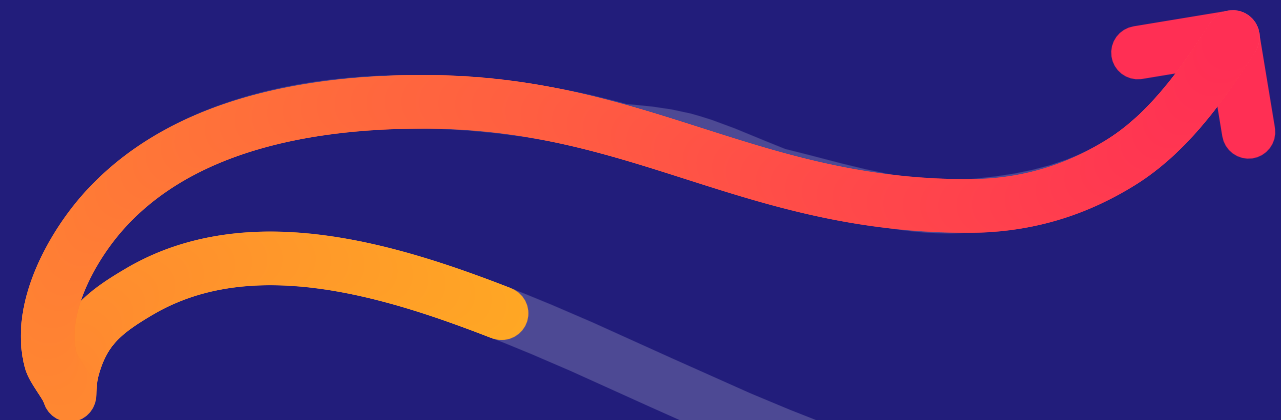Retention Talk

موضوع ارائه :

# Octopus
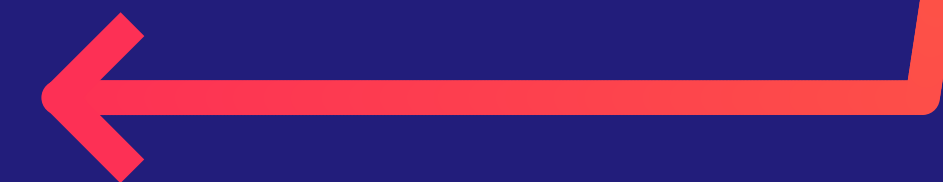
# Retention marketing in Snappfood

**Snapp! Food**

**Snappfood definition of CRM**

**Transactional** Based on historical data.

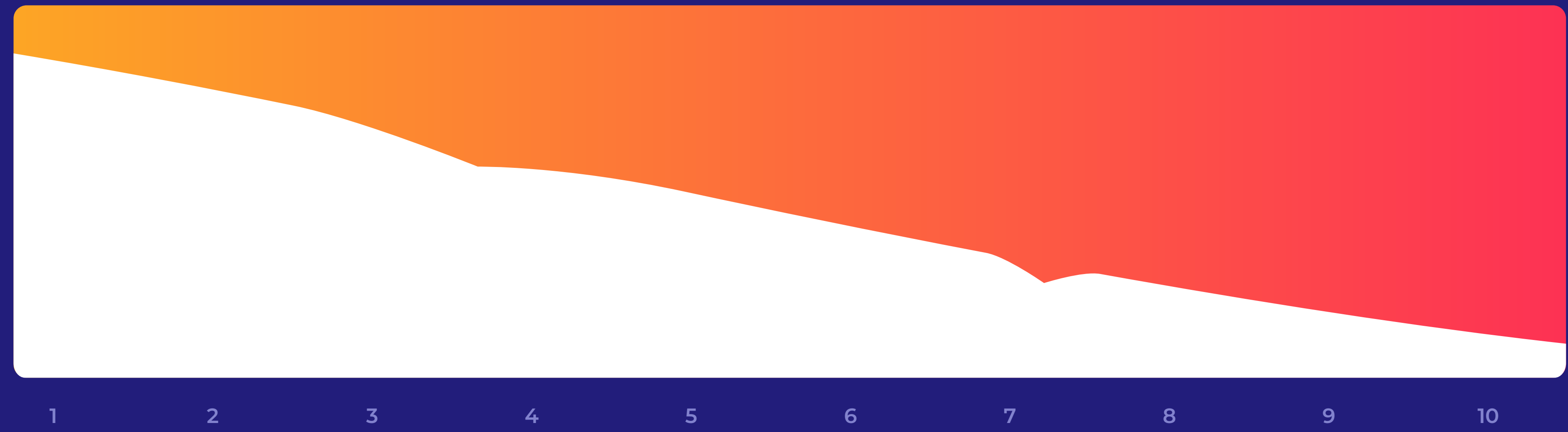**Behavioral** Based on real time actions of user.
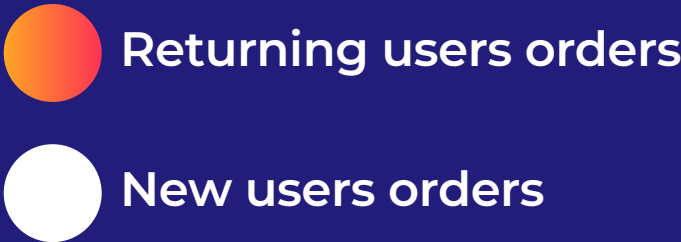
**Business nature**

# Low Frequent

# High Frequent

# Maturity of Business



1    2    3    4    5    6    7    8    9    10
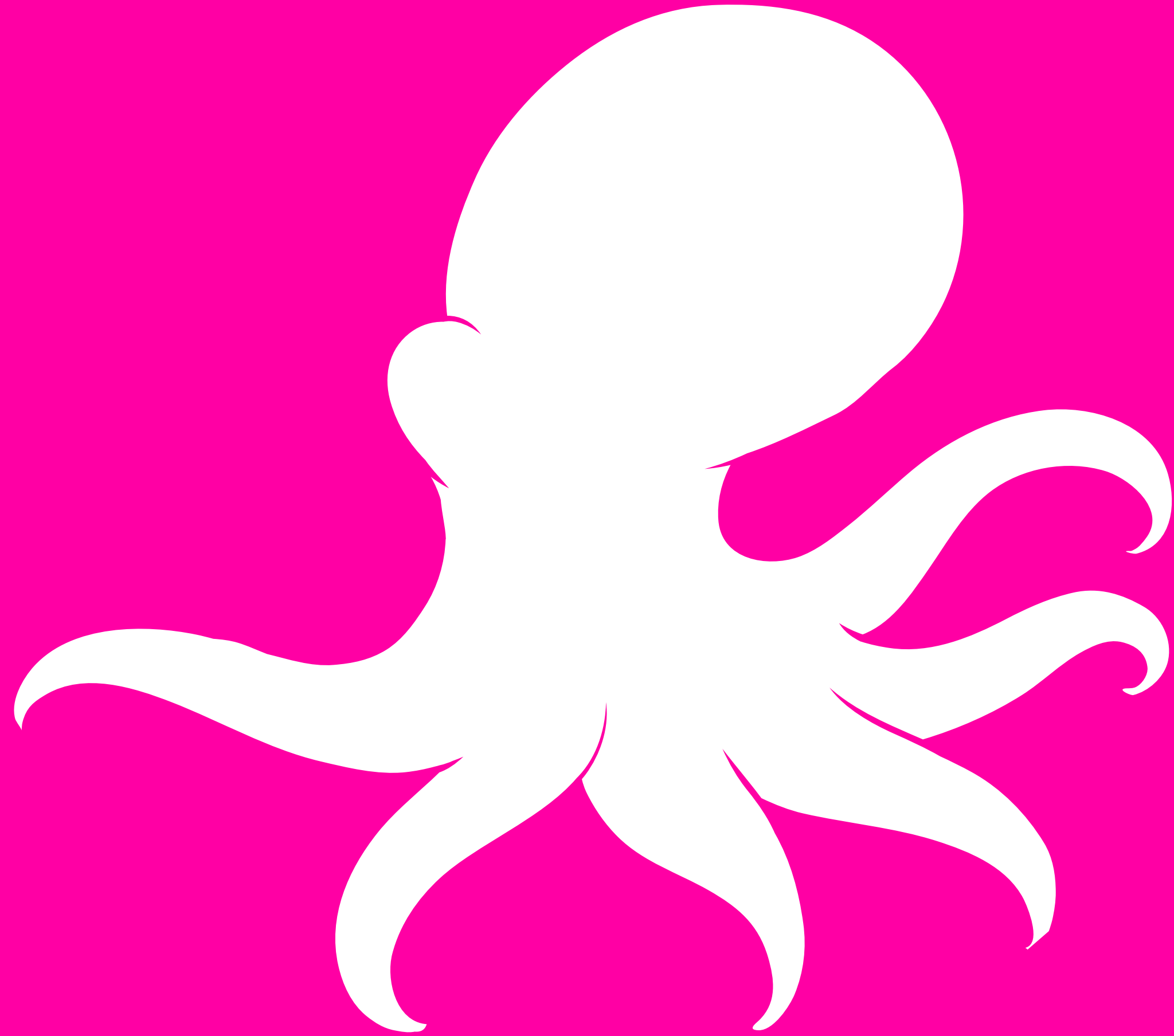
● Returning users orders

● New users orders

**Evolution of CRM Tools in Snappfood**

# Manual CRM ➡ Octopus

**Evolution of CRM Tools in Snappfood**

**1** Scale of Work

**2** Spamming Concerns

**3** Correct Segment Definition

# The Octopus

# Segmentation(Based on RFM)

| CLV/Stage | Acquisition | Locking in | Active | Churn Prevention | Reactivation | Dead |
|-----------|-------------|------------|--------|------------------|--------------|------|
| Platinum  |             |            | Food   |                  |              |      |
| Gold      |             | Bakery     |        |                  |              |      |
| Silver    |             |            |        | Fruit            |              |      |
| Bronze    |             |            |        |                  | Confectionery |      |

# A Segmentation Example

| Service | Segment | |
|---------|---------|---|
| Food | Active | Platinum |
| Bakery | Not locked in | Silver |
| Protein | Acquisition | - |

## Octopus Benefits

🔴 **Increasing CR% by 100%**

🔴 **HR optimization (7 Marketing team members)**

🔴 **Better CX with end user (60% decrease in spamming)**

سپاس از توجه شما

Retention ←
→ summit
powered by SOKAN