

Emotional sales FUNNEL

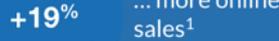
The only platform in the world that generates: Opt-in emotional leads, increases conversion and cross selling, increases retail selling online and in-store, reduces price sensitivity through emotional connections with your clients.

CAUSES

EMOTIONAL LEADS



BOOST SALES



CROSS SELL



EMOTIONALLY ENGAGED CUSTOMERS



+5 new

... word-of-mouth referrals from each engaged customer²

¹ Cone communications & Duke University / Behavioral Cause study

² Harvard study / How valuable is Word of Mouth

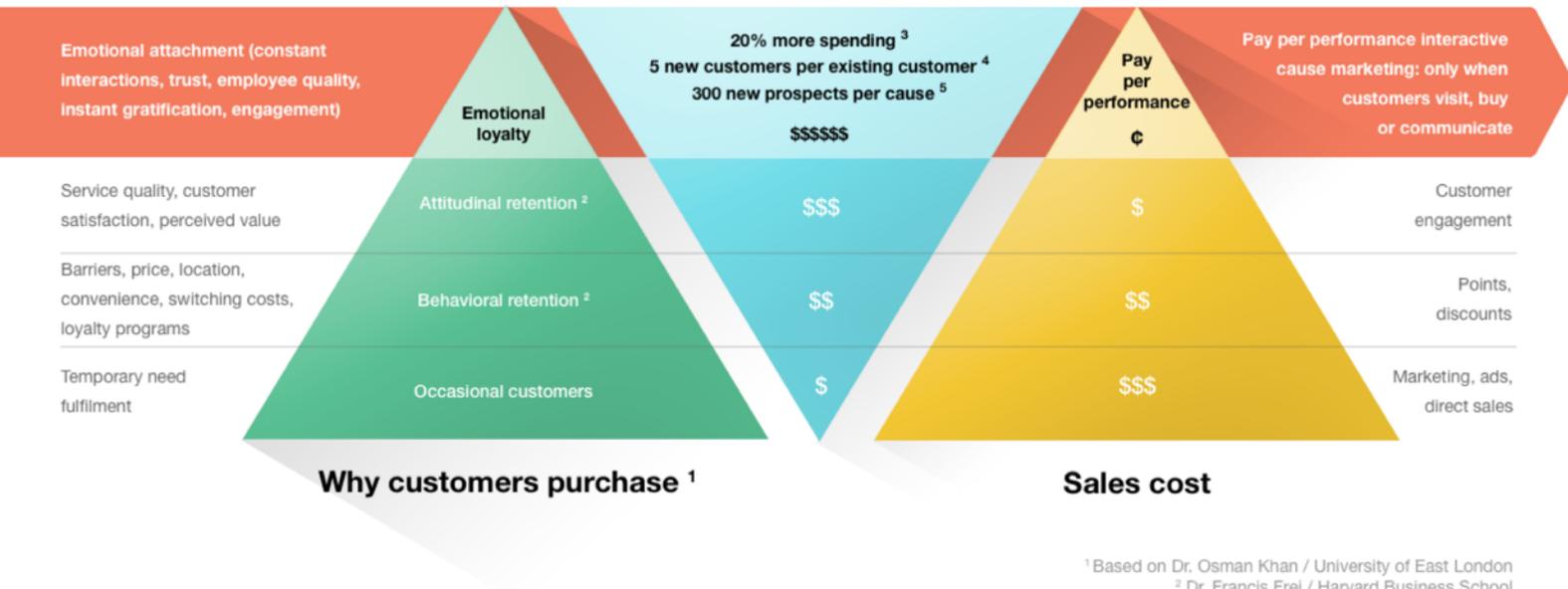
³ 2013 Cone Communications / Global CSR Study



[Click here to request a demo](#)

WHY IT WORKS

Revenue driven by customers ⁵



¹ Based on Dr. Osman Khan / University of East London
² Dr. Francis Frei / Harvard Business School
³ Cone/Duke University / Behavioural Cause study
⁴ Harvard study / How valuable is Word of Mouth
⁵ Compiled with over 20 years of data



While points, discounts, bonuses, good customer service and general offering help drive customer retention, true customer loyalty is accomplished when people become emotionally attached to your brand.

Leveraging their emotional attachment to their cause by contributing to it every time they interact with you is the key to building true Emotional Loyalty.

- Make a small contribution to customers' passions after they buy from you so they come back, feel loyal towards you and refer friends
- Loyal customers spend more and generate cheaper leads and referrals



[Click here to request a demo](#)