PERSONALIZED
MARKETING ACTIONS

- **20%** average increase on income.

- Send messages and notifications to each user based on when they are most active inside your app. Doubled engagement rates by delivering campaigns at the perfect time.

OMNICHANNEL
DATA ANALYTICS

- User segmentation.
- Behaviour analytics
- Intelligent CRM.
- AI Based push notification engine.
- Predictive analytics.
- Anomaly detection.
- One dashboard for all data soruces
- Performance marketing optimization.

Churn Prediction Model Results

mentation Visualization

CALL FOR FREE PILOT
POC & DEMO

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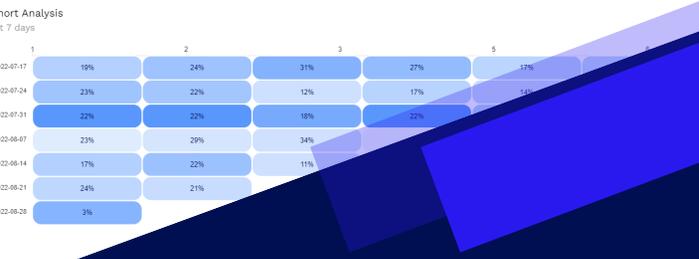
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AI-Based Digital Data Optimization Platform

B2Metric helps companies to optimize their marketing budgets by understanding customer journey behavior automatically with AI.

🌐

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AI-BASED CUSTOMER CHURN PREDICTON

- Analyze digital user journeys to take actionable insights about your users.

- 360° Customer Journey Analytics with intelligent CRM.

NEXT BEST-ACTION PREDICTION

- 25% increase on user retention.

- Retaining users rather than acquiring new ones is easier and more cost-effective and brings companies a ton of ROI. Thus, retaining customers is significant to drive higher revenue and ROI for your business.

SOME REFERENCES

Allianz ⑪

AVIS®

Ford

Media Markt

MetLife

TURKCELL

zipcar.

Türk Telekom

ZURICH®

b2metric

CUSTOMER JOURNEY ANALYTICS

- Automate the customer journey with intelligent marketing growth solution while saving 75% time and 50% cost.

- Make your users stay active for longer, provide more engagement, and greater return on investment.

EXPLANAIBLE AI FEATURES

- Reinforce your marketing teams with self-service customer behavior insights.

- What experiences and customer actions lead to favorable outcomes, and where to customer retention double down.

- 90% Prediction Accuracy Score!