

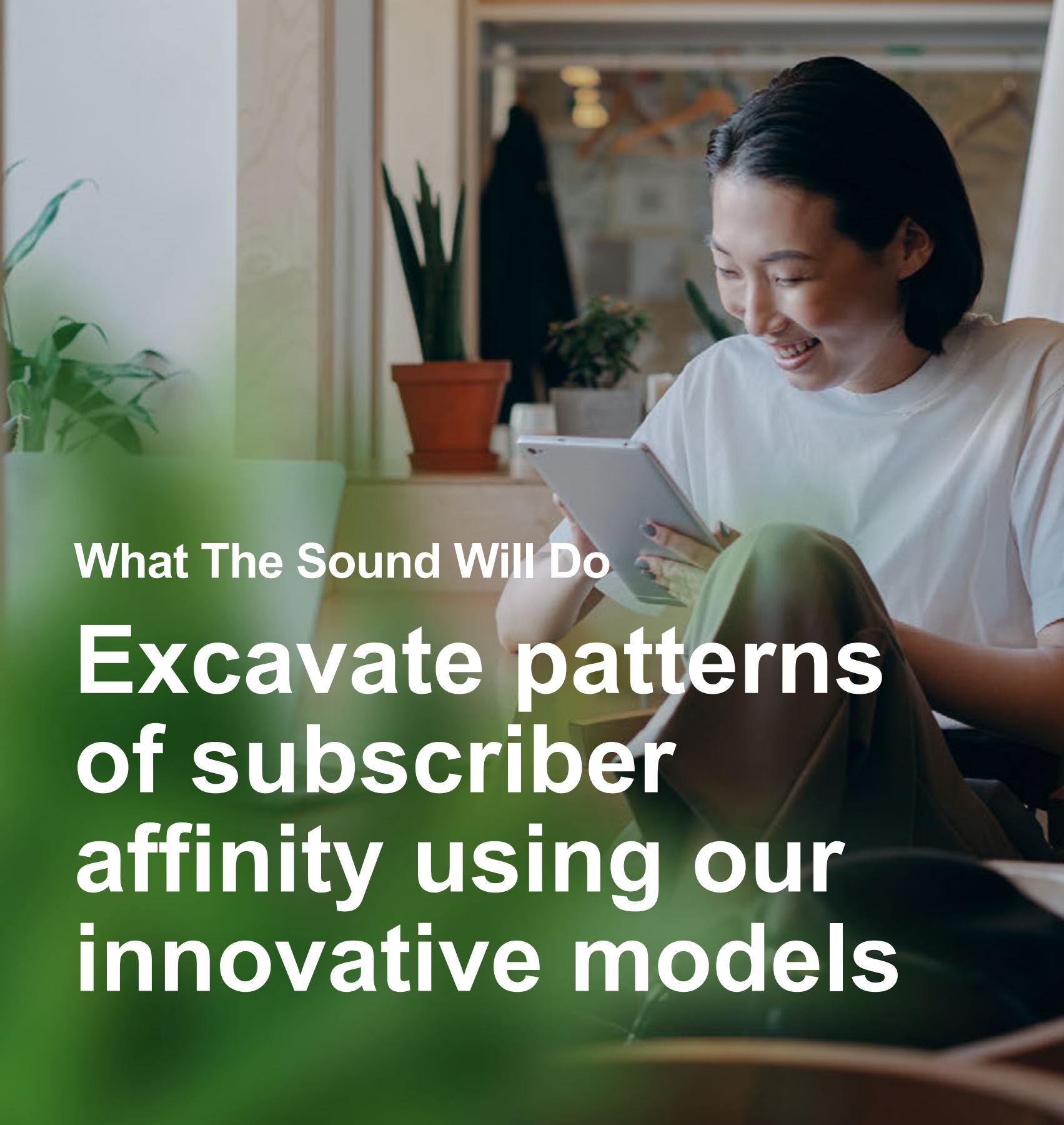
Reinforcing Commitment For Recurring Revenue

New Frameworks for Retention Strategy
Based on Cutting-Edge Analytics

The Sound May 2022



The Sound offers new options for modeling loyalty and building retention strategies. Grow your brand with our new approaches to understanding behavior!



What The Sound Will Do

Excavate patterns of subscriber affinity using our innovative models

Diagnose Risk and Potential Across Subscribers

Develop bespoke algorithms for understanding the proportions of subscribers who are Committed Users, Flirts, Hostages, and Disengaged. Identify fluidities enabling movement between groups.

Calculate Expected Revenue Gains by Subscriber Type

Mobilize our expected Lifetime Value (LTV) modeling across all subscriber groups and focus special attention on the needs of customers who can be moved into higher LTV brackets.

Unearth Platform Elements Driving Use

Understand in detail the motivations and needs leading to platform use. Identify concrete elements of the platform that can be enhanced to address subscriber preferences.



So That You Can
Build a Strategy To
Inspire Long-Term
Commitment and
Value Creation

The Sound Will Deliver:

Strategies to Move Subscribers from Mild Loyalty to Commitment

Provide concrete recommendations for actions to transform Flirts, Hostages, and the Disengaged into Committed subscribers.

Direction for Reaching High-Value Subscribers

Add further focus to recommendations by identifying subscribers with the greatest potential for lifetime value. Pinpoint their needs and unaddressed concerns.

Tactical Advice for Cultivating Deeper Bonds with Subscribers through Program Enhancements

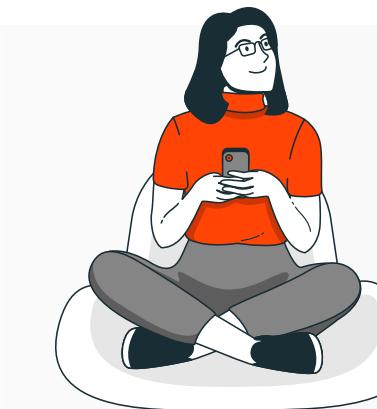
Enhance and develop the program elements and offerings most likely to encourage deeper connections with subscribers. Create a platform experience that resonates deeply with users.

The Sound's approach to assessing subscriber loyalty rests on an analysis of activity and affinity, spread out over three core metrics:



1

Subscriber Lifetime
Value (LTV)



2

Subscriber Risk
and Loyalty
Group Analysis



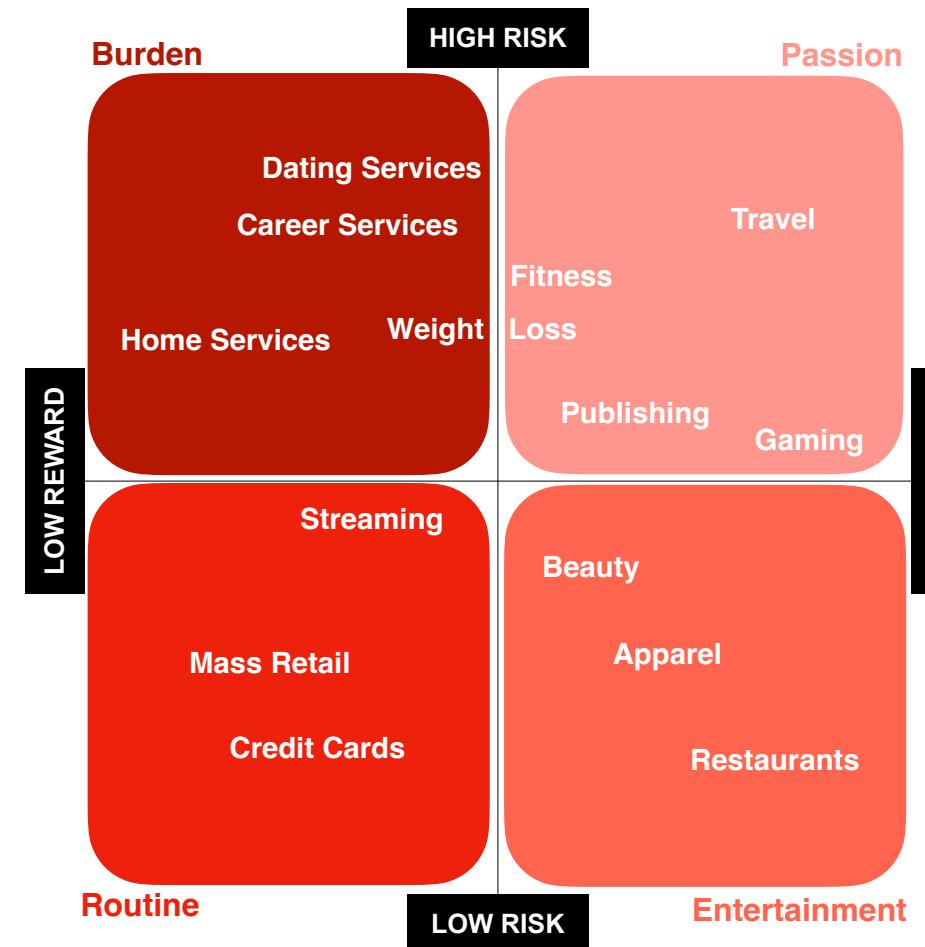
3

Platform Use
Driver Analysis

We've found that subscribers maximize loyalty when they experience a rich personal connection with a program, underpinned by functional needs.
The key is understanding where your subscribers fit in!

All final outputs emerge from proven algorithms tailored to your specific industry space and subscriber base. The flexibility and wide applicability of our approaches make this an ideal framework for any industry with a strong loyalty subscriber presence.

We've applied our loyalty metrics across wide-ranging industries, from Travel to Retail, from Dating to Dining, and everything in between.



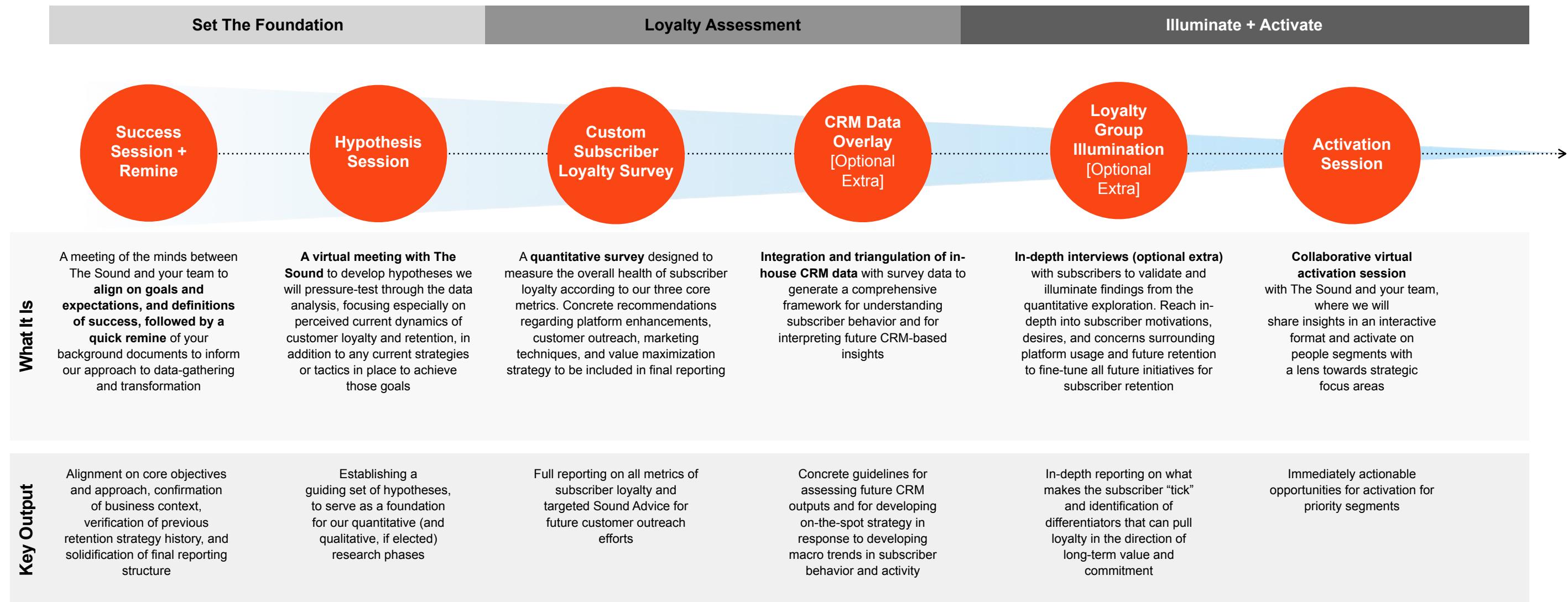
Our approach offers flexibility and scalability.

Your brand may operate in one of the industries listed here or in a separate space. Your brand may boast a vast subscriber base or a developing one. Your brand may seek to augment existing research on loyalty or to pursue it for the first time. Whatever the case, we are eager to guide you to an actionable strategy.

We work with all types of data.

We're always up for a challenge! We'll happily design a bespoke survey to get at these answers or mine your internal CRM data for loyalty patterns. Ideally, we'll combine both to generate a comprehensive outlook. Depending on where you sit within the model, we'll find the approach that's right for you.

Take a journey of discovery and activation with The Sound. A typical project looks like:



Pricing between \$100k - \$300k. We look forward to finalizing a project quote for you soon!



We really want to work
with you.

What can we do to
make this happen?

Let's chat.



www.thesoundhq.com