

LATTICE RETAIN & UPSELL

KEEP AND EXPAND CUSTOMER RELATIONSHIPS

LATTICE MAKES IT EASY TO GROW REVENUE FROM CURRENT CUSTOMERS BY PROVIDING PREDICTIVE INSIGHTS INTO BUYER NEEDS

For most companies, revenue swells and renewal rates skyrocket among customers who've bought multiple products. So why do many marketers ignore this hidden revenue opportunity?

- For Most B2B Companies, 50% or More Revenue Comes from Existing Customers
- Customers Who Purchase Multiple Products Drive 6 – 20X More Revenue

TARGETED UPSELL AND RENEWAL

Sell More to Existing Customers

Finding meaningful patterns in customer behavior can be like looking for a needle in a haystack. But understanding the common traits among companies that have bought in the past provides valuable insights into who to target next.

Lattice makes it easy to tap into expanding customer needs and mitigate churn before it happens. Powerful predictive applications identify customer segments that are likely to need additional products or are at risk of attrition. Don't ignore the revenue opportunities hiding in plain sight.

How It Works



YOUR INTERNAL DATA

Lattice begins with your customer data to understand purchasing or renewal trends.



+ LATTICE DATA CLOUD

Your data is blended with thousands of additional account-level buying signals.



= IDENTIFY MEANINGFUL PATTERNS

Lattice identifies the key predictive attributes and matches customer segments to the products they are likely to need so you can take action.

Lattice unlocks the power of predictive modeling and data science so marketing and sales teams can focus on the best revenue opportunities.

- Know which selling type is relevant to your customer
- Build hypotheses based on segment and products
- Evaluate potential customer revenue



Lattice is pioneering the predictive applications market for marketing and sales. Lattice helps companies grow revenue across the entire customer lifecycle with data-driven marketing and sales applications that make complex data science easy to use. By combining thousands of buying signals with advanced predictive analytics in a suite of secure cloud applications, Lattice helps companies of all sizes to stop guessing and start relying on predictive insights to increase conversion rates and deal sizes by more than three times. Lattice is backed by NEA and Sequoia Capital with headquarters in San Mateo, CA. Learn more at www.lattice-engines.com and follow @Lattice_Engines.