

WE Spend Capacity Report



Increase Revenue Opportunities by Identifying Low Spend, HNW Customers

It's important to find opportunities within your existing customer base. A Bain & Company study found that a 5% increase in customer retention can increase a company's profitability by 7%. They also found that the average amount spent by a repeat customer was two-thirds more than a new customer. But not all existing customers have the capacity or ability to spend more with you. Identifying those that do will be critical to driving success.

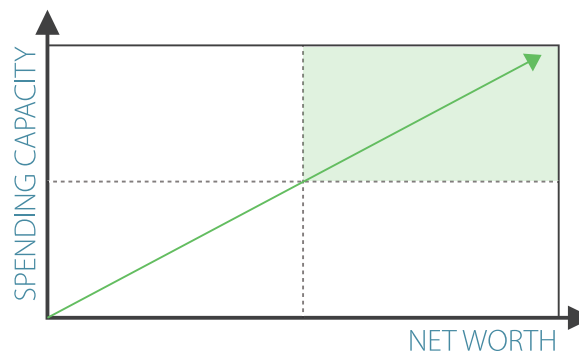
With the WealthEngine Spend Capacity Report we identify the low spend, high net worth customers among your current database. By prioritizing these existing customers based on the opportunity, you can enhance the revenue effects and drive a higher customer lifetime value.

Get a Complete Picture of Your Customers' Capacity Alongside Their Current Spend

The WE Spend Capacity Report analyzes your existing customers and prioritizes them based on their spending capacity and net worth. WE provide you with a file and report that includes:

- » Executive Summary
- » Match Rates
- » Key Highlights of Net Worth Spend Patterns
- » Decile Report
- » Graphs

With the WE Spend Capacity Report you gain insight into the low spend, high net worth customers in your database so you can take immediate action and best prioritize your sales and marketing efforts to maximize revenue.



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