

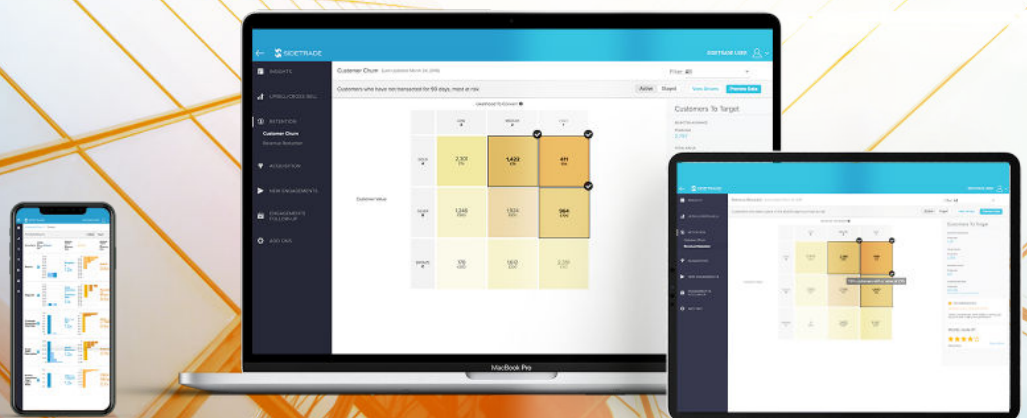
## Power up your customer marketing campaigns through data-driven insight

Spot opportunities for cross-sell and upsell to current customers.

Predictive insights into customer propensity to buy.

Boost customer lifecycle value through targeted, marketing campaigns.

One of the greatest challenges for enterprise organizations is unlocking additional revenue potential throughout the order-to-cash cycle. With Sidetrade's Augmented Revenue, you can use AI-powered insight into your B2B customer base to increase orders from existing accounts, monitor customer churn risk and proactively take action to retain your key business customers.



Building a portfolio of loyal customers is crucial to the success of your business, but often organizations are left in the dark about which customers are at risk of leaving and why.

With **Augmented Retention**, part of our **Augmented Revenue** suite, you can use artificial intelligence to influence customer orders, think strategically about the lifetime value of your customer accounts, and focus marketing and sales efforts where they will provide most return on investment.

**Augmented Retention** uses our AI, Aimie, to segment customer accounts and rank these groups according to two key metrics, customer value and likelihood to churn.

## Further resources

[Webinar: Augment your strategy with AI](#)

[Augmented Revenue](#)

[Sidetrade News](#)

[Book a Demo](#)



# ST Augmented Revenue

Aimie gains insight from a range of data sources such as sales and financial data as well as customer behavior patterns, to intelligently predict revenue and churn rate for each group.

This enables you to see at a glance where immediate action is needed in order to target high-value accounts that are at risk of reducing their spend or leaving you. This insight benefits both sales and marketing teams, by boosting customer order potential.

As customer scores are based on both revenue and predicted lifetime value, Aimie will also make recommendations to uncover additional sales opportunities from your customer base - enabling you to grow customer lifetime value and reward existing customers with a deeper relationship.

Unlock the ability to cultivate customer relationships, boost retention, and identify opportunities for cross-sell and upsell to your customer base with **Augmented Retention**.

[To book a demo, please get in touch with our friendly team.](#)



## About Sidetrade

Our mission is to help organizations unlock customer value across the entire order-to-cash cycle. Sidetrade provides the best AI technologies to drive the customer relationship, grow the business and generate cash flow. To find out more, visit [sidetrade.com](https://www.sidetrade.com).