



Clutch transforms the way B2C brands Identify, Understand and Motivate their most valuable customers

Identify

Get a complete view of your customers & their behaviors

Purchase Amount & Frequency

Offers Redeemed

Reward Status

First Party Data

Social Affinities

Financial / Wealth

Understand

Give meaning to your data & make it actionable

Segmentation

Campaign Analysis

Customer Score

Future Lifetime Value

Motivate

Engage with relevant content & calls to action

Email

Mobile

Mobile Wallet

Loyalty

Gift Card

Direct Mail

2X

Conversion Rate

20%

Reduction in Marketing Costs

30%

Increase in AOV



CLUTCH CUSTOMER MARKETING PLATFORM

Leading B2C Brands utilize our Platform and its solutions to retain and grow their customer base. Our extensive partner network across POS, eCommerce and Systems Integrators supports faster integrations, seamless data transfer and improved efficiency for our clients.



Data Management

- First party data integration
eComm, POS, CRM
- 3rd party data augmentation
- Analytics, scoring and dynamic segmentation



Loyalty

- Custom, rules-based programs or earn & burn
- Real time transaction processing
- Personalized loyalty communication
- Automated delivery of messages, program statuses and rewards



Mobile

- SMS & MMS
- Digital wallet, mobile conversations, gamification
- AB testing, segmentation, personalization



Campaign Management

- Rules-based, triggered or scheduled
- Attribution tracking
- Multichannel campaign delivery & reporting



Stored Value

- Comprehensive solutions for gift, promo and merch credit
- Full service card design, packaging and fulfillment
- Multichannel delivery
SMS digital wallet, email & direct mail



Email & Direct Mail

- Custom templates
- API print & send integration
- AB Testing, segmentation, personalization

Some of our valued clients and partners

meineke



STAGE

PANDORA

MODCLOTH

GODIVA
Belgium 1926

Clarks

micros

CAYAN



shopify

NETSUITE

LYONSCG

Identify | Understand | Motivate

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