ENGINEERING THE REPEAT PURCHASE

The repeat purchase was once a fact of life for B2C brands.

Consumers were loyal simply because they had fewer options, and even if they strayed, discounts would lure them back. But today, consumers have millions of brands to choose between. B2C brands can no longer rely on repeat purchases and discounts don’t always work in a price-sensitive market.

Instead, the repeat purchase must be engineered in a meaningful, scientific way.

Brands that can successfully build customer loyalty dominate their markets. They take advantage of the magnitude of customer data that exists, and they use it to understand customers better to deliver highly personalized experiences.

But the biggest challenge to earning the repeat purchase is the gap between data and execution. For most B2C companies:

- Customer data is spread across many different systems
- Marketers are dependent on IT for the data, which often comes back inaccurate, stale, or incomplete

This makes it difficult, if not impossible, to fully understand your customers and engineer the repeat purchase.

Zaius solves this problem with B2C CRM.

Zaius eliminates the gap by bringing data and execution together in a single system, empowering marketers to engineer the repeat purchase.

Zaius consolidates all of your customer data — online or offline — giving you a single source of truth for how customers engage with your brand. By stitching together customer identities across channels and devices, we give you a complete, real-time record of customer engagement.

With this data, you can create in-depth segments and personalized, dynamic marketing campaigns based on any customer behavior — all without relying on analysts or IT.

Campaigns can be delivered across any channel — email, social, search, mobile app push, and web push — giving your buyers the best possible experience.

And with custom reporting and any-to-any attribution, you can measure the impact of campaigns across segments, channels, products, categories, and more to understand exactly what drives the most ROI for your business.