



Post-Purchase Ideas. Personal automations that bring members back

Post-purchase is a great time to engage members. When they've had a good experience, encourage them to continue! Target them with the personalized messaging that shows you care. The possibilities are endless, and you can set them all up automatically



TURN EACH PURCHASE INTO ANOTHER ONE

What better way to motivate members than to offer something you know they like? Send automated push notifications or pop-up messages that say something like: "Thanks for purchasing, here's a \$5 voucher for another one." Or "Here's a 25% discount for something that complements what you bought."



KEEP RENEWING THEIR APPETITE FOR POINTS

As members collect points, set up automations to encourage them along the way. For example: at 50 points, send "You're on your way... See what's waiting for you!" with a button to the Point Shop. And why not sweeten it with some free points?



DON'T MISS THIS CHANCE TO GET FEEDBACK

Catch members when they're most satisfied, right after they redeem a gift. Send automated push notifications suggesting that they rate your app on the App Store or Google Play. Or you can send a message with a satisfaction survey—and of course, another reward!