

# Convert First-Time Buyers into Repeat Shoppers with VIP Insights from Rivo

Data-Driven Insights, Greater Personalization, and Smarter Segmentation

## Supercharge Performance with Smarter Messaging Data

By connecting real-time loyalty and referral data with personalized messaging, this integration helps retailers turn everyday shoppers into loyal customers. It empowers marketers to deliver smarter, more relevant experiences that deepen customer relationships.

The result is a more impactful way to drive engagement, retention, and long-term revenue growth.



Mutual clients receive the following benefits:

- ✓ **Boost Customer Retention**  
Deliver personalized loyalty experiences that keep customers engaged and coming back.
- ✓ **Accelerate Revenue Growth**  
Turn loyalty and referral data into high-performing campaigns that drive measurable sales.
- ✓ **Acquire New Customers Efficiently**  
Leverage referral incentives and targeted messaging to expand your customer base organically.
- ✓ **Unlock Valuable Customer Insights**  
Gain deeper visibility into customer behavior, loyalty status, and referral activity to inform smarter marketing.
- ✓ **Trigger Personalized Journeys Automatically**  
Activate real-time email and SMS flows based on loyalty milestones like tier upgrades, referrals, and point changes.

“With our Listrak integration, brands can zero in on their most devoted customers and spark connections that actually stick. We're thrilled to partner with Listrak and elevate data, segmentation, and personalization for every send.”

– Alex Lazoff, CRO, Rivo

## Ready to Get Started?

Reach out to your Listrak Account Manager and get set up today.