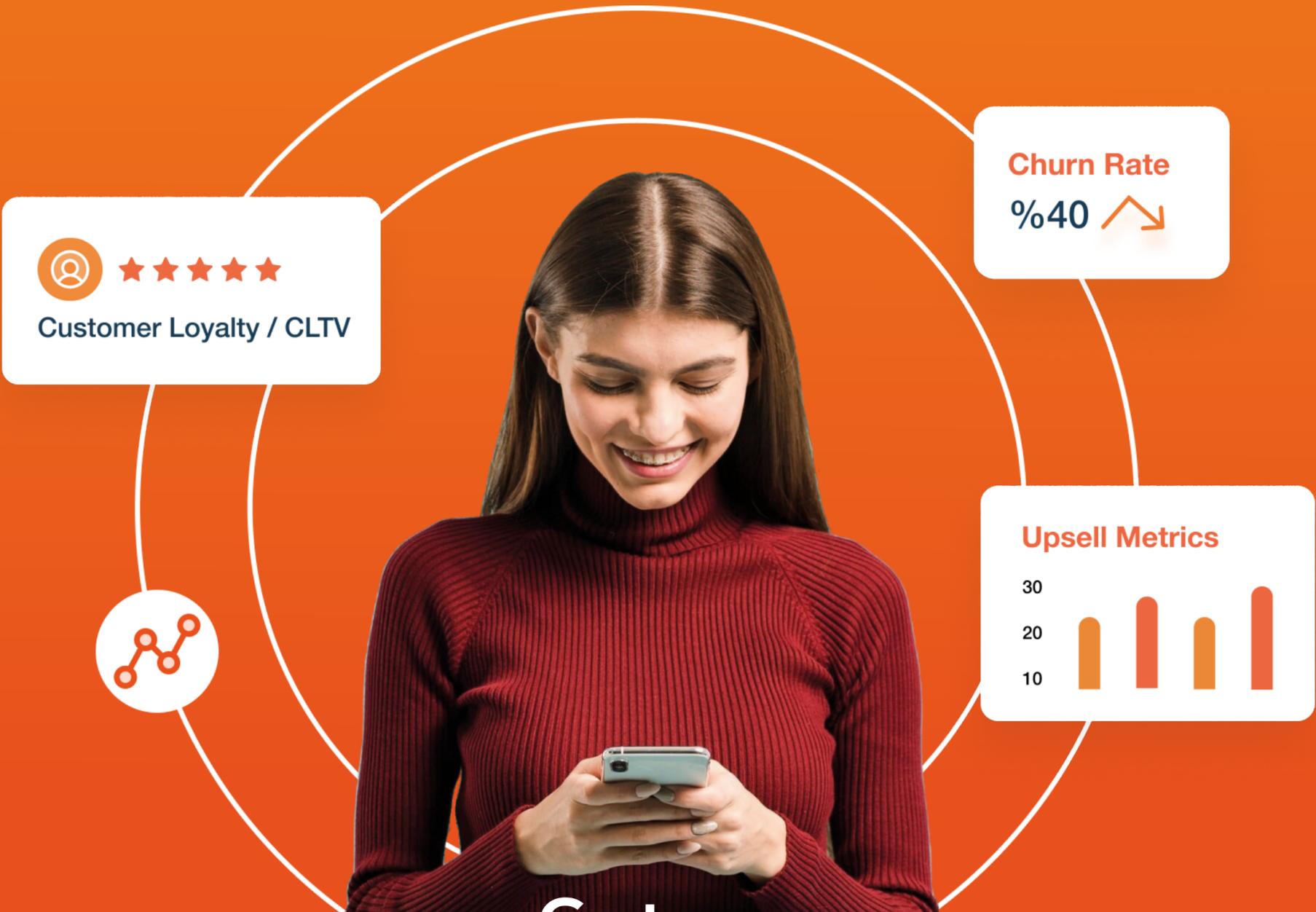


# Award-winner

## Finance Retention Marketing Platform



AI-powered insights to drive retention, optimize engagement with improved CLV, and reduce risk in financial services.

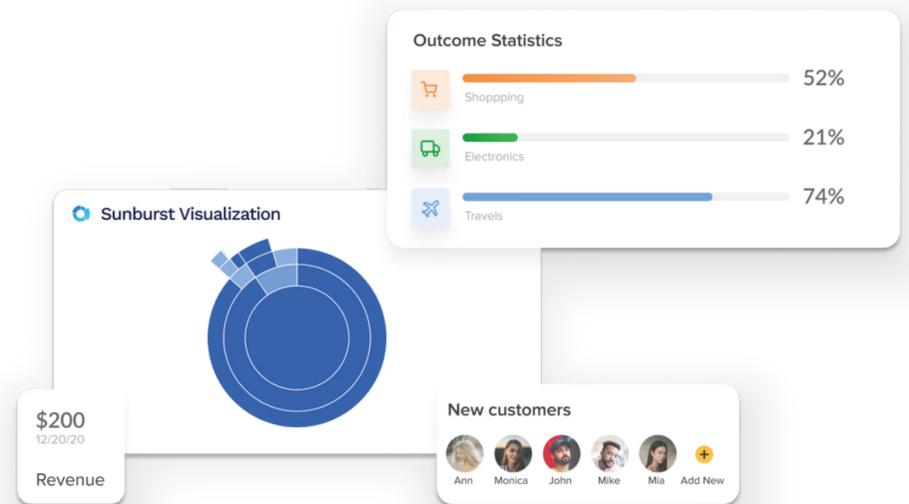


# Customer Retention & Lifetime Value

Build Lasting Relationships with Predictive Insights

## Churn Prevention

Identify and engage at-risk customers with proactive strategies, **reducing churn by up to 30%.**



## CLTV Maximization

Increase lifetime value with personalized engagement and **upsell offers that keep high-value customers loyal.**

## AI-Driven Loyalty Programs

Design loyalty programs that incentivize repeat usage with personalized rewards, driving **higher retention rates.**

## Card and Payment Subscription Increase

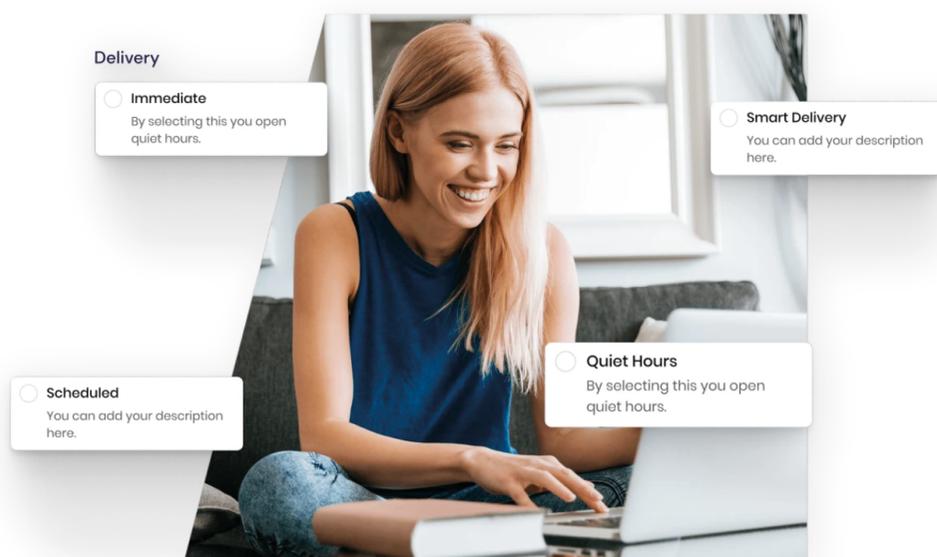
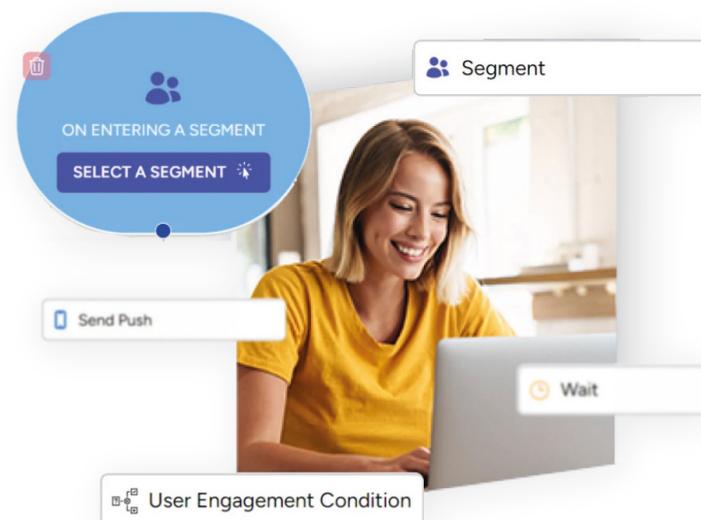
Prevent cancellations and boost renewals by offering **personalized engagement for subscription-based services.**

# Customer Engagement & Experience

Personalize and Automate Customer Interactions

## AI-Powered Segmentation

Dynamically segment customers based on real-time behavior and preferences to deliver personalized experiences across all channels.



## Hyper-Personalization

Automate highly relevant, personalized email, SMS, and app notifications, ensuring each message aligns with customers' financial needs.

## Financial Product Recommendations

Provide personalized credit offers, loans, and investment plans using AI that analyzes customer financial behavior to boost conversions.



## Omnichannel Campaign Optimization

Seamlessly adjust campaigns across email, SMS, and mobile apps in **real time, based on customer engagement and behavior.**

# Risk & Compliance Analytics

Protect Your Business with Realtime AI Risk Detection

---

## Fraud Detection

Detect and prevent fraudulent activities in real time by analyzing transactions and customer behavior.

## Credit Risk Scoring - NPL

Improve credit decisions with AI-driven risk assessments, evaluating diverse data for better predictions.

## Regulatory Compliance Analytics

Monitor and detect compliance risks in real time, ensuring adherence to industry regulations.

## Risk Mitigation

Get actionable insights to minimize financial exposure and optimize risk strategies before issues arise.





Strengthening relationships for  
**450 of the world's most innovative brands**

---

**Would you like to be one of these  
successful brands?**

Contact us at [www.b2metric.com](http://www.b2metric.com) or [contact@b2metric.com](mailto:contact@b2metric.com)

