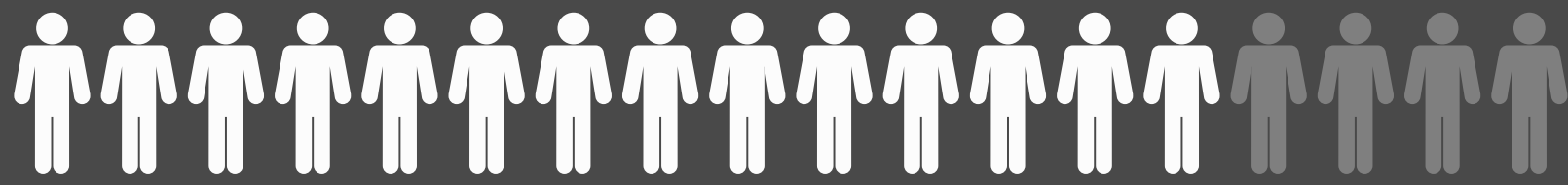


# HERE'S WHAT YOU NEED TO INCREASE YOUR REPEAT BUSINESS



**70%**

of consumers will return as a customer if a complaint is resolved in their favor



**500%**

It costs more to acquire new customers than it does to keep current ones

Lowering customer churn rate by

**5%** can increase your business profitability by

**25-125%**



On an average, loyal customers are worth up to 10x as much as their first purchase



**82%**

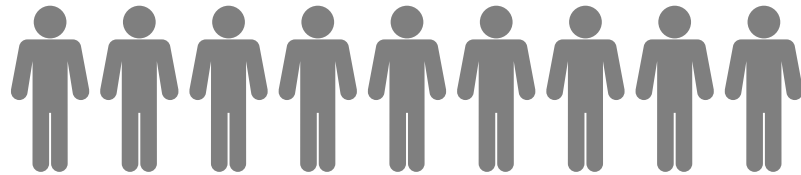
of companies agree that customer retention is more cost effective than acquisition



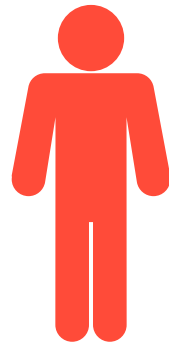
By and large, an average repeat customer spends 67% more between 31st to 36th months in their purchase cycle in comparison to 0-6 months

It takes 9 first time shoppers to lead into one

**REPEAT CUSTOMER!**



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9 First Time Shoppers: 1 Repeat Customer