherever a customer is across the digital ecosystem (scrolling on mobile, exploring the web, etc.) with a message that's meaningful and valuable to them at the exact moment they're most likely to engage and make a purchase, at scale. It may sound like a fictional dream world, but global brands across industries are already doing this, and collecting major market share because of it.

The secret is having the ability to identify, interpret, and anticipate customer needs as they occur live and in the moment. **Brands who've embraced this shift have seen revenue growth 3x faster and profit growth over 200x faster than the S&P 500.**

We refer to this as *return on relevance*, or ROR. Swrve is the only customer engagement solution that allows brands to send **better**, not more, customer touches in real time, at exact moments of live engagement—linking that relevance to measurable business outcomes and ROR for our customers.

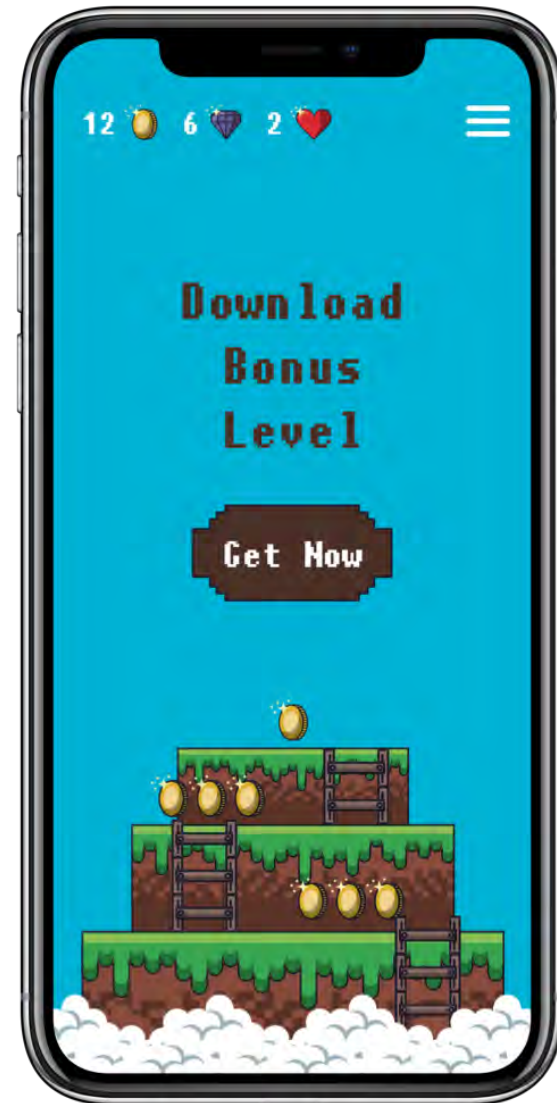
4. MASTER THE ART OF GAMIFICATION

That stat about mobile games accounting for 74% of global app spend was true, but this isn't a dealbreaker for other verticals. If nothing else, **it's a learning opportunity.**

Today's most popular brands have mastered the art of gamification, the technique that uses typical elements of mobile app gameplay (like points, competition with others, rules of play, etc.) in non-games related activity to encourage ROI-driven engagement. This technique can hook new users in from the start, and keep them engaged and making more purchases over time. How could you effectively gamify experiences in any app? Glad you asked:

- Create a point system that rewards users for relevant behaviors, repeated actions, milestones, etc.
- Inform users of experiences/exclusives/content they've earned based on their real-time behaviors, individual interests, and past actions
- Surprise and delight users with loyalty rewards at optimal times of engagement
- Bring lapsed users back to the app with limited-time, premium user experiences
- Give users the opportunity to earn discounts or user exclusives through competition with other app users

There's no doubt that you'll see significant results using the tactics listed, and I encourage you to give them a try to see the power of real-time relevance in action.



DRIVING ACQUISITION AND BOOSTING RETENTION WITH CUSTOMER ADVOCACY

From leaving positive reviews, to clicking “Like” where it counts, to casually recommending your app to friends and family, nothing compares to your brand advocates. These are the champions that are actively helping to move the needle for your brand. Here are a few reasons why advocacy is so important to every marketer’s quarterly goals:

- The average social media user is connected to 600+ friends, family, and colleagues ([SocialToaster](#))
- 76% of individuals surveyed say they’re more likely to trust content shared by “normal” people than content shared by brands ([Adweek](#))
- A customer who is “totally satisfied” delivers 2.6x as much revenue as one who is “somewhat satisfied” ([Solution IP](#))
- A loyalty increase of 7% can boost lifetime profits per customer by as much as 85% ([Brand Keys](#))

Here are four proven ways to convert average users into loyal advocates, and increase likes, shares, testimonials, positive ratings, and more for your brand:

600+

connections to
family, friends
and colleagues

76%

content trusted
more by normal
people than brands

2.6x

more value to
those who are
totally satisfied

7% = 85%

loyalty increase
can boost
lifetime profits

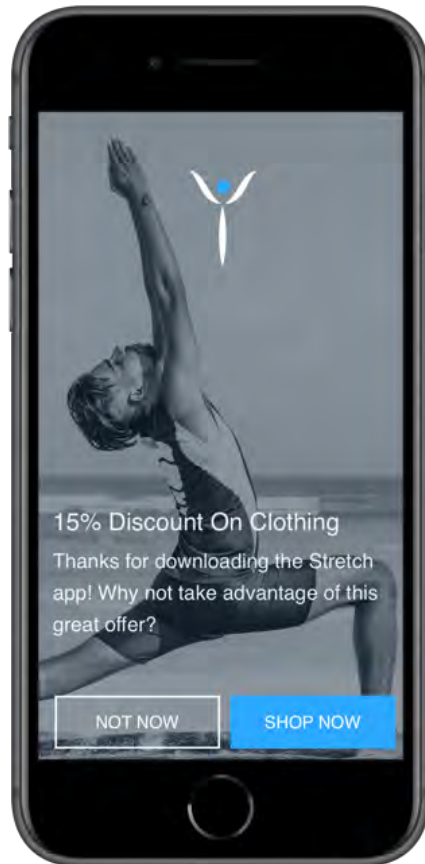
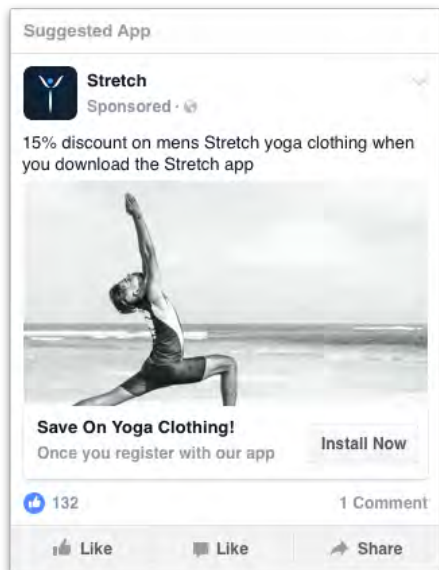
1. DEVELOP PEOPLE-FIRST CAMPAIGNS

Loyalty and trust are deeply human responses to human experiences. Customers have to feel strongly acknowledged, connected, and understood by a brand before they can ever become an advocate for one. They have to see the verifiable quality in your interactions with them, and experience the consistency of those interactions over time.

For these reasons, it's important to view your connections with customers as real relationships, just as you would a friend or a relative, and tailor every journey to fit that view. And like with any relationship, you'll want to **remember the little things**—individual interests and preferences, favorite items, past behaviors, birthdays, anniversaries—and use these data points to shape your outreach to them. Because any brand can say “Hi Debra!” but not every brand will remember that Debra’s favorite item just came back in season and she had a new user discount she still hasn’t used. Combine that with optimal send-times offered by Swrve, and you’re looking at a winning campaign.

Why does this work so well? Customers expect brands to pay attention to the smallest of details, and that they actually use them to connect in real-time relevant ways. Swrve collects first and third party data in real time across systems for this exact reason. And only Swrve targets and triggers on granular details (like “searched for red leather shoes twice in May”) to achieve greater relevance across people-first campaigns.





2. BE PRESENT FOR EVERY MILESTONE

No one's staying loyal to an app that can't keep up with them in their times of need. The average person simply won't wait for a brand to recognize who they are or where they are in their journey, let alone wait more than a minute for 1:1 service.

We live in the age of Amazon's real-time and hyper relevant product recommendations, Netflix's curated content libraries, Uber's real-time driver locations and trip estimates, and Credit Karma's in-the-moment credit score updates and personalized card offerings. Similarly, your brand must have the ability to register new events and behaviors in milliseconds, and react intelligently, in a way that truly delivers value, within the exact instance of customer interaction. This is the difference between a two-star app rating and a five-star one.

For enterprise brands with vast global audiences, being omnipresent in real time, all the time, can seem like a tall order, if not an impossible one. But with a solution like Swrve in your arsenal, it's far from it. Our platform processes over 14 billion data points daily to allow brands to quickly send relevant links, rewards, discounts, updates, and more to the right users at exactly the right time.

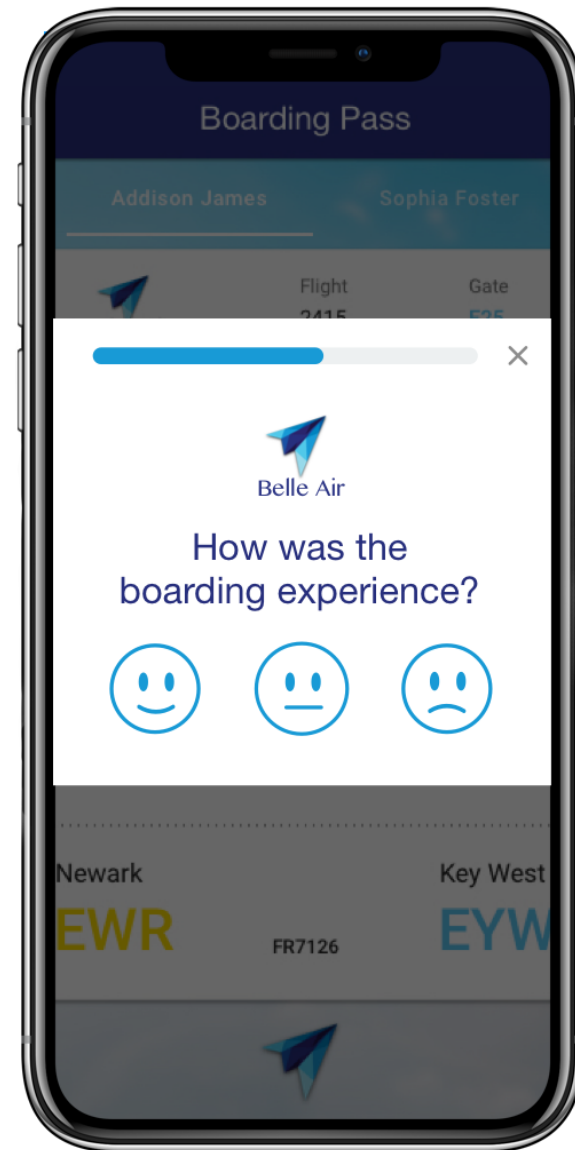
3. REIMAGINE CUSTOMER SATISFACTION SURVEYS

You probably dislike surveys as much as your customers do. More often than not, teams are brainstorming ways to incentivize customers into taking them, dangling a carrot via email that at best ends up getting a 1% completion rate. There are two main reasons why they're such a pain for teams and customers alike: they're typically delivered on an inconvenient channel at the wrong time.

Advance your approach to collecting customer insights using satisfaction surveys sent with real-time relevance. This approach helps brands gage the impact of their experiences **exactly when a customer is most likely to engage**. In practice, this can be an entertainment brand delivering a survey at the exact time a customer is leaving a concert venue, or a mobile game delivering survey as soon as a user completes a new level (or, conversely, goes more than two days without using the app), or an airline delivering a survey the very instance travelers arrive in a new city. It's all about seizing opportunities with a quick and convenient way to gain feedback. And it's all possible in Swrve.

Take a few cues from Swrve customers to optimize your request for ratings:

- Ryanair used real-time customer satisfaction surveys to elicit a 92% satisfied user rating, subsequently raising their rating in the [app store from 3 stars to 4 stars](#)
- Cinedigm used Swrve to send deeply targeted requests for app store ratings, resulting in a ratings lift of [2.5 stars to 4.1 stars in the Google Play Store](#)





4. ANTICIPATE A CUSTOMER'S PROPENSITY TO CHURN

Customers simply have too many options for implicit brand loyalty. When something's not working to meet their expectations, you're leaving the door wide open for them to leave and never return again.

Measuring the clicks, conversions, and traction in real time allows you to take action when it matters most to your bottom line. That's why Swrve offers real-time performance assessments to help teams stay aware and up to date on all vital campaign metrics. In addition, Swrve uses machine learning to identify the mathematical patterns in your customers' behavioral data, **creating a churn propensity score for every customer in your app**. You can combine these churn scores with other behavioral and contextual criteria to determine the best route forward in a campaign.

So let's say you have a group of customers with high churn propensity scores who have not responded to your last two campaigns. With Swrve, you can easily target these users with a special discount and an exclusive invitation to your loyalty program. It'll be a win-win: you'll have successfully inspired them to make a purchase and opened the door to repeat purchases, and they feel more valued by your brand, which inspires greater loyalty down the line.

STANDING OUT IN TODAY'S EXPERIENCE ECONOMY

It's my hope that, by now, you've gained a real understanding of what it takes to really meet and exceed the expectations of customers in today's experience economy. Ultimately real-time relevance is more than just an approach to marketing. It's a blueprint for how brands can rise to every occasion with something customers will appreciate wherever they are in their journey across channels. It's a strategy for greeting Lisa with something valuable during her first trip to Columbia, or asking Ross about his experience right as he's leaving the concert, or sending helpful reminders to Elle that will make her day a little easier. This is all real-time relevance in action. And it's absolutely critical for standing out and staying ahead in our hyper-connected world.

Now, I'd like to challenge you to take three actions now that will help your organization begin its advance toward larger conversions, better monetization, and stronger LTV across channels. **A few minutes is all it takes to do the following:**



1. SUBSCRIBE TO RECEIVE REGULAR INSIGHTS FROM THE EXPERTS ON REAL-TIME RELEVANCE

Our experts have decades of experience in mobile marketing, customer experience, personalized engagement, and customer satisfaction. We've worked with senior leaders at Sony, Playrix, Condé Nast, Warner Brothers, Emirates, Digicel, and more to help them refine their approach to engaging with customers, setting a high bar for other brands to follow in the process. As a team, we're always learning, researching, and following new developments and trends shaping the future of engagement.

Opt in now to receive regular news, updates, strategies, and more from the experts on real-time relevance. You'll get all the insights you need to optimize experiences across channels, grow your in-app revenue, and stand out as a true leader in your industry.



2. LOOK TO SEE IF SWRVE IS ATTENDING AT AN EVENT NEAR YOU

Our experts are always on the road. You can find them appearing at the industry's most popular events, sharing expert guidance at panels, and taking meetings with the world's top global enterprises interested in making the shift to real-time relevance. We use every event as an opportunity to listen and learn from the experiences of brands across industries, and share all that we know about today's experience economy. We regularly schedule 1:1 meetings with interested attendees at any event, so if we have a conference in common, be sure to reach out to put faces to a few names on our team.





3. JOIN ONE OF OUR BIWEEKLY LIVE DEMOS TO FINALLY SEE SWRVE IN ACTION

If you enjoyed reading what I've had to say about the modern customer journey, join my colleague Ross Hamer for [a live deep dive into Swrve](#). Every deep dive includes a live demo, along with a breakdown of how a few key customer engagement strategies that can be deployed in our platform. You'll get an in-depth look at how Swrve is designed to create and deliver hyper relevant, 1:1 communications across millions of users in real time—capabilities that are imperative for any modern mobile and/or multichannel strategy.

Our customer journey experts are always available to help you create a blueprint for success. Let us know if you have any questions, or would like more insights, as you begin digital transformation efforts at your company.



Svrve works with some of the world's leading customer-facing organizations including Emirates, Virgin, Warner Brothers, Ryanair, Netgear and Samsung.

As a highly scalable platform handling billions of events every single day, they rely on us to deliver outstanding experiences and impactful campaigns in-the-moment to their customer base.

CONDÉ NAST



Digicel

NETGEAR

KEYPOINT
Federal Credit Union

