

Retention ... *drives* **GROWTH**

Retention starts at the moment of conversion. Do you have a rules-based automated platform that drives engagement and *retention* with every touch point?

re-ten-tion: [ri-ten-shuhn] *The one-to-one strategic communications process that begins the moment a donor is converted. A process directed by intelligent rules that deliver a relevant, customized and personalized relationship.*



Market Challenges

Retention programs are executed through multiple channels online and offline. They are the soul of donor engagement and growth.

It is an enormous challenge trying to manage every donor touch point — because the tools that manage and track every channel do not “speak” to one another. As a result, *retention* rates suffer — particularly in the first year.

Benefits

A rules-based process that tracks every touch point or “event.” This integrated, web-based solution provides real-time analysis to adjust the program rules or communication strategy at the segment or individual level.

Echo Solutions

Echo’s Mirror™ Platform is an innovative, rules-based solution with built-in intelligence that integrates limitless *retention* campaigns into a single tracking and reporting tool.

Integrated E-Marketing

Donor Profiling & Segmentation Strategies

Membership Card / Rules Fulfillment

Personalized Microsite / Mirror™ Platform

Retention Analysis & Consulting

Social Media Community Management

Web-Based Cross-Media Marketing Console

Does your current program personally engage donors to deliver optimal first year retention rates?

What does a *retention* rate increase of 1%, 5% or 10% deliver to your bottom line?

What does this translate to over a three to five year period?

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Target Audience Research

- Data / Text / Speech Analytics
- Offer / Appeal Research
- Opportunity Assessment Consulting
- Wealth / Capacity Indicators

Rules-Based, 1:1 Cross-Media Direct Marketing

- A / B Strategic Testing
- Breakthrough Copy / Creative
- Digital Print / Web-to-Print
- Direct Mail Formats
- E-Commerce Store Fronts
- Email Marketing
- Membership Card Programs
- Personalized Microsite / Mirror™ Platform
- Premiums / Promos / Wearables
- Retention Strategy

Database Marketing Services

- Data Analysis / Appending
- Demographic / Economic / Psychographic Values
- List Services
- Lists Management & Appending
- Donor Profiles
- Modeling / Segmentation Strategies

Integrated E-Marketing

- Key Word Solutions
- Marketing Mix, Integration & Budgeting
- Online News Outreach
- Organic Search Optimization Strategies
- Website Audit & Conversion Optimization

Social Media Marketing

- Analytics & Benchmarking Reporting
- Channel Strategy Development & Execution
- Community Management
- Content Creation
- Implement, Monitor, Measure & Track Results

Teleservices

- 800 Number Key Word Speech Analytics
- Call Tracking & Recording
- Inbound / Outbound Call Centers
- Lead Generation & Nurturing Campaigns

Cross-Media Marketing Console

- Collect Cross-Media Campaign Information
- Custom Report Builder Solution
- On-Demand Campaign Analytics
- Print, Web, E-Mail, & Phone
- Real-Time Campaign Report Builder
- ROI Metrics Tracking & Analysis
- Schedule & Send Automated Reports
- Stable & Expandable Web-Based Solution

The Mirror™ Platform delivers to the Bottom Line:*

26% increase in retention

17% decrease in cost to retain

46% of renewals occurred through Mirror™

Over 4,000,000 personalized communications to members

* US Lacrosse Case Study

Echo's innovative, rules-based Retention solutions enable you to personalize engagement for donor GROWTH.