



LIFECYCLE OPTIMIZATION

Transform buyers to repeat customers

We increase the lifetime value of your customer by turning sales into repeat business with personalized post-purchase offers. Using multiple mediums and channels, we create cross-sell, upsell and retention opportunities that increase profitability.



Create Opportunity.

We don't leave anything to chance. Especially when it comes to repeat and second-chance offers. With **Fusion Lifecycle Optimization**, we leverage the same powerful analytics, the same sophisticated predictive modeling, and the same deep customer insights to create customized post-purchase relationships with your buyers. Relationships that enhance loyalty and add value for the customer, all while uncovering new opportunities for your business.

Spend Less and Make More.

Mobile. Email. Online. Agents. Each method has its merit and each customer segment has its preference. **Fusion Lifecycle Optimization** features an in-depth analysis of critical data like customer behavior and purchase intent. This allows for the evaluation of intelligent cross-sell and upsell opportunities, designed for a tailored outreach strategy that maximizes revenue, renewals, and retention rates. What would a drop-off consider picking back up? What motivates a buyer to go back and spend more? We find the answers, and the sales, in our data. It gets even better. When more of your current customers are buying, you spend less to acquire new ones. It's a double boost to your bottom line. Who doesn't want that?



Online



Agent



Mobile



Kiosk



Build with the Best.

Look at where we've been and you'll see where we're going: forward. Since 2007 Fusion has set the pace for the industry, and we've set the bar with our successful partnerships with brand leaders around the world. Today we customize more than 1 billion offers a year, which result in more than 10 million purchases and more than \$150 million in incremental revenue. Our technology and our approach are proven in the travel and entertainment industries, where our business began. And we're still advancing. Now we're seamlessly integrating Fusion in other sectors, bringing the same power and profitability to healthcare, financial services, and more. We're your only provider with the ability and expertise to impact every point of your customer journey.

What motivates a buyer to go back and spend more?

We find the answers.



Make the most of the moment.