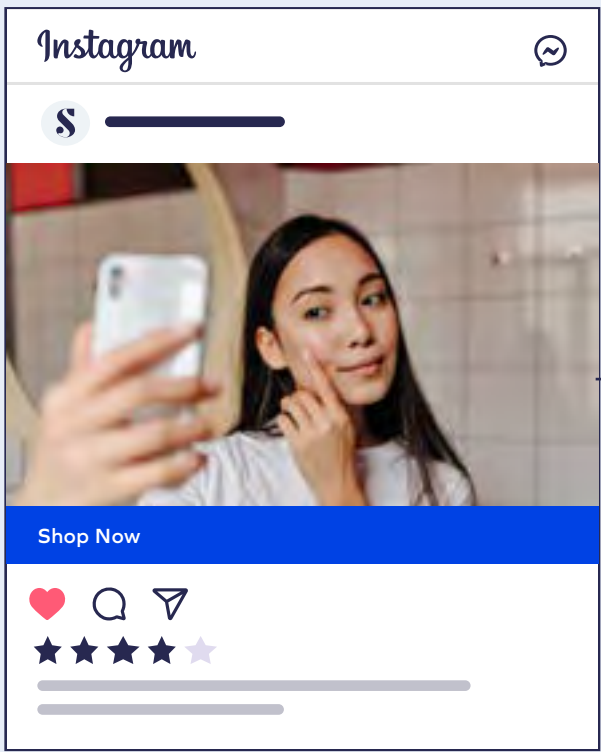
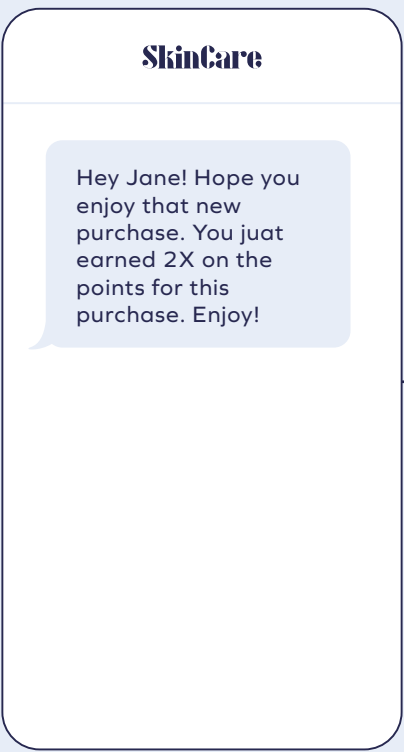


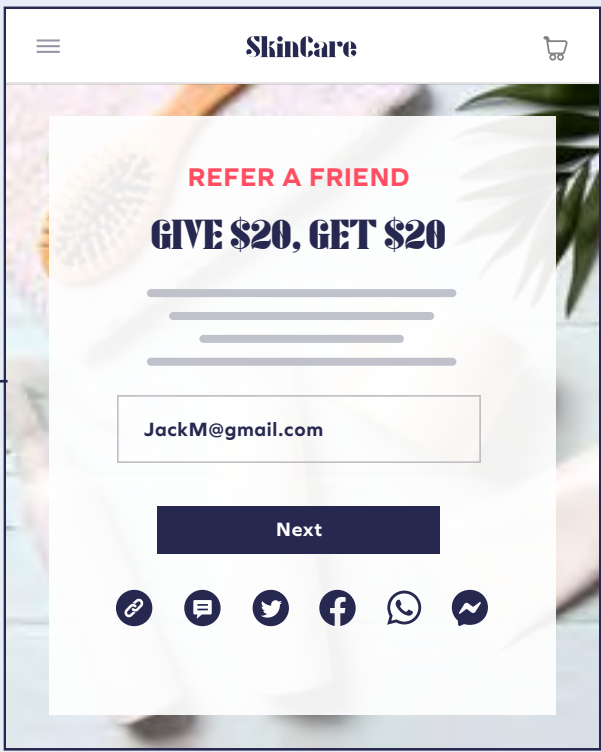
# Jane's Path to Retention



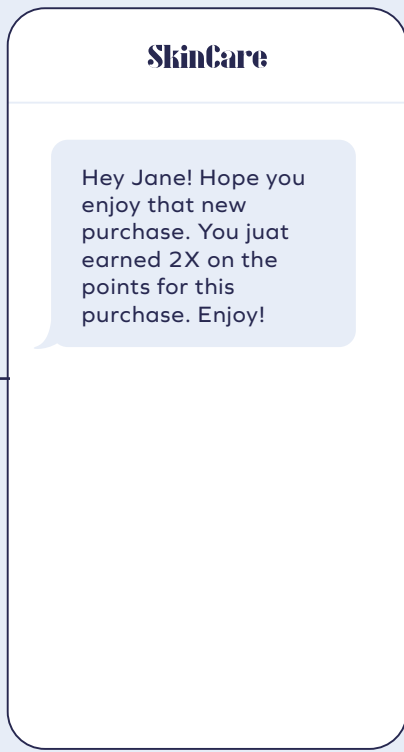
The brand shows Jane relevant reviews & photos and offers her a 15% discount when she signs up to receive texts.



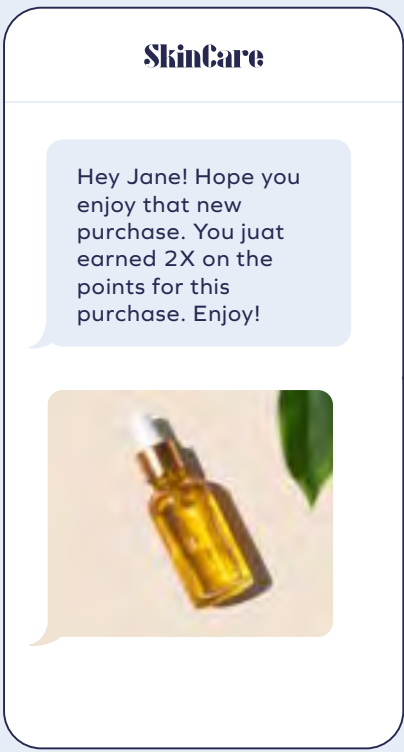
The brand rewards Jane with loyalty points for her purchase and sends her a review request via SMS.



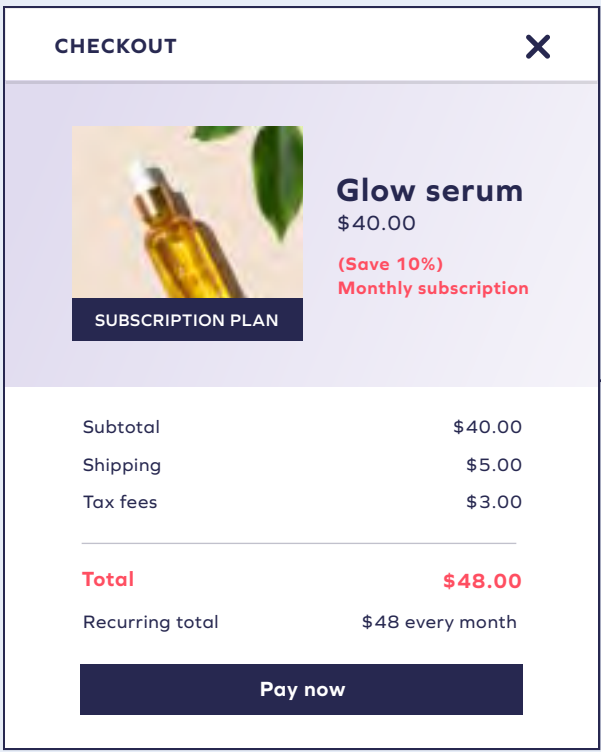
The brand awards Jane loyalty points for her review and asks her to refer a friend.



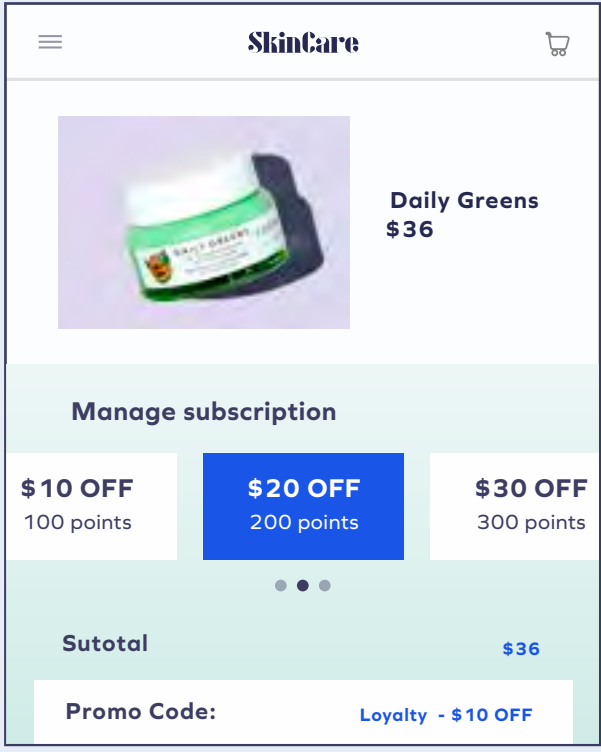
The brand upgrades Jane's Loyalty VIP Tier and sends her a welcome text with her new benefits and point status.



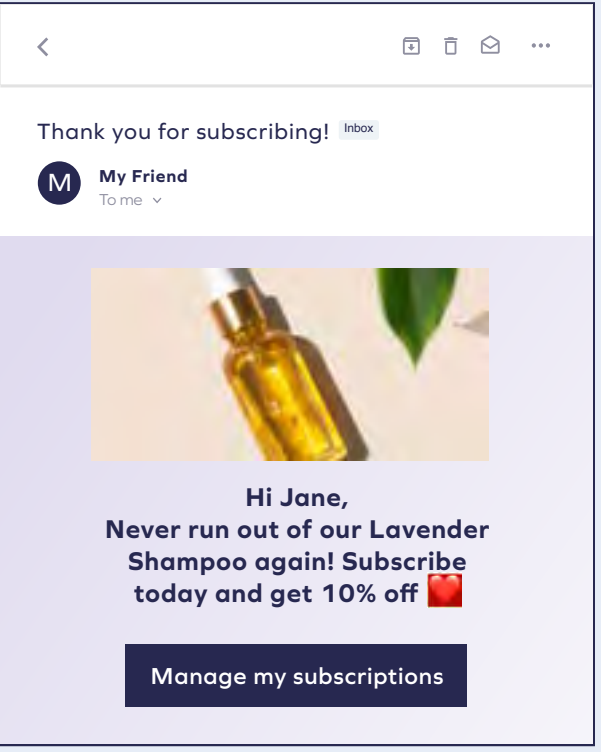
The brand identifies Jane as likely to purchase within the next 30 days and texts her with a personalized offer on recommended products.



Jane purchases one of the product recommendations one, two, three times!



Jane purchases a subscription and redeems her points seamlessly at checkout.



Jane is segmented as a customer who is likely to subscribe. The brand sends her an email encouraging her to subscribe for additional savings and redeem her loyalty points.