

Improve Customer Lifetime Value and Maximize Profit

Tools and
Tactics for
Multi-Location
Businesses



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A Customer-First Marketing
Automation Platform

cinch

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INTRODUCTION

In today's competitive market, customer retention has emerged as a crucial strategy for businesses looking to enhance their bottom line. While attracting new customers is important, nurturing existing relationships can yield higher profits and foster brand loyalty.

This e-book will delve into the importance of customer retention, showcasing how it not only strengthens your brand's reputation but also creates a community of loyal supporters who advocate for your business.

We will explore various strategies and techniques to effectively retain customers, including the integration of advanced AI tools. These tools can analyze customer behavior, preferences, and feedback, allowing businesses to tailor their offerings and communications to meet the unique needs of each customer.



Additionally, we will discuss the significance of creating personalized experiences that resonate with your audience, ensuring they feel valued and understood. By using data-driven insights to enhance customer interactions, you can turn one-time buyers into lifelong fans of your brand.

Ultimately, this e-book serves as a comprehensive guide to unlocking the full potential of customer retention. We aim to equip you with the knowledge and tools necessary for success. By focusing on retaining your customers, you not only boost your business's profitability but also build a strong foundation for sustainable growth in the long run.

KEY STATISTICS

Why Customer Retention Is Essential for Your Growing Business

306% **Higher Lifetime Value**

As we explore the impact of customer loyalty and the importance of personalization, let's look at a few key statistics.



Companies that prioritize customer retention are **60% more profitable**, and customers with an emotional relationship with a brand have a **306% higher lifetime value** (Motista). That emotional connection is built on trust, support, and—you guessed it—personalization.



Did you know that loyal customers are seven times more likely to try a new product or service and five times more likely to repurchase? That's not all—loyal customers are four times more likely to refer your business and five times more likely to forgive mistakes (G2).



In today's digital age, customers expect personalized marketing messages. In fact, **80% of consumers** are more likely to do business with a company that offers personalized experiences (Epsilon).

So, how can your multi-location business stand out and build those emotional connections with customers? Let's check out some emerging trends that can give us a few ideas.

EVOLVING TRENDS

Trends That Prove the Power of Personalization

The latest personalization trends shine a spotlight on the power of personalization in marketing. It's not just about calling customers by their first name in an email anymore—it's about crafting an entire experience that feels like it was made just for them.

From hyper-targeted ad campaigns to personalized shopping suggestions, the trendlines are clear: understanding your customers on an individual level isn't just nice to have; it's essential.

In this section, we're diving into how these trends are reshaping the way we engage with customers and why incorporating bolder personalization tactics can make all the difference for your multi-location business.

AI-Driven Personalization

Increase relevance and engagement by introducing AI to your marketing.



AI works behind the scenes to make everything runs smoothly. Tools like recommendation engines and AI algorithms tailor content, product suggestions, and ads based on individual user behaviors and preferences. This increases relevance and engagement, making your customers feel like the focus of your attention.

Dynamic Content

Use dynamic content to hyper-personalize your marketing content.



Dynamic content personalizes emails, creating the feeling that they are tailored specifically for the recipient. Email campaigns and websites now use dynamic content that changes based on the user's past interactions, location, or demographic data. This delivers highly personalized experiences in real-time.

Hyper-Targeted Ads

Utilize the technology of platforms that serve highly specific ads.



Platforms like Facebook and Google Ads enable businesses to serve highly specific, personalized ads based on users' browsing history, interests, and behaviors. This boosts ad performance and ensures your marketing budget is well spent.

Behavior-Based Email Automation

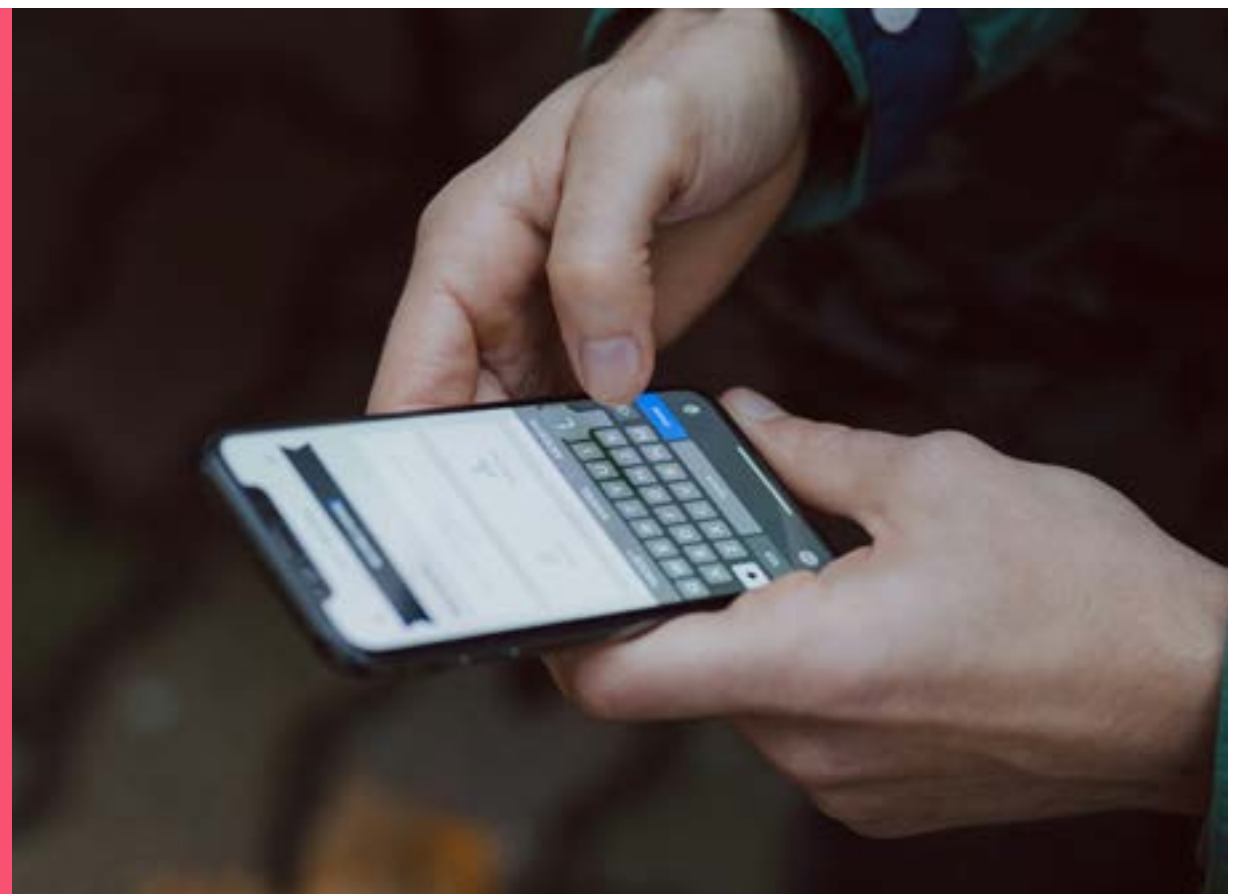
Triggered email sequences send timely, personalized messages.



Ever received an email reminding you about the item you left in your cart? That's behavior-based email automation at work. Triggered email sequences based on customer actions (e.g., cart abandonment or browsing specific products) allow businesses to send timely, personalized messages that drive conversions.

Interactive Experiences

Engage with customers in creative ways, like quizzes and surveys.



Who doesn't love a good quiz or survey? Personalized quizzes, surveys, or assessments that recommend products or services based on customer input create engaging and tailored customer journeys.

Loyalty Program Personalization

Customize rewards and experiences based on customer preferences.



A one-size-fits-all approach won't cut it anymore. Loyalty programs now offer customized rewards and experiences based on customer preferences and purchase histories, making them more relevant and appealing.

Personalized Video Marketing

Incorporate personal videos into your marketing efforts and customer outreach.



Brands are increasingly using personalized videos in email campaigns or customer outreach, where elements like the viewer's name or interests are incorporated into the video content itself. It's like having a virtual coffee chat with your customers!

RETENTION TOOLS

Tools You Need to Improve Customer Retention

In a world where consumers are bombarded with generic marketing, standing out requires a touch of individuality. By customizing your customers' experiences, you show them that they matter, that you get them. This section will explore the essential tools your business can leverage to craft those one-of-a-kind experiences that boost customer retention.

1

Customer Relationship Management (CRM)

A CRM helps you manage customer interactions, track behaviors, and personalize communication, significantly enhancing your approach to customer relationships.

2

Customer Data Platform (CDP)

A CDP cleans and organizes your customer data in real-time, ensuring accurate communication and insights.

3

Omnichannel Marketing Platform

An omnichannel marketing platform allows for automated, targeted campaigns with personalized offers across key channels, maximizing customer engagement.

4

Loyalty Program Software

Reward repeat purchases and foster long-term loyalty with effective loyalty program software designed to engage customers.

5

Customer Feedback Tool

Collect and utilize customer feedback to improve satisfaction and enhance your business's reputation with user-friendly feedback tools.

6

Live Chat Tool

Provide real-time support and assistance with live chat tools that enhance customer service.

7

Personalization Engine

Tailor product recommendations and experiences based on customer behavior using advanced personalization engines.

OMNICHANNEL METHOD

Omnichannel Distribution Can Multiply Your Campaign Performance

By leveraging multiple channels, omnichannel marketing creates a unified and consistent brand experience. Whether your customer is thumbing through the mail, checking emails, or browsing your website, they encounter the same brand vibe, building trust and recognition along the way.



This multi-touchpoint approach isn't just about being everywhere; it's about knowing your audience's hangout spots and meeting them there. It allows for smarter data collection, revealing insights into customer behavior and preferences, which can be used to tailor marketing strategies with precision. This personalization translates into better engagement, because over time customers feel more and more understood and valued.

With an integrated marketing strategy, customers find it easier to take the leap from interest to action. This results in higher conversion rates and a loyal customer base that keeps them coming back for more because they know they're not just another face in the crowd—they're part of something special.

Let's look closer at several key channels that should be included in your omnichannel strategy for customer retention.



Email: A Powerful Key to Engagement and Growth

Email serves as a powerhouse marketing channel, packing a punch in both reach and engagement potential. At its core, email marketing allows businesses to communicate directly with their audience, delivering personalized messages right to their inboxes. It's like having a one-on-one conversation with each customer, except you can do it at scale!



Segmentation is a game-changer in email marketing.



Building and maintaining an email list is crucial.

One of the biggest perks of email marketing is its cost-effectiveness. Unlike traditional marketing channels, email doesn't require a hefty budget to reach a broad audience. Plus, it's measurable—every campaign can be tracked and analyzed, giving you insights into open rates, click-through rates, and conversions. This data-driven approach allows you to refine your strategy and boost ROI.

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In essence, email is a versatile and powerful marketing channel that, when used effectively, can significantly enhance customer engagement, drive sales, and build lasting relationships.

Segmentation is another game-changer in email marketing. By dividing your email list into smaller, targeted groups based on demographics, behavior, or preferences, you can send campaigns that truly resonate with each segment. This targeted approach leads to higher engagement and ultimately, more conversions.

Building and maintaining an email list is crucial. It's the backbone of any successful email marketing campaign. With a strong list, you can craft content that speaks directly to your audience's needs and interests, whether it's sharing valuable insights, promoting new products, or offering exclusive deals.



Automation tools are like having your own marketing assistant. They help streamline processes, ensuring timely and consistent communication. Automated emails can nurture leads, welcome new subscribers, or follow up on abandoned carts without you lifting a finger.

In essence, email is a versatile and powerful marketing channel that, when used effectively, can significantly enhance customer engagement, drive sales, and build lasting relationships. It's all about connecting with your audience in a way that feels personal and valuable.



Text: Engage, Convert, and Connect with Your Audience

Texting as a marketing channel is like having a direct line to your customers, right in their pocket. Businesses use text messaging to engage audiences swiftly, offering timely updates and driving conversions with the immediacy that few other channels can match. With sky-high open rates, text messages are almost guaranteed to be seen, making them an invaluable tool for marketers.



Text messages are typically read within minutes.



Text messages have limited characters, so each word needs to count.

One of the greatest advantages of text marketing is its immediacy. Messages are typically read within minutes, making it perfect for time-sensitive offers or urgent notifications. Plus, the personal nature of texting allows businesses to craft messages that feel directly tailored to each recipient, enhancing engagement and customer loyalty.

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Whether it's sending a quick reminder about an event, a special discount, or a new product launch, texting keeps your brand top of mind.

However, it's crucial to approach text marketing with care. Obtaining consent from your audience is not just a best practice but a legal requirement in many regions. Once you have the green light, focus on crafting concise and compelling content. Text messages have limited characters, so each word needs to count.

Automation tools can boost the effectiveness of your texting campaigns, allowing for scheduled messages, personalized follow-ups, and seamless integration with other marketing efforts. This ensures your communication is consistent and timely, without manual intervention.



Texting can also complement other marketing channels. By integrating SMS with email, social media, and direct mail, businesses can create a cohesive omnichannel strategy that maximizes reach and engagement. Whether it's sending a quick reminder about an event, a special discount, or a new product launch, texting keeps your brand top of mind.

In essence, texting is a powerful and personal way to connect with your audience, driving engagement and conversions with speed and precision.



One of the standout benefits of direct mail is its physical presence. Unlike an email that can be easily dismissed, a well-designed mail piece demands attention and can linger on your desk or fridge, keeping your brand top of mind. This makes direct mail an excellent tool for enhancing brand recognition and fostering customer loyalty.

Direct Mail: The Forgotten Channel in Modern Marketing

Direct mail might seem like an old-school marketing tactic, but it's got a unique charm that digital channels can't quite replicate. Think of it as delivering a tangible experience straight to your audience's doorsteps. Businesses leverage direct mail to engage their audience with something they can hold, touch, and explore, creating connections that drive conversions.



One of the standout benefits of direct mail is its physical presence.



Direct mail lets your creativity shine through vibrant graphics and personalization.

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In a world that's becoming increasingly digital, direct mail offers a refreshing, personal touch that can significantly boost engagement and conversions.

Direct mail also offers incredible precision in targeting. You can zero in on specific demographics, tailoring your message to resonate with each group. This level of customization, combined with creative design, means your mail can stand out in the stack and leave a lasting impression.

Creativity is key when it comes to direct mail. With endless possibilities for design, you can craft eye-catching materials that tell your brand story in a unique way. Whether it's through vibrant graphics, interactive elements, or personalized messaging, direct mail lets your creativity shine.



To maximize effectiveness, businesses often integrate direct mail with digital marketing strategies. This omnichannel approach ensures your message is reinforced across multiple touchpoints, creating a cohesive customer journey. For instance, a direct mail piece could include a QR code that links to a special offer on your website, seamlessly bridging the gap between physical and digital.

In a world that's becoming increasingly digital, direct mail offers a refreshing, personal touch that can significantly boost engagement and conversions, making it a valuable addition to any marketing strategy.



Landing Pages: Essential for Digital Marketing Success

Landing pages act as a powerful marketing channel by serving as dedicated, conversion-focused webpages designed to capture leads or drive specific actions.

Unlike general webpages, landing pages are designed with a clear call-to-action, minimizing distractions and guiding visitors toward the desired outcome, such as filling out a form or making a purchase.



Connect landing pages to segmented and personalized campaigns.



Landing pages help businesses collect valuable information.

“Unlike general webpages, landing pages are designed with a clear call-to-action.”

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By being focused, relevant, and conversion-oriented, landing pages effectively bridge the gap between marketing campaigns and measurable business outcomes, making them a critical part of any digital marketing strategy.

Landing pages can be personalized to different audience segments or marketing campaigns, providing a tailored experience that increases engagement and conversion rates.

They allow businesses to collect valuable customer data (e.g., contact details, preferences) through forms or surveys, which can be used for follow-up marketing and nurturing leads.

Landing pages are often tied to specific ad campaigns, email marketing efforts, or social media promotions, acting as the “destination” that converts ad clicks or email opens into leads or sales.

By being focused, relevant, and conversion-oriented, landing pages effectively bridge the gap between marketing campaigns and measurable business outcomes, making them a critical part of any digital marketing strategy.





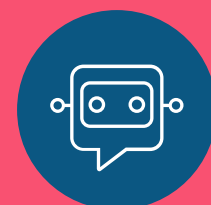
Webchat: Maximize Your Business Potential

Webchat allows businesses to instantly engage with visitors, answer questions, and guide them through the sales funnel, reducing the likelihood of them leaving without taking action.

Webchat can capture contact information or qualify leads by asking targeted questions, enabling businesses to follow up with potential customers or route them to the appropriate sales team.



AI Chatbots can often provide round-the-clock service.



Chatbot interactions can provide valuable insights into customer preferences.

Chatbots and live agents can use customer data and browsing history to provide tailored product recommendations, offers, or promotions, making the experience more relevant to the visitor.

“

Webchat can be used to follow up on specific marketing campaigns, offering visitors special deals, discounts, or exclusive content based on their engagement with ads or emails.

Many webchats, powered by AI chatbots, can provide round-the-clock service, ensuring that potential leads are engaged even outside of business hours.

By addressing concerns or providing support in real time, webchat can overcome objections that might prevent a visitor from completing a purchase, leading to higher conversion rates.

Webchat can be used to follow up on specific marketing campaigns, offering visitors special deals, discounts, or exclusive content based on their engagement with ads or emails.

And finally, the interactions collected via webchat can provide valuable insights into customer preferences, frequently asked questions, and pain points, which can inform future marketing strategies.





Ad Audiences: Target Your Ideal Customer

Ad audiences function as a dynamic marketing channel by allowing businesses to zero in on specific segments of their market with precision and personalization. This approach not only ensures that marketing messages are reaching the right people but also enhances engagement and return on investment.

By tailoring ads to resonate with different groups, businesses can connect more deeply with their audience, making their advertising efforts more effective.



Ad audiences ensure that your ads are seen by those interested in your product.



Better targeting translates to a more efficient use of ad spend.

Using ad audiences offers several key benefits. First, it improves targeting accuracy, ensuring that your ads are seen by those most likely to be interested in your product or service. This precision leads to higher engagement rates as the content is more relevant to the viewer.

“

Platforms like Facebook and Google Ads provide robust tools to facilitate this process, allowing advertisers to define and reach these segments with ease.

Additionally, better targeting translates to a more efficient use of ad spend, maximizing the potential for a strong return on investment.

Creating effective ad audiences relies heavily on data analysis and segmentation. By examining customer data, AI tools help businesses identify distinct audience groups based on factors like demographics, behaviors, and interests.

Platforms like Facebook and Google Ads provide robust tools to facilitate this process, allowing advertisers to define and reach these segments with ease.



Ad audiences also play a crucial role in optimizing ad spend. By ensuring that advertising dollars are directed toward the most promising prospects, businesses can enhance overall campaign performance.

This strategic allocation not only boosts the effectiveness of individual campaigns but also contributes to a more streamlined and successful marketing strategy.

In essence, ad audiences enable businesses to personalize their approach, engage more effectively with their market, and achieve better outcomes from their advertising efforts.

Online Reviews: Keep Customers Coming Back

Online reviews have emerged as a powerful marketing channel, playing a pivotal role in customer retention. At the heart of this are positive reviews, which serve as digital trust badges, assuring potential customers that your brand delivers on its promises.

Much like a friend vouching for a restaurant, these reviews build a sense of trust and credibility. When potential customers read glowing testimonials, they're more likely to choose your product or service, feeling confident in their decision, which is the first step toward long-term loyalty.



Reviews build a sense of
trust and credibility.



Reviews are the first step
toward long-term loyalty.

**“Reviews serve as digital trust
badges, assuring potential
customers that your brand
delivers on its promises.”**

“

In essence, online reviews are more than just feedback—they’re a dialogue that can significantly influence customer retention and satisfaction.

But it doesn’t stop there. Responding to reviews, whether positive or negative, is equally crucial. When a brand takes the time to engage with customer feedback, it shows that they care, fostering a deeper connection and loyalty.

Responding to a glowing review can amplify the positivity, making the customer feel appreciated and valued. Meanwhile, addressing a negative review with empathy and a solution can turn a dissatisfied customer into a loyal one, demonstrating commitment to improvement and customer satisfaction.



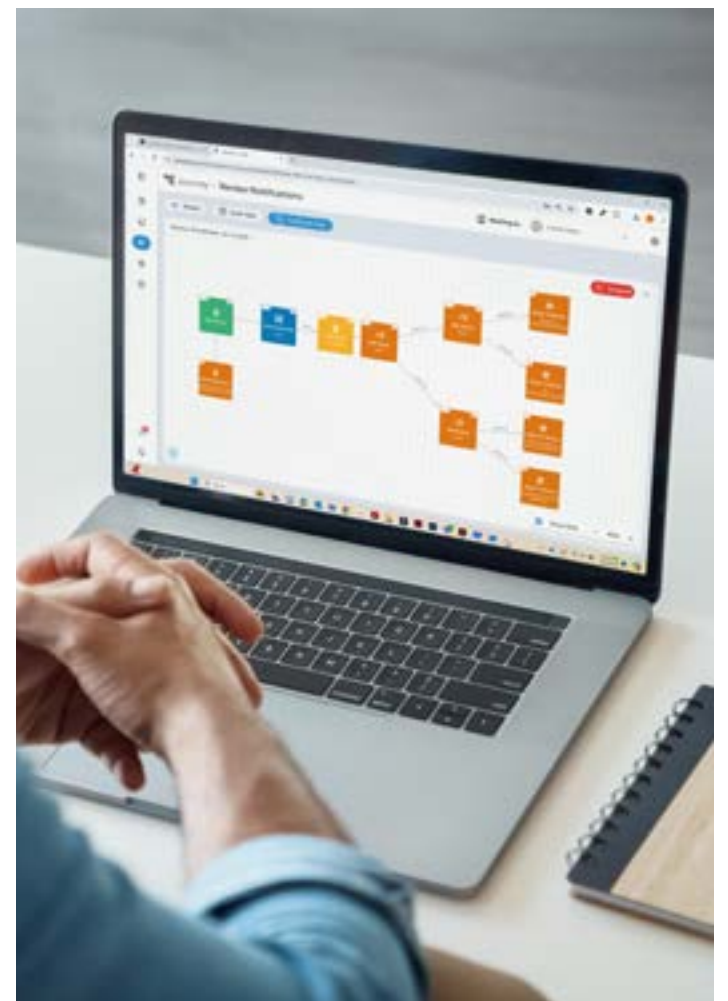
Leveraging reviews in your marketing strategy is like having a conversation with your audience. It’s about listening and responding, using feedback to improve your offerings, and showing that customer opinions matter.

By doing so, you not only enhance customer retention but also create a community of loyal advocates who feel part of your brand’s journey. In essence, online reviews are more than just feedback—they’re a dialogue that can significantly influence customer retention and satisfaction.

CINCH PLATFORM

How Can I Get All the Tools I Need? Is That Even Possible?

In today's fast-paced digital landscape, effective marketing strategies are essential for businesses to thrive. Cinch offers a comprehensive suite of tools designed to enhance your marketing efforts, from cleaning and segmenting customer data to automating personalized campaigns.



All-In-One

By leveraging cutting-edge technology and predictive AI, Cinch empowers you to understand your audience better, optimize your resources, and achieve measurable results. Explore how Cinch can transform your marketing approach and drive sustained success across all channels.



Clean Data Feeds Robust Customer Segmentation

Cinch empowers you to personalize every aspect of your marketing strategy, starting with a pristine customer database. As a valued Cinch customer, your first-party data undergoes immediate cleaning and deduplication, ensuring accuracy before integration into dynamic marketing content.

This meticulous process lays the groundwork for deep customer segmentation, enabling you to effectively target groups sharing similar traits and preferences. By understanding your audience better, you can tailor your marketing efforts to resonate with each segment, resulting in higher conversion rates and improved customer satisfaction.



Marketing Automation for Personalization at Scale

Cinch's automated marketing journeys are designed to deliver personalized messages efficiently, driving higher engagement and improving customer retention. By leveraging omnichannel automation, you can create targeted campaigns that reach your audience at the right time with the right message, all while maintaining a personal touch.

This scalable approach to personalization not only enhances the customer experience but also optimizes your marketing resources, allowing for a more focused and effective strategy.

Watch Results in Real Time with Attribution and Reporting

With Cinch, tracking your marketing performance is effortless. Our robust dashboards provide access to over 14 comprehensive reports, offering insights into your campaigns' effectiveness.

Real-time attribution enables you to see the direct impact of your marketing efforts, helping you make informed decisions that drive continuous improvement. By analyzing data in real-time, you can swiftly adjust your strategies to maximize results and stay ahead in a competitive landscape.



CINCH CASE STUDY



"We are managing the marketing and retention efforts for over 350 golf courses. Most tools we've tried aren't flexible and integrated enough to make this an easy task.

"With Cinch we've built custom segments based on golfer behavior, with multi-channel communications going out automatically. More importantly, the results have made us the most successful golf course marketing group in the country!"

“

The results have made us the most successful golf course marketing group in the country!

foreUp is an award winning, cloud-based, golf management software - built by golf pros, for golf pros.

Predictive AI: The Synergistic Bridge Across Solutions

Cinch harnesses the power of predictive AI to create synergy across all marketing solutions with proprietary tools that move the needle in a big way.

1

AI Integration Tool

With most platforms, the first step is to connect your data. Building an integration can take weeks if not months typically. However, the Cinch data team utilizes the platform's advanced AI capabilities to build integrations faster than ever.

This groundbreaking tool allows the Cinch platform to build almost any integration in a matter of hours.

Once your point-of-sale data and other customer information enters the Cinch ecosystem, more AI tools step in.

2

Coupon Sensitivity Tool

One challenge companies face is knowing the likelihood of customers to purchase from them again. Cinch AI looks at transaction data over time and categorizes each customer based on how motivated they are to return based on a coupon.

This gives your marketing team the information they need to build customer segments and automated campaigns that deliver the right offer at the right time for optimal return rates.

3

Segment Builder

Speaking of segments, artificial intelligence is a great tool for building smart customer segments. Cinch's Segment Builder lets you type in a basic prompt and then the AI instantly creates a customer segment based on what characteristics you want included.

“

By leveraging cutting-edge technology and predictive AI, Cinch empowers you to understand your audience better, optimize your resources, and achieve measurable results.

4

Predictive Calculator

Another essential tool Cinch offers is the Predictive Calculator. When you partner with Cinch, our predictive AI shows you three essential dates in the customer's journey for every product you offer.

- What day the customer is likely to make a repeat purchase
- When that customer is losing interest in making the purchase
- When that customer is lost

Create automated journeys to market differently based on where your customers are on the journey.

Through these innovative features and tools, Cinch not only enhances your current marketing strategies but positions you for sustained success in the future. [Visit our website](#) to learn more.



“Before finding Cinch, we were looking for a more dialed-in way to manage our email marketing. We wanted to deliver messages to customers when they needed them, rather than the massive shotgun approach.

“At that point, Google had flagged us, and our marketing emails were being sent to junk mail. That’s where Cinch really helped. They figured out the issue and got our Google reputation back up.

“Previously, we had used companies like SendGrid, Constant Contact, and MailChimp. We were sending up to 500,000 emails a month and our open rates were less than 5 percent.

“Now we’re sending fewer emails that are better targeted and we’re seeing nearly a 50 percent open rate.

“During this process, we also noticed that stores with good email capture rates were having much higher ticket averages. This data insight helped our stores prioritize email capture moving forward.

“Running email and direct mail marketing campaigns with Cinch is easy. You can set them up and forget them, if you prefer. Or you can build the campaigns step by step, run A/B tests, and then analyze the data using the many reports that Cinch provides.

“With Cinch, you’re getting the right offer to the right customer at the right time. It’s the future of our email and direct mail marketing—and it’s the best platform to make sure our clients get the best experience.”

“

With Cinch, you’re getting the right offer to the right customer at the right time.

50%

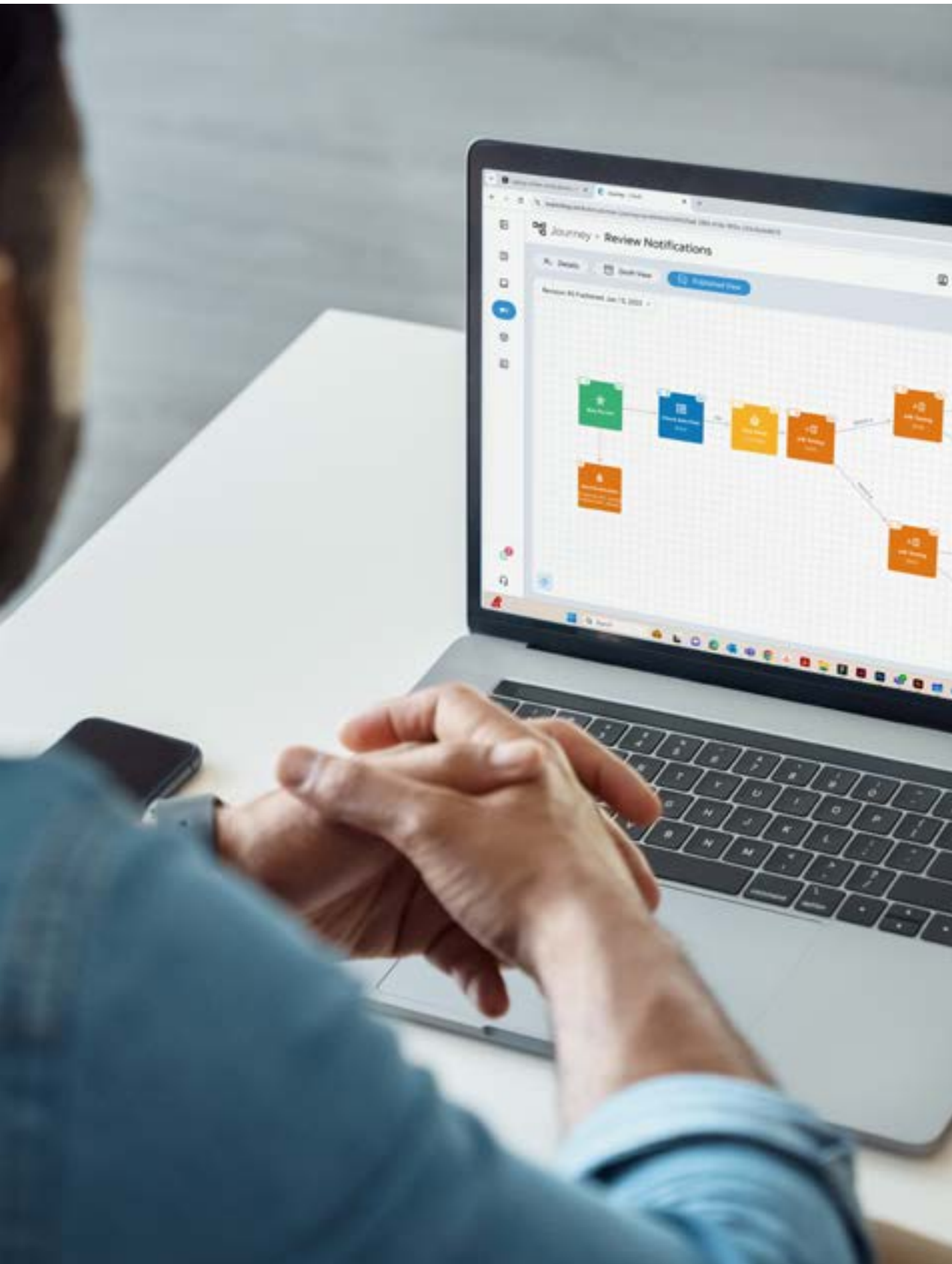
After switching to Cinch, our email open rate increased from 3% to 50%.

9.2%

That led to 9.2% more customers walking through our doors every day.

Griffin Fast Lube is a family owned and operated business. Our family has been a part of the Jiffy Lube family since 1999.

CONCLUSION



Streamline Your Marketing Efforts with Cinch

Enhancing your marketing strategy doesn't have to be complicated or overwhelming. With the right tools and approach, it can be a seamless and effective process that yields measurable results.

At Cinch, we understand the importance of personalized marketing and the impact it has on customer loyalty and retention. That's why our comprehensive suite of tools is designed to help you clean and segment your data, automate personalized campaigns, track performance in real-time, and leverage predictive AI for continuous improvement.

With Cinch, you have everything you need to take your marketing efforts to the next level and achieve sustained success.

Discover the full potential of Cinch by [connecting with a product expert today](#).

BOOK A DEMO TODAY

What to Expect in Your Personalized Demo

See how Cinch's customer-first marketing automation platform can maximize your revenue.

- Learn how Cinch collects and cleans customer data across all your locations
- Tour our robust Campaign Builder that automates your omnichannel campaigns
- Discover our simple pricing structure based on your multi-location model

CONTACT US

Cinch is a marketing automation platform—built on an enterprise-level customer data platform. Why does that matter? Because the success of your marketing communications rests on the power of your customer database. If you have outdated or duplicated contacts slowing down your system, it shows in your marketing performance.

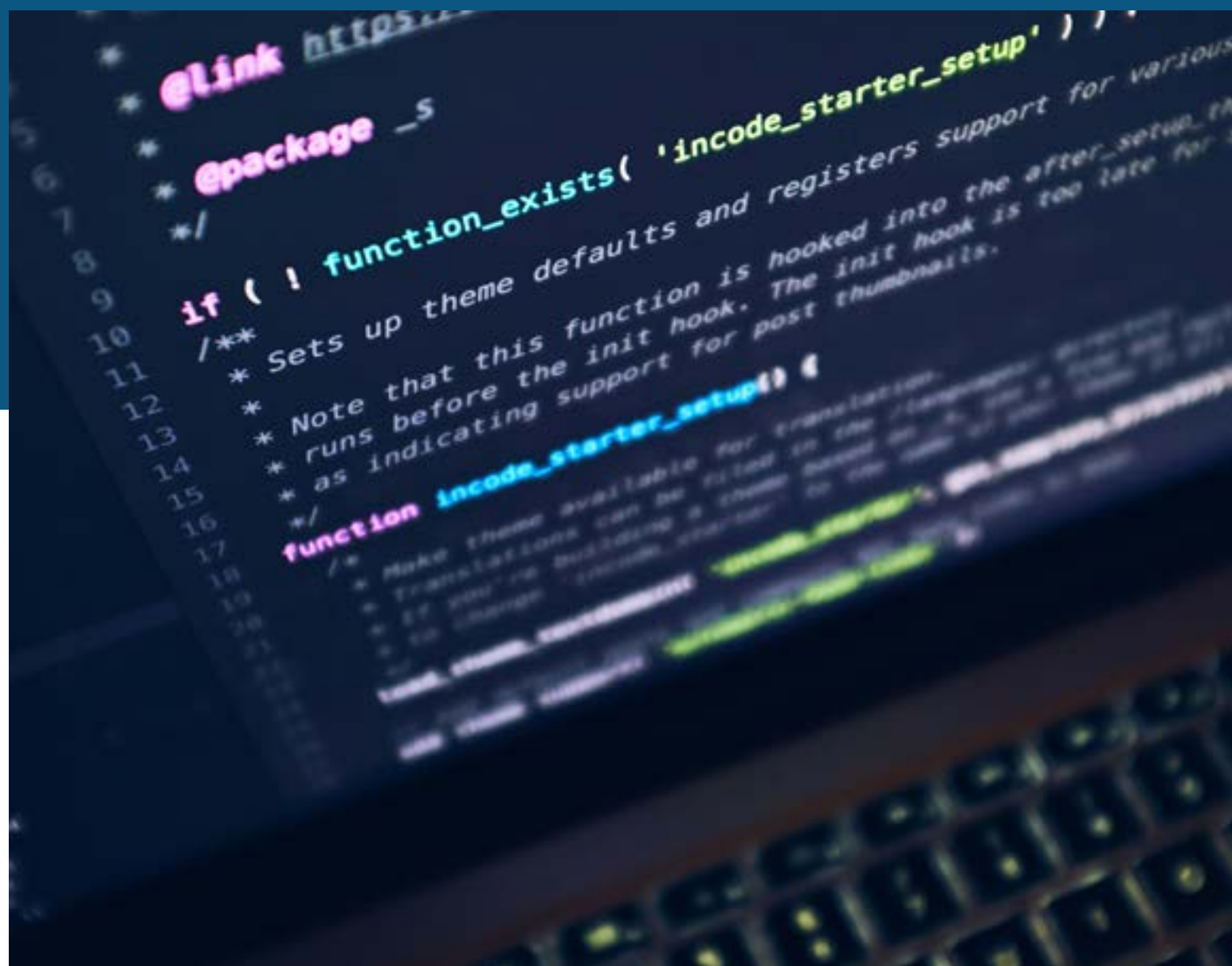
Built from the ground up to support multi-location businesses, Cinch specializes in local business marketing and data science. With a strong focus on customer retention, Cinch keeps your customers engaged throughout the buying process with robust automated journeys. Choose from a library of industry-specific templates or create a custom masterpiece.

Headquartered in Draper, Utah, Cinch also offers lighter versions of its software for small-business leaders ready to boost revenue growth via customer retention strategies.

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APPENDIX

The Minds Behind the Magic





Cinch CEO Justin Rae

Justin Rae is the CEO and co-founder of Cinch, a company revolutionizing marketing automation for service-based businesses. Cinch's platform is specifically designed to help businesses support and reward loyal customers, win back former ones, and attract new clientele.

By automating the complex aspects of marketing, Cinch enables companies to focus on what they love (running their business) while the platform does the heavy lifting behind the scenes.

Prior to founding Cinch, Justin gained extensive experience in leadership roles within the tech industry and beyond, equipping him with the knowledge to build innovative solutions that solve real-world challenges. His ability to merge business strategy with product innovation has driven Cinch's success and growth.

Justin has been recognized with several awards for his work in marketing automation. Under his leadership, Cinch received the "Best Omnichannel Marketing Solution" award from MarTech Breakthrough in 2024, highlighting the platform's ability to streamline customer engagement through omnichannel marketing strategies.

[Follow Cinch on LinkedIn](#) to learn more about marketing automation, customer data, and predictive AI trends and best practices.



Cinch CPO Jared Rich

Jared Rich is the chief product officer and co-founder at Cinch, where he leads the development and strategy of the company's product offerings. With a passion for innovation and a deep understanding of user experience, Jared has played a pivotal role in driving Cinch's growth and expanding its digital solutions.

Each day, Jared works on building the kind of software that digital marketers dream about. He considers Cinch the one-stop shop for customer data and marketing communication. Built on data and designed for marketing, Cinch is used and loved by more than 4,000 local businesses across the U.S.

Throughout his career, Jared has combined a strong technical background with a customer-centric approach to create products that meet evolving market demands. He is known for fostering cross-functional collaboration and using data-driven insights to guide decision-making, ensuring that Cinch continues to deliver exceptional value to its users.

[Follow Cinch on LinkedIn](#) to learn more about marketing automation, customer data, and predictive AI trends and best practices.



Cinch VP of Data Carlos Kemeny

With a bachelor's and master's degree from Purdue and a double PhD from Carnegie Mellon University, Carlos Kemeny has the academic chops to back up his expertise.

He's on a quest to optimize the safe and valuable use of AI across the world, working with top-tier organizations like Anthem, Aon, Chevron, Cisco, Fidelity, GE, Nasdaq, Optum, Visa, and more.

Carlos is also a former founder (DrumData.ai and DrumCV) and tech CEO—not to mention a National Advisory Council for Innovation & Entrepreneurship subcommittee member for the U.S. Department of Commerce.

From leading research initiatives to delivering captivating keynote speeches, he's earned a reputation as a visionary leader in the AI community. Carlos's work has been recognized by industry peers and leaders, earning him prestigious awards and accolades for his contributions to the field including the AI Utah 100 award in January 2024.

[Follow Cinch on LinkedIn](#) to learn more about marketing automation, customer data, and predictive AI trends and best practices.