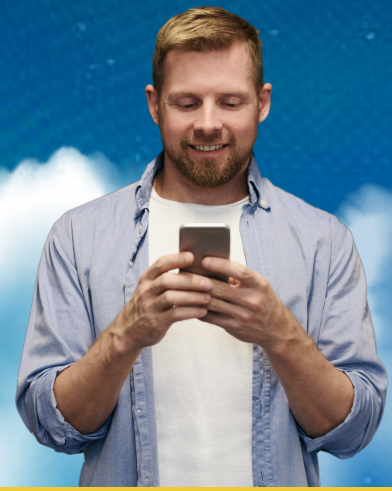


# The secret to customer retention: Digital Payments



A recent study by PYMNTS.com revealed that **more than 70 of customers prefer to deal with businesses digitally**, which means using digital payments to deliver refunds, rebates, rewards, & other one-time payouts increases retention.



## SAVE TIME & MONEY

**7X**

It's at least 7 times more expensive to acquire a new customer than it is to retain an existing customer, according to Hubspot.



## INCREASE REVENUE

**95%**

Just by increasing customer retention by 5%, you can increase revenue from 25-95%.



## MAXIMIZE CLOSE RATE

**70%**

Selling to a customer you already have has a 60-70% success rate, while selling to a new customer is 5-20%.



## IMPROVE REFERRALS



Satisfied, loyal customers are more likely to sing a company's praises and refer their friends and family. New customers: now free of charge.

\* References: Hubspot, OutBoundEngine, PYMNTS.com

There's one simple and powerful way to improve customer retention:  
**Digital Payments: Instant payouts, instant delight.**

**TO LEARN MORE, SCHEDULE A DEMO TODAY! EMAIL: [INFO@DIGITALPAY.US](mailto:INFO@DIGITALPAY.US)**