

Customer Segmentation & Retention with Greyferret About Greyferret

Greyferret is a powerful insights and intelligence tool for optimizing online customer engagement and marketing ROI. Greyferret sits between your Magento store and your marketing services platform serving as the conduit of reliable, relevant and timely customer centric insights. Greyferret helps build comprehensive consumer segments, identify customers'™ behavior in real time and drive definitive marketing campaigns that create mutual value for stakeholders and customers.

The Greyferret edge

Dig - Seamlessly connect Magento to multiple marketing platforms like MailChimp and Oracle Responsys

Discover- Aggregate vital consumer behavior data based on WHAT customers have purchased, HOW FREQUENTLY and HOW MUCH they spend, build smart segments and obtain actionable insights

Drive - Leverage Algorithms that push smarter, relevant segments back to customers'™ marketing platforms and drive targeted response campaigns

Benefits

Greyferret helps ecommerce stakeholders to

Improve Retention: Proactively identify and engage customers at risk today or those that could in the future. Entice lost and inactive customers with meaningful win-back marketing actions

Optimize Conversions using Purchase Propensity: Predict ideal segments for a product cross sell and vice-versa

Look Alike Targeting: Make optimal recommendations to new acquisitions based on consumer trends across demographic and geographic indicators

Tip Over: Influence last mile conversion by winning over "engaged"™ but under-monetized custo

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How to Setup

Install Greyferret Module through Magento Connector.

Register at <https://greyferret.com/> by selecting Magento as the eCommerce Platform and a plan of your choice based on the number of customers you have.

Login at <https://greyferret.com/main> using the credentials received through email.

Navigate to API Details Page of Greyferret and copy the API credentials.

Login to Magento Admin and Navigate to System - Configuration - LISTER API - Greyferret.

Configure the API credentials.

Schedule the cron to run during your low traffic time.

Save Config and Flush the Cache.

Kick Start Segmentation Intelligence in 1 Business day.