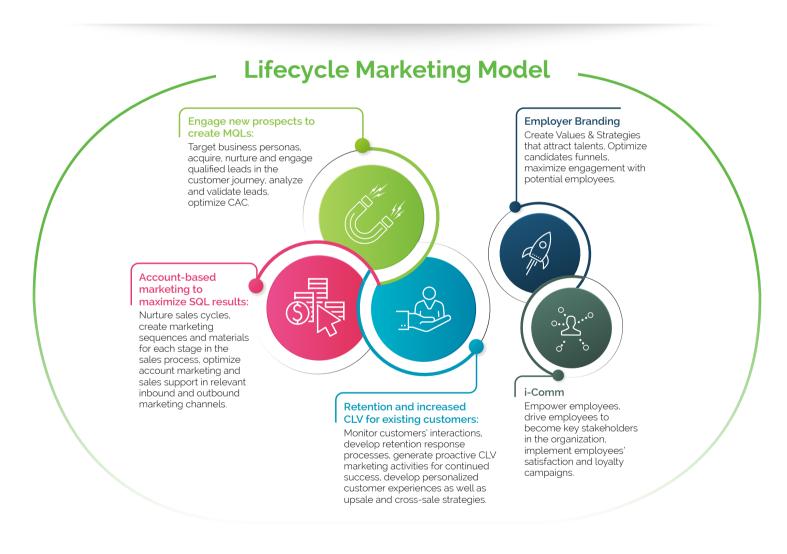


In the midst of the digital transformation, where everyone and everything is connected, marketing is no longer only about meeting potential buyers at different touchpoints in a funnel and luring them to buy a product. In today's engagement economy, marketing is about helping businesses reduce customer acquisition costs (CAC) and maximize customer lifetime value (CLV) while delivering lasting experiences to end users. It is about the entire lifecycle of a customer and its engagement with a business - its products, services, sellers, employees, partners and stakeholders.

Xtra Mile, a lifecycle marketing agency operating in Israel, Europe and the United States, helps businesses manage lifecycle marketing in today's customers' economy. With over 15 years of experience working with leading customers, primarily in the high-tech, medical and technology industries, Xtra Mile increases customer lifetime value (CLV) by integrating a coherent system that leverages customer engagement from acquisition to retention.

Lifecycle Marketing - A to Z

At Xtra Mile, we know marketing and today's environment inside out. We know our customers put their own customers at the center. And we are experts in managing marketing lifecycles from A to Z. We provide a 360-degree view of each of the phases in a customer's lifecycle – from developing profitable marketing strategies, through improving sales processes, to retention tactics – while ensuring lower CAC and higher CLV. At the same time, we take care of all aspects of employer branding and i-Comm activities, because we know that satisfied employees are key to our customers' success.



Increase Customer Lifetime Value



Digital and physical marketing

Brand awareness

Messaging

Customer journey mapping

End-to-end campaign management

Engagement analysis

Lead scoring

Lead management

Business intelligence and analytics

Content writing

Graphic & web design

Conferences, exhibitions and meetups

Marcom & digital marcom services



Account-based marketing

Develop sales sequences and the supporting marketing materials

Populate specific nurturing campaigns (digital and physical)

Personalized account based campaigns

Sales kits design and

preparation

Sales-management scripting Lead validation and

intelligence

Sales and marketing alignment

Account based awareness campaigns



Customer lifetime value and retention

Retention-marketing strategies

Personalized relationship building

> Cross-sell and upsell campaigns

Traditional and digital marketing campaigns for continued engagement

User groups meetings

Loyalty programs

Customer-satisfaction activities and surveys

Employer's branding and internal communication

> Response sequences and proactive processes