

Modern Customer Retention: What You Need to Know



Acquired new customers during the holiday season? Now the challenge is turning your consumers' new year resolutions into habits that last.

Research shows that increasing customer retention rates by 5% can increase profits by 25% to 95%. No matter what industry you're in, retention is one of the most impactful things you can do to help your business drive stronger revenue.

That's why we've dug deep into Braze data, best practices from top brands and consumer research to bring you the Braze Retention Guide. Download our report to set your brand up for success with effective strategies that sustain customer motivation in the new year and beyond.

Kick off 2022 with:

- 7 key retention strategies that work for brands in 2022
- 10 winning retention campaigns to keep customers coming back
- How to predict and troubleshoot churn
- Strategies leading brands use to improve retention