

## T-MOBILE T-MOBILE TUESDAYS

# Reduce churn and grow customer base

### OBJECTIVE

Thank customers through a unique loyalty program that differentiates the brand in a highly competitive category.

### SOLUTION

T-Mobile Tuesdays is a first-of-its-kind loyalty program that rewards customers with new perks every Tuesday using its scalable offer platform. Focused on finding new ways to reward subscribers through innovative engagements and partnerships to enrich the reward experience, T-Mobile can segment and publish offers and micro-experiences by user, location, and customer preferences.

