zblocks: A novel solution for customer acquisition, engagement, and retention

zblocks powered by zbyte

zblocks provides a comprehensive product designed to empower brands with advanced capabilities for lead generation, customer acquisition, and customer engagement.

Summary: zblocks

Decrease in CAC

Decrease in churn

Increase customer lifetime value

Powered by **transparency and immutability** of blockchain, zblocks offers a range of features and benefits by collecting zero and first-party data more efficiently and effectively:

- **Enhance brand-customer relationships**
- **Drive business growth.**

Primary pain points for the marketers today

Poor fidelity first-party data collection from traditional channels

Low response engagement with leads and customers

Challenges in compliance with upcoming regulations around cookies, data capture, and cross-business information sharing

Features offered by zblocks

- **Digital asset creation studio:** Brands can easily create and distribute digital assets as part of their customer acquisition and engagement strategies.
- **Single click asset claim:** Consumers can claim a digital asset from a landing page with a single click, without filling any forms
- **Direct channel:** Create a direct relationship between brands and consumers and enable the inclusion of interactive activities such as polls, quizzes, surveys, and offers within the digital assets to engage leads and customers.
- **CRM Integration:** Seamless integration with CRM systems allows for efficient lead management, data synchronization, and nurturing workflows.
- **Data Capture and Insights:** Robust data capture capabilities capture lead information and customer engagement data, providing valuable insights into preferences, behavior, and interactions.
- **Cross-Brand Collaboration:** Brands can collaborate on joint campaigns, co-branded loyalty programs, and shared customer experiences to drive engagement and expand their reach.
- **Analytics and Reporting:** Comprehensive analytics and reporting capabilities provide actionable insights to optimize lead acquisition and nurturing, customer engagement strategies, and measure campaign effectiveness.
- **Privacy and Compliance:** The tool incorporates privacy features, ensuring compliance with data protection regulations, and offering transparency and control over customer data usage.