

Retain

TrueML Products

Spend less to engage better with digital channels and optimized delivery



In today's digital world, 59.5% of consumers prefer email as their first choice for communication, which means for your business' customer engagement, using digital channels is a must. In fact, using digital-first channels can boost engagement by up to 25%. But all digital is not created equal, and as a result, many digital communication practices still leave businesses unable to reach each customer without stretching resources too thin. But there is a way for businesses to evolve basic digital communications into an optimized outreach system that supports communication and customer engagement goals.

Retain by TrueML Products

A scalable, client-branded digital delivery tool to help you manage and optimize customer engagement. When you need to engage customers, Retain intelligently automates your communications to help you engage better while reducing your costs.



Improve Your Engagement

Reach more customers and increase engagement by meeting consumers with **your message** in the **right channel** and at the **right time**.



Maximize Your FTE Efforts

Reduce headcount and optimize **FTE time** by focusing on inbound calls for customer support.

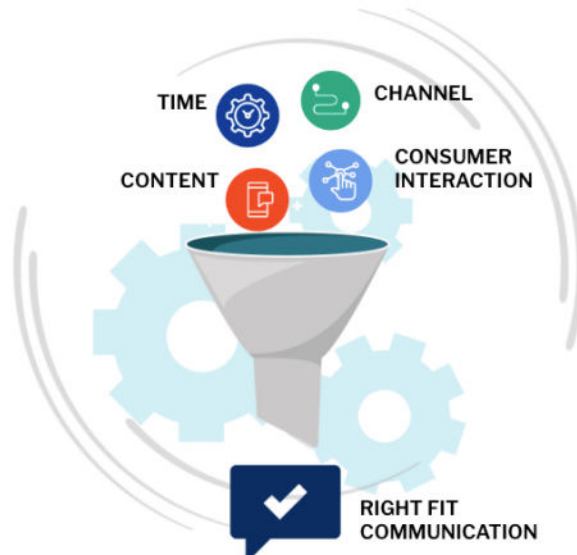


Ensure Your Delivery

Measure, track and adjust **delivery success** with best practices and robust reports developed by a team of deliverability experts.

How Retain Works

A patented optimization engine that's informed by engagement data from more than a million customers and best-in-class digital delivery work together to boost customer engagement – while cost-effectively delivering on your business goals.



→ Deliverability Matters

Your carefully crafted customer message is only effective if your customers see it. Retain ensures your message makes it to the inbox with best-in-class email delivery and deliverability rates, which are constantly monitored and adjusted by a team of experts.

EMAIL DELIVERY RATE

Average Rate

80%

Retain's Rate

99%

EMAIL DELIVERABILITY RATE

Average Rate

84.8%

Retain's Rate

95%

SMS DELIVERY RATE

Average Rate

95%

Retain's Rate

98%

Retain's Opt-Out Rate

<1%

Delivery: Did the email make it to the recipient's server?

Deliverability: Did the email make it to their inbox instead of spam, promotions, etc.? Also called 'inboxing rate'.

About Retain

Retain by TrueML Products is an intelligent delivery platform that leverages a patented optimization engine to determine the optimal time and channel to deliver the client's communications within the confines of the compliance requirements outlined by the client.

TrueML Products is a fintech software company developing products that enable intelligent, digital communication and prioritize customer experience for consumers seeking financial health.

Email sales@getretain.com or visit www.getretain.com to learn more.

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