

# CUSTOMER RETENTION & ENGAGEMENT - CASE STUDY

**Objective:** Identify areas of growth for new brand and existing acquisition and retention channels across products and locations for a large, national gaming company.

**Approach:** 4<sup>th</sup> Leaf Solutions analyzed customer retention data across gaming company products and locations with our performance methodology, relaunched new, optimized campaigns and measured performance on both repeat visits and engagement across customer base.

**Results:** YoY significant improvement

- 38% lift in customer retention
- 134% increase in monthly engagement
- 3-5x increase in total revenue

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