

How can cognitive analytics help you restart the conversation with lost customers?

Goodbyehello

Goodbyehello specializes in an area of marketing that many companies ignore: winning back “lost” customers who haven’t been seen for a year or more



IBM Watson Analytics provides data discovery in the cloud to help **Goodbyehello** extract more meaning from your customer data



It transforms your data into visualizations that help you understand the true reasons why some customers stop interacting



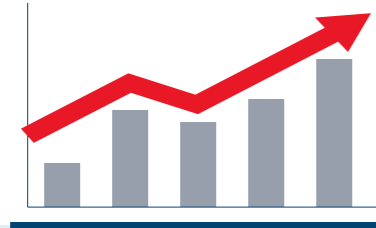
So **Goodbyehello** can help you design personalized campaigns to restart the dialog with customers you’d thought were lost

300%

Boosting re-engagement rates by up to **300 percent** with deep customer insights that show you how to rebuild those relationships

HOLIDAY RENTALS

ADVENTURE HOLIDAY SALES

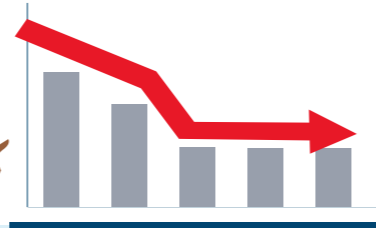


2006



HOLIDAY RENTALS

ADVENTURE HOLIDAY SALES

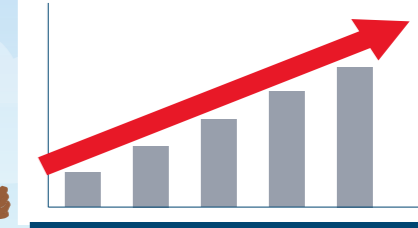


2010



HOLIDAY RENTALS

FAMILY HOLIDAY SALES



2016

