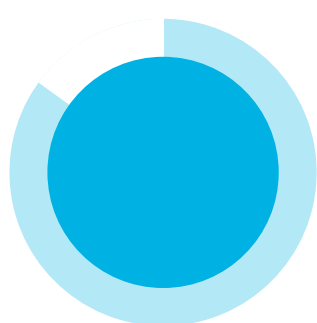


How to achieve negative churn

Negative churn is when the amount of new revenue from your existing customers is greater than the revenue lost. Every company wants to achieve it, but how do you get there?

Develop an effective loyalty program



80%

of customers are more loyal to brands that offer rewards programs.

Improve upgrade, cross-sell, and add-on strategy

Focus on upgrading customers; offer the value they would otherwise find elsewhere. Existing customers are

50%

more likely to try new products and spend 31% more.



Get honest feedback



1 in 25 unhappy customers will complain directly to you, the rest will say nothing, and their pain points won't be addressed.

Identify customers at risk of churning

This is an excellent way to save a customer from churning, but only

35%

of B2B companies utilize this tactic.



Achieve and maintain negative churn with Web Insights

Our website visitor identification software enables:

- Automated prompts on your visitor's activity
- Identification of where your visitors have been looking, promoting upsell opportunities.
- Real-time visibility on your customer journey, improving mapping, and allowing tailored communications.
- Quick integration with existing systems and adaptation

Close more business than ever before, and drive your customer success with Web Insights.

[Book a demonstration](#)