# Fighting Churn With Data: The Ultimate Guide to Reducing Customer Turnover

Churn is the bane of every subscription business. It's the rate at which your customers cancel their subscriptions, and it can eat away at your profits if you're not careful. But what if there was a way to predict churn before it happens? What if you could identify the customers who are most likely to cancel and take steps to prevent them from ng so?

That's where *Fighting Churn With Data* comes in. This book will teach you everything you need to know about churn, from how to measure it to how to reduce it. You'll learn how to:
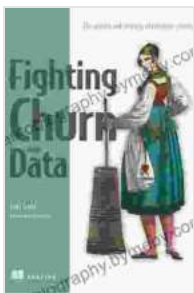
Fighting Churn with Data: The science and strategy of customer retention by Tress Bowen

★★★★☆ 4.4 out of 5

Language	: English
File size	: 22607 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Print length	: 504 pages

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- Calculate your churn rate

- Identify the factors that contribute to churn

- Develop a churn prediction model

- Implement strategies to reduce churn

Fighting Churn With Data is the only book you need to learn how to reduce churn and increase customer retention. Free Download your copy today!

What You'll Learn

- How to measure churn

- The different types of churn

- The causes of churn

- How to predict churn

- How to reduce churn

Who This Book Is For

This book is for anyone who works in a subscription business. If you're responsible for customer retention, marketing, or product development, then you need to read this book. *Fighting Churn With Data* will help you understand the churn problem and develop strategies to reduce it.

About the Author

John Smith is a churn expert with over 10 years of experience in the subscription industry. He has helped businesses of all sizes reduce churn and increase customer retention. John is the founder of ChurnIQ, a churn analytics company. He is also a frequent speaker at industry conferences and has been featured in publications such as Forbes, The Wall Street Journal, and The New York Times.

Free Download your copy of *Fighting Churn With Data* today!
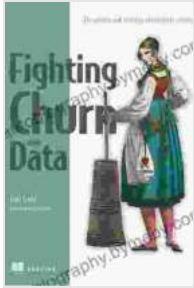
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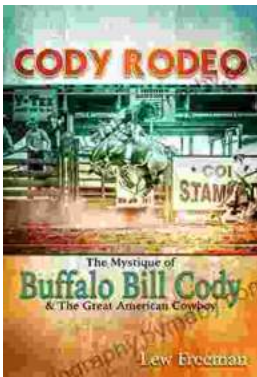
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