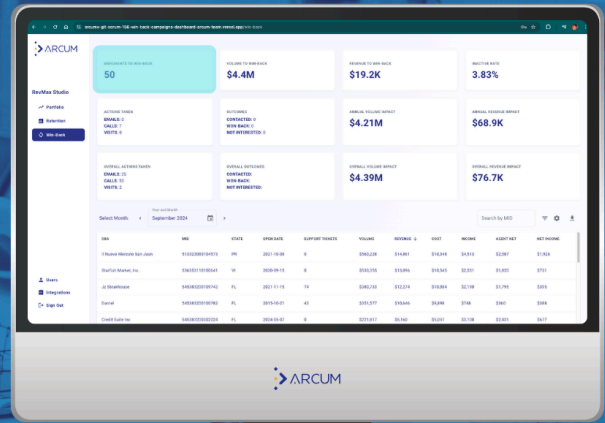# Reignite Relationships.
Maximize Revenue.

The RevMax Studio **Win-Back Manager** empowers you to identify and re-engage lost accounts with precision and strategy. By providing deep insights and segmentation tools, this module helps you build tailored win-back campaigns that drive results, rebuild loyalty and recover revenue.

Comprehensive Insights on Lost Accounts

Easily access 12 months of historical KPIs for all lost accounts. Analyze key metrics like revenue generated, sales volume, and the effective rate at the time of leaving to prioritize high-value opportunities.

Targeted Win-Back Strategies

Identify lost accounts that are most likely to return, such as those familiar with your brand through prior support interactions. Use this data to create compelling offers, like improved rates or customized solutions, that address their specific needs and concerns.

Advanced Customer Segmentation

Segment lost accounts by revenue, sales volume, account tenure, frequency of support calls, and more. This allows you to tailor campaigns for different customer types, whether it's small merchants, long-standing accounts, or high-volume clients.

Unlock New Revenue Opportunities

Leverage powerful insights to turn lost accounts into new sources of revenue. By understanding why they left and addressing those concerns with personalized outreach, your team can re-establish relationships and drive growth.
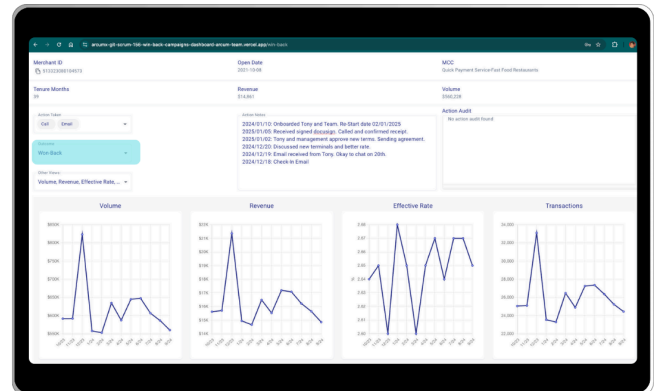
"**With Arcum's RevMax Studio, we can better understand our merchants' portfolios and needs, allowing us to make more informed decisions on which products and services will benefit our merchants.**"

Jaron Rice
CEO & Founder
Magothy Payments

Recover revenue, rebuild relationships, and turn lost accounts into loyal customers with the Arcum Win-Back Manager.

Let's get started. Contact us for a demo or for more information at info@arcum.ai