

Cross-Sell & Upsell More Effectively with AXIS Member Outreach

Did you know that some companies generate 65% to 70% of their revenue by cross-selling and upselling offerings to their existing customers?

With **AXIS Member Outreach**, you can empower your marketing and sales teams to actively engage members with highly targeted campaigns that will help them close more deals and increase revenue.



Broaden Your Reach

Stop limiting marketing campaigns to a single channel (e.g. emails) and instead use each member's preferred channel to reach more members.



Increase Response Rates

Analyze customer interest level in particular promos by channel or campaign to fine-tune your messaging and boost response rates.



Create Sales Opportunities

Track member engagement actions (e.g. new members joining) in real time, so your frontline staff can follow up with offers and make additional sales.



Improve Targeting

Target members based on data such as previous interactions, purchase history and demographics, so you always promote the right offering to the right person.



Eliminate Bad Leads

Allow marketing to provide sales with information on members who may respond positively to their campaigns.

Want to see **AXIS Member Outreach** in action?
Call us at **1.844.568.7933** or email at sales@campana.com