

BEBLÜE

Lifting retention & transactions

Customer Loyalty App Success Story

41%

uplift in
user retention

49%

uplift in
transactions

77%

uplift in
revenue

BeBlue and their goals

With over 4 million downloads and 4.5 star rating, Beblue's **innovative payment and customer loyalty app** provides consumers with cashback offers at over 3000 premium class establishments across Brazil.

For business partners, **BeBlue's platform helps reach a variety of goals**, from promoting and crowding a newly-opened place, to boosting short-term sales for leftover stock, or building customer loyalty through a long-term partnership.

To keep ahead of the competition and continue increasing the share of the Brazilian fintech market, BeBlue is working in two directions: **growing and retaining the number of engaged users** that regularly check and use the app and expanding their commercial partner network.



Solution

Retention through moments

BeBlue wants to offer smarter innovative solutions to both their users and partners. To create a retention strategy that goes beyond bursts of reactive engagement, BeBlue have enhanced their customer profiles with rich location and timing data delivered by Plot Projects. This enables them to deliver exceptional experiences based on customer needs, and at the right moments.



Quick wins

Building real-world journeys

BeBlue powers their user journey orchestration with Plot Projects real-time user location. For instance, they send localized offer reminders to users that have downloaded the app but didn't make their first transaction, right when users pass a commercial partner's store and can make use of the offer straight away.

**Products
used**



Localized
Content



People
& Places



Long-term gains

Building behavioral audiences

Using Plot Projects' rich layer of real-world customer data, next to their in-house artificial intelligence and customer transaction history, BeBlue can give their partners a way to communicate with the right audience that is primed for their offer, as opposed to just blasting everyone with promotions. For instance, they can tap into an audience of car owners that are always looking for a great deal and engage them right when they're leaving for work in the morning.

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Marcel Costa

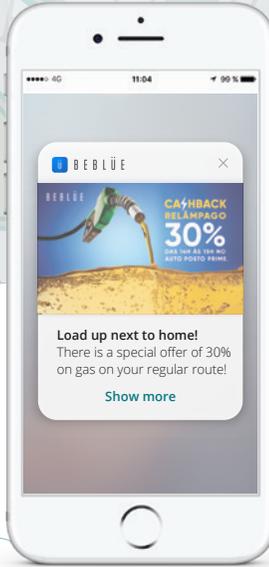
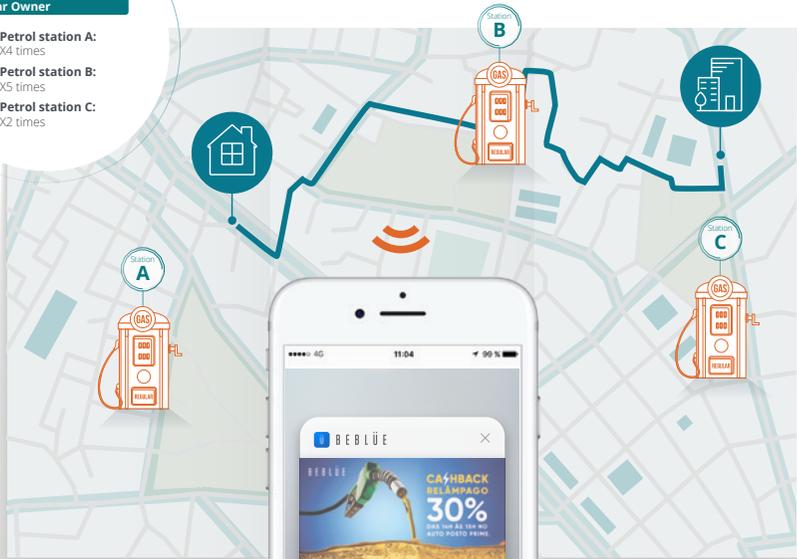
Based in Sao Paolo

Car Owner

Petrol station A:
X4 times

Petrol station B:
X5 times

Petrol station C:
X2 times



Plot Projects is a big part of our user retention strategy, and we feel like we're just tapping into its potential. We're planning to use more and more of it in the months to come."



Julio Boschi
Marketing Supervisor & Analyst
BeBlue, Brazil

Top brands trust Plot Projects



Plot Projects helps mobile-first companies to **elevate experiences**, by connecting with customers in the **right place** and at the **right time**. By using a rich layer of **real-world data** to earn audience attention with greater precision, apps can capitalize on customer moments and **deliver 11.2x ROI**.



Let's connect

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