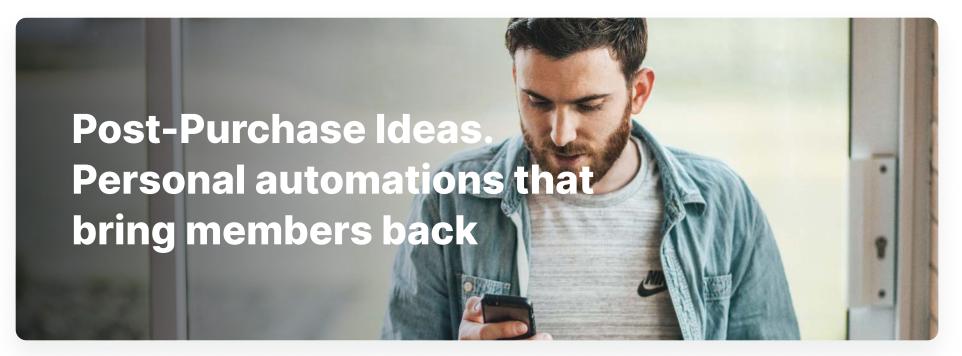
## **Como Success Tips**





Post-purchase is a great time to engage members. When they've had a good experience, encourage them to continue! Target them with the personalized messaging that shows you care. The possibilities are endless, and you can set them all up automatically



## TURN EACH PURCHASE INTO ANOTHER ONE

What better way to motivate members than to offer something you know they like? Send automated push notifications or pop-up messages that say something like: "Thanks for purchasing, here's a \$5 voucher for another one." Or "Here's a 25% discount for something that complements what you bought."



## **KEEP RENEWING THEIR APPETITE FOR POINTS**

As members collect points, set up automations to encourage them along the way. For example: at 50 points, send "You're on your way... See what's waiting for you!" with a button to the Point Shop. And why not sweeten it with some free points?



## DON'T MISS THIS CHANCE TO GET FEEDBACK

Catch members when they're most satisfied, right after they redeem a gift. Send automated push notifications suggesting that they rate your app on the App Store or Google Play. Or you can send a message with a satisfaction survey—and of course, another reward!





