

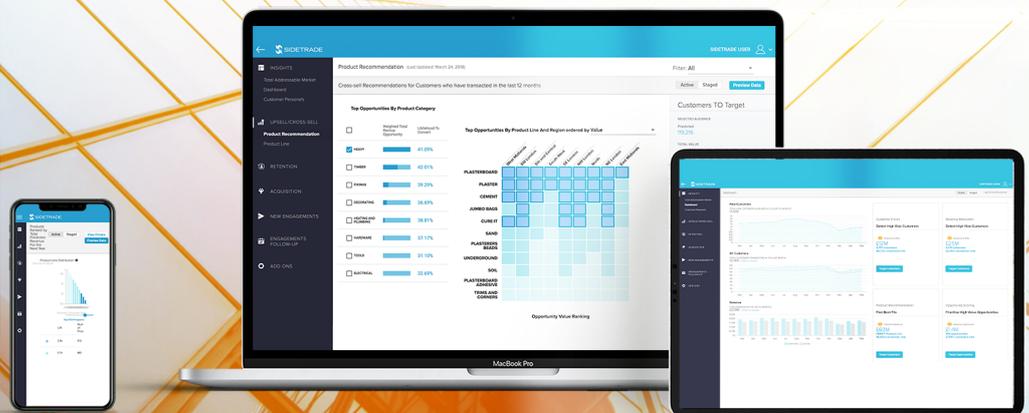
## Power up your customer marketing campaigns through data-driven insight

Spot opportunities for cross-sell and upsell to current customers.

Predictive insights into customer propensity to buy.

Boost customer lifecycle value through targeted, marketing campaigns.

Gain more value from your existing B2B customer base by growing orders with Sidetrade. **Augmented Revenue** will provide you with the insight you need to drive the order-to-cash process by intelligently identifying cross-sell and upsell opportunities.



For many enterprise organizations, the primary source of revenue comes from their existing customers – but much of the sales activity is on winning new clients. With **Augmented Upsell & Cross-sell**, from Sidetrade, your sales teams can focus on winning more business from your existing business customers.

As part of our **Augmented Revenue** suite, this module helps drive new orders by providing you with a clear picture of where the biggest opportunities for revenue generation lie across your entire customer base.

By taking into account customer purchase history and buying behavior patterns, as well as an analysis of external market data, our AI is able to quantify which of your customers are likely to spend more money, and which of your products have the biggest untapped revenue potential.

## Further resources

[Webinar: Augment your strategy with AI](#)

[Augmented Revenue](#)

[Sidetrade News](#)

[Book a Demo](#)



# ST Augmented Revenue

Our AI, Aimie, can then provide data-driven recommendations for cross-sell and upsell. Taking this insight into account, you can segment accounts, create revenue generation plans for each target segment, create and execute marketing campaigns and sales initiatives, and analyze the results.

In addition to customer insight, **Augmented Upsell & Cross-sell** also displays a high-level view of your entire product line, ranking each of your products in order of total predicted revenue for the upcoming year. This ranking provides insight into which opportunities are the most likely to convert, helping you refine your messaging and boost incoming value across your entire product line.

Unlock the ability to cultivate customer relationships, boost retention, and identify opportunities for cross-sell and upsell to your customer base with **Augmented Revenue**.

[To book a demo, please get in touch with our friendly team.](#)



## About Sidetrade

Our mission is to help organizations unlock customer value across the entire order-to-cash cycle. Sidetrade provides the best AI technologies to drive the customer relationship, grow the business and generate cash flow. To find out more, visit [sidetrade.com](https://www.sidetrade.com).