



Tool bundle #4

# **5 tools** to minimise churn and boost return purchases

## Roadmap to success

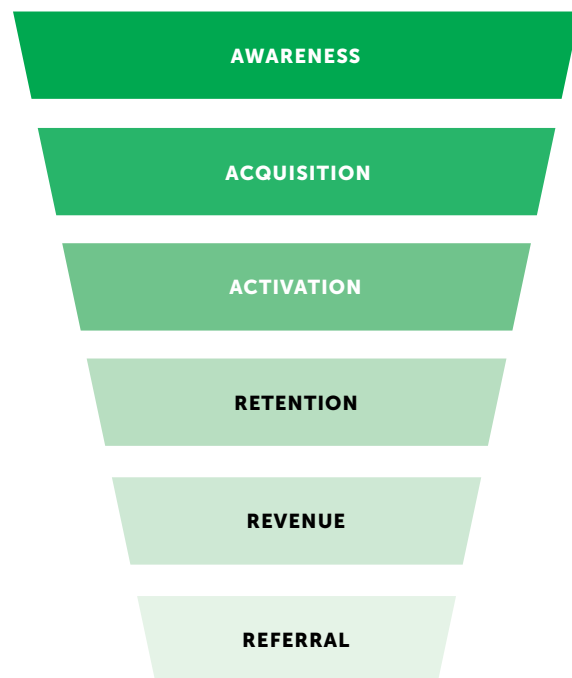
# Ultimate growth toolkit with the pirate funnel

One of the proven ways to understand user behaviour is the popular AAARRR or pirate funnel, created by Dave McClure.

It's a framework that guides marketing campaigns through every stage of the funnel, from the very first stage of the buying journey ([awareness](#)) and data gathering and testing ([acquisition](#)) to spurring a user into action ([activation](#)). It teaches [retention](#) strategies, choosing the right revenue model and, finally, how to drive referrals.

We'll take you through each stage, step by step, to help you formulate a game plan for your own business that leads to growth and long-term success.

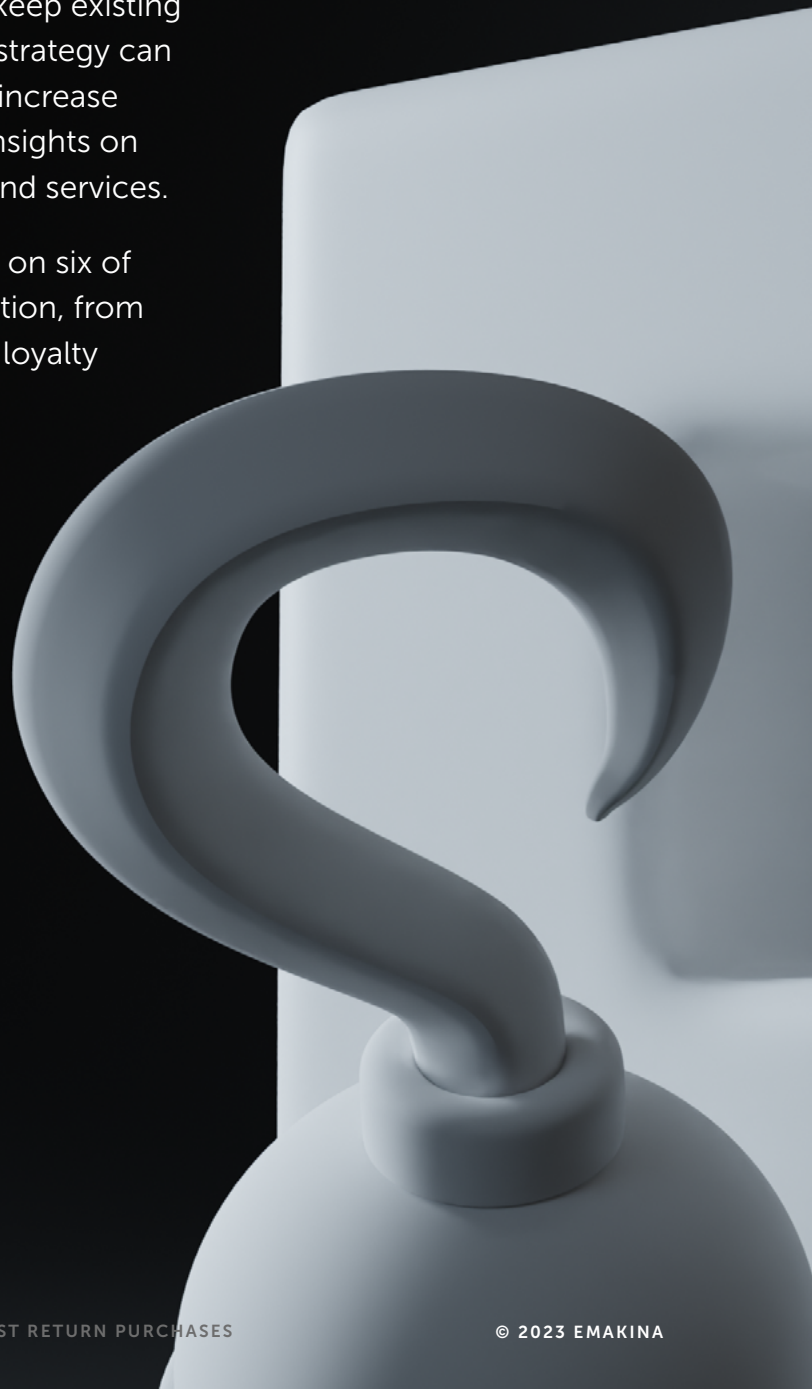
- A** Awareness
- A** Acquisition
- A** Activation
- R** Retention
- R** Revenue
- R** Referral



# 5 tools to minimise churn and boost return purchases

Retention is one of the most important stages of the AAARRR growth marketing funnel. Why? Because it's much more expensive to win new customers than it is to keep existing ones happy. The right retention strategy can help you reduce the churn rate, increase repeat purchases and give you insights on how to improve your products and services.

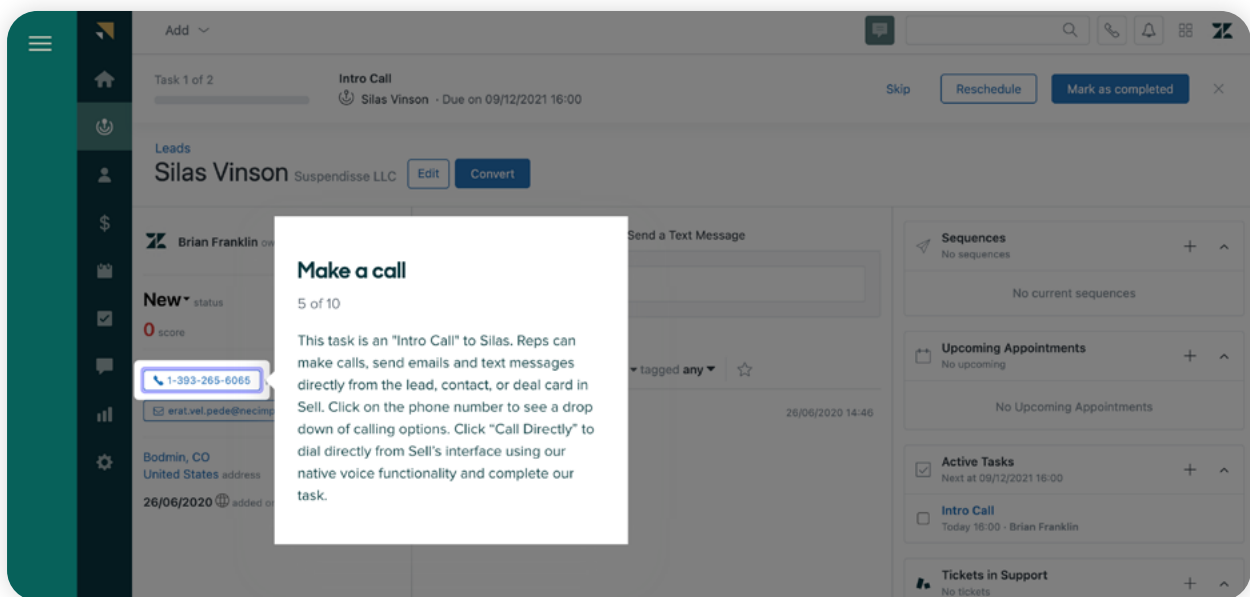
Here, we're shining the spotlight on six of our favourite tools to drive retention, from creating personalised offers and loyalty programmes to the metrics for measuring return sales.



## 01

# Zendesk

Zendesk Sell is a sales CRM that can help you execute your customer retention strategies and close more deals. It manages every interaction your customers and potential customers have with your business.



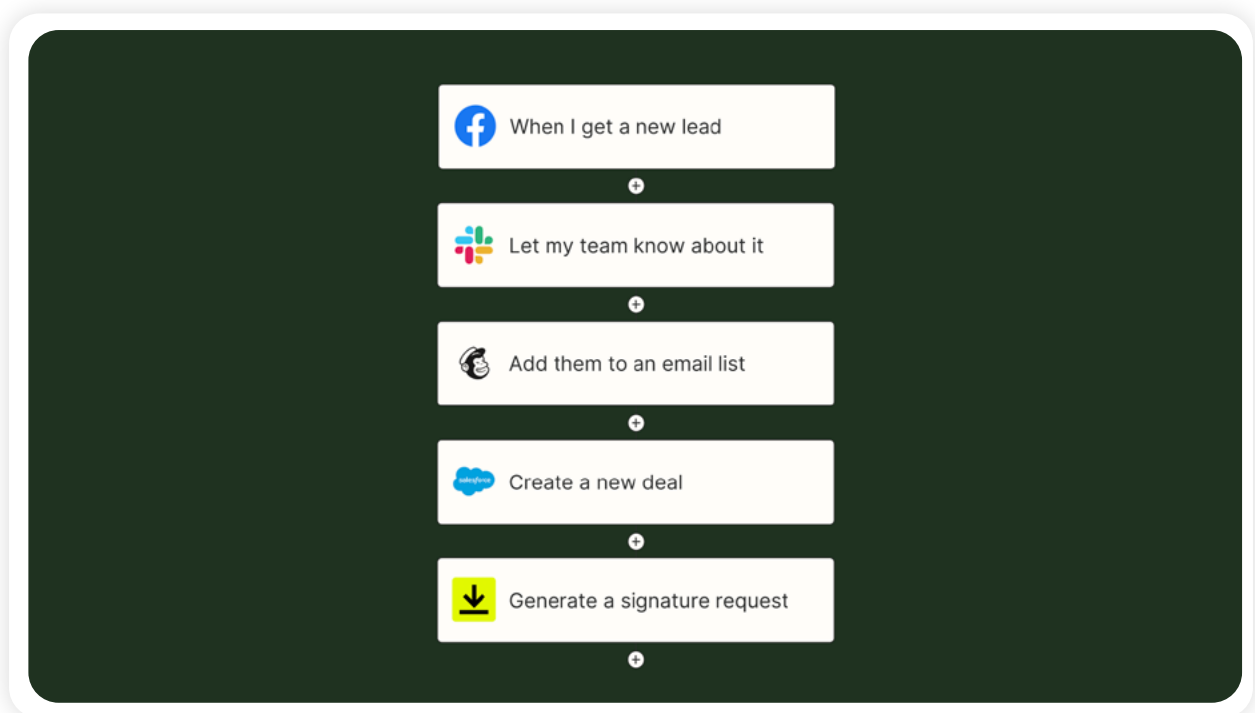
### Key features:

- **Store data**  
Zendesk allows you to create customers profiles based on data collected from multiple sources. With these customer profiles, you can create and send customized automated email flows or identify the best customers to give them extra rewards.
- **Analyse data**  
With the collected data, you can have a better overview on how your different flows are performing and you can optimise them by A/B testing different CTAs to see which ones have the best performance.
- **Customise campaigns**  
Once you have a better understanding of customer behaviour, you can tailor your campaigns.

## 02

# Zapier

Zapier is an automation platform that connects thousands of popular apps like Salesforce, Gmail, Facebook Lead Ads, and Google Sheets. The workflows you create in Zapier are called Zaps, and they can automate both common lead management tasks and complex lead lifecycle systems.



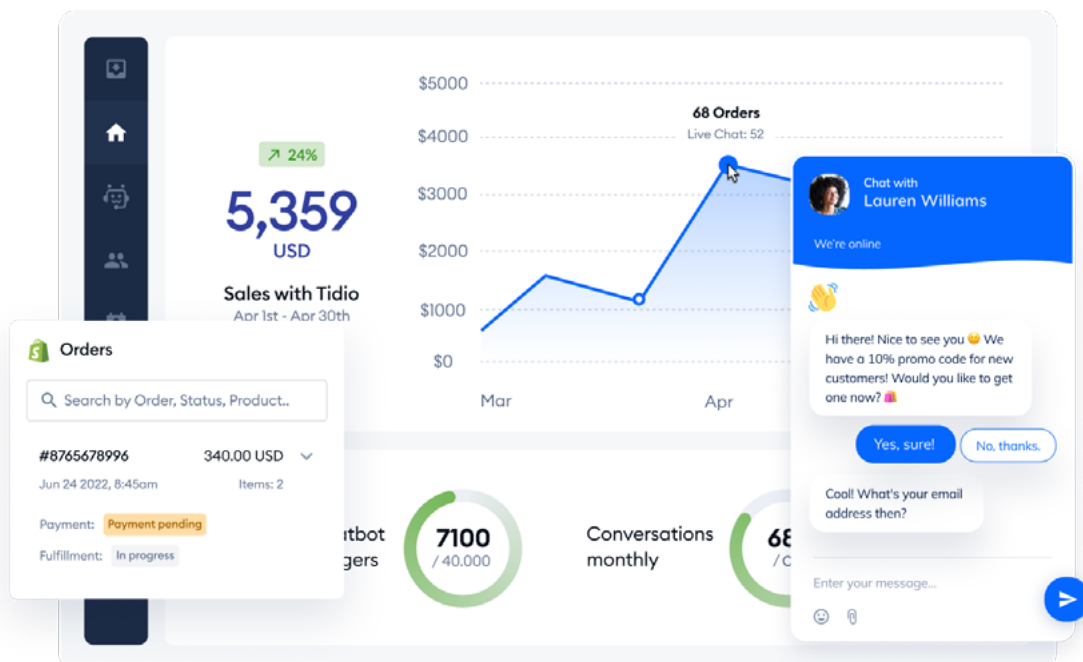
A Zap has two key parts:

- **A trigger is an event that starts a Zap** – e.g. when a new lead fills out a form on your website. Every Zap has one trigger.
- **An action is an event a Zap performs after it's triggered** – e.g. adding that lead to your CRM. A Zap can have more than one action.

### 03

## Tidio

Tidio offers ready-to-use conversation bot templates that can be used to answer simple to moderately complex questions about order status, product availability, or generate leads. Tidio chatbots integrate with popular CRMs, email marketing tools, and major eCommerce platforms.



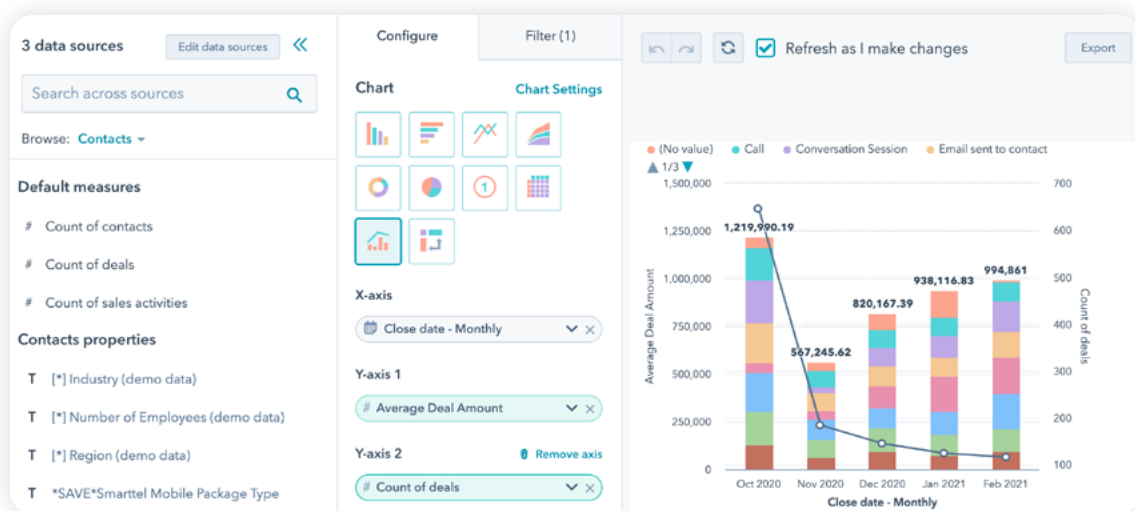
### Key features:

- **Live typing**  
Cut down reply times by previewing what users write before they hit the "send" button.
- **Canned responses**  
Create a library of common answers and use them easily in conversations.
- **Attachments**  
Allow sending files via chat: .jpg .jpeg .png .txt .rtf .xlsx .docx .pdf .gif, and videos.
- **Offline message**  
Inform your clients whenever you're not available and collect their email.
- **Pre-chat survey**  
Collect the client's data before the chat starts.
- **Multilanguage**  
Add multiple languages to your widget.



# HubSpot

HubSpot is one of the most commonly used CRM tools with a powerful mechanism and capabilities. It is simple and fast and has most of the features that other CRMs possess. HubSpot provides the best integration CRM environment, which other CRM tools don't offer for free. It's a flexible and powerful software tool.



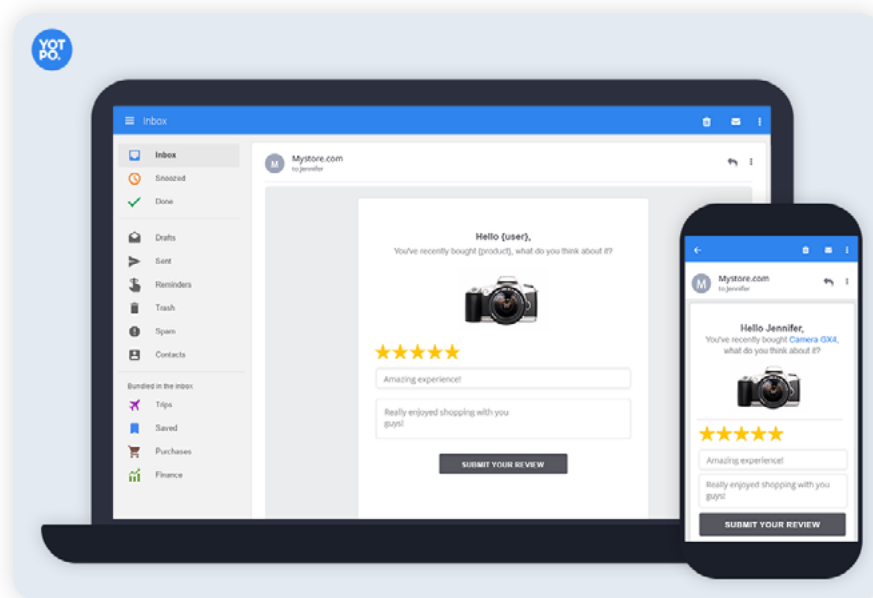
## Key features:

- **Contact management:** Allows businesses to organise and store customer and prospect contact information in a centralised database.
- **Lead management:** Enables businesses to capture, track, and qualify leads throughout the sales process.
- **Marketing automation:** Includes email marketing, landing pages, and social media marketing tools to help businesses generate and nurture leads.
- **Sales automation:** Provides tools for sales teams to automate tasks such as lead prioritisation, appointment scheduling, and contact management.
- **Customer service:** Offers a help desk and ticketing system to manage customer inquiries and support requests.
- **Analytics and reporting:** Provides insights into customer behaviour, lead generation, and sales performance with customisable dashboards and reporting tools.
- **Integrations:** Allows businesses to connect HubSpot with other tools and software they use, such as Salesforce, Google Analytics, and Mailchimp.

05

## Yotpo

Yotpo is a powerful customer retention tool. It helps you collect customer feedback and reviews, strategically present customer-related content on your website and generate more conversations. It also allows you to create referral programs and offer personalized rewards to existing and new customers.



### Key features:

- Multiple campaign choices;
- Custom designed experience;
- Tier-based programs;
- Track customer actions and behavior;
- Multi-channel support;
- Flexible reward structure;
- Measurable ROI;
- Multiple sharing options.



# Need help in monitoring or growing your brand presence?

*At Emakina, we understand how important it is for your brand to minimise churn. Want to learn how to build an effective retention model? Our growth marketing experts will be happy to help, so get in touch with us today.*

**[Contact us](#)**

## About Emakina, the User Agency

Emakina is a digital agency with global reach. It is part of Emakina Group, an EPAM Systems Inc. (NYSE: EPAM) company. Its technology and marketing experts work with customers to develop high performance marketing and creative solutions for business challenges, from cutting-edge applications, websites, and eCommerce projects to impactful content and campaigns. As the ambassadors for users, Emakina places the user's requirements and expectations at the heart of every digital experience. This approach offers the agency's customers and their brands a privileged relationship with consumers of the digital age.

Learn more at [www.emakina.com](https://www.emakina.com)



# The ultimate digital brand experience for your users

Team up with our growth marketing experts to start designing the brand experience your users dream of. Start your journey with us.

[www.emakina.com](http://www.emakina.com)



## Contact

**Adrien Dotreppe**

Growth Marketing Lead

[adrien\\_dotreppe@epam.com](mailto:adrien_dotreppe@epam.com)

Feel free to contact us

### Emakina Europe

Bd du Souverain 25/6,  
1170 Watermael-Boitsfort  
Belgium

+32 2 400 40 00  
[think@emakina.com](mailto:think@emakina.com)

### Emakina Middel East

FZ-LLC Office #909,  
9th floor, DSC Tower,  
Studio City Dubai,  
United Arab Emirates

+97 4 589 57 22  
[info@emakina.ae](mailto:info@emakina.ae)

### Emakina North America

79 Madison Avenue  
New York, NY 10016  
USA

+1 866 499 9591  
[info@emakina.com](mailto:info@emakina.com)