

Our results for direct selling companies speak for themselves.

DISTRO BY THE NUMBERS



16M individual lifecycles analyzed



Active in **85** countries & **24** languages



Up to **10X** increase in lifespan of retained reps and customers



\$100K new revenue driven by a customer in a weekend



\$585 in added revenue per person Distro retains



52% of retained members are still active after 90 days



40% of retained members are still active after one year

"The team at DirecTech Labs had us live and earning new revenue in 45 days. They are constantly enhancing their product based on corporate and field feedback, and more importantly, deep analytics to back up their work and claims. They've been one of the most responsive, innovative, and enjoyable partners I've worked with over 17 years in the industry."

GARETH HOOPER
CIO, Plexus Worldwide

"DirecTech's individualized approach to field retention and engagement is paving the way for a new, more efficient model. Companies who focus on data and retention now will find themselves leading the pack of a new generation of companies."

- Former CEO, USANA

DISTRO IS MAKING AN IMPACT



DirecTech Labs
INFO@DIRECTTECHLABS.COM
(310) 730-1246



DIRECTECH LABS

We help keep your customers
& reps active up to **10x longer.**

**Grow Revenue Instantly with
A.I. and Behavioral Science**



**Learn what Distro®
can do for you >>>**

HOW MUCH IS LOW ENGAGEMENT COSTING YOU?

When your distributors and customers are engaged with your business, they'll stay on board longer with a higher level of activity.

Harvard Business Review found that increasing customer retention rates by only 5% increases profits by as much as 95%.

GROWTH = MONTHLY RECRUITING - MONTHLY CHURN
Reduce Churn. Accelerate Growth.



Every month, thousands of people are leaving your organization - placing their last order, recruiting their last rep.

What if, instead, 10% of them brought in another \$500 in revenue?

That's what **DirecTech Labs** delivers for direct selling companies every day, around the world.

How much could higher retention and longer lifecycles multiply your revenue and growth? **We'll create a custom business case for your company, free!**

Start Earning New Revenue in 60 Days with DISTRO.

Distro® is your genius AI, created by DirecTech Labs, exclusively for direct and social selling. It uses behavioral science to keep distributors and customers on board up to **10X longer**.

DEEP SEGMENTATION

Go far deeper than "customers" and "reps".

Discover the **9 unique behavioral groups** that exist within your field and customers.

Use these insights to become more personalized and effective with your:

- **TRAINING**
- **PROMOTIONS**
- **CALL CENTER INTERACTIONS**
- **FIELD & CUSTOMER COMMUNICATIONS**

CONTACT US

info@directechlabs.com
(310) 730-1246

LEARN MORE:




DIRECTECHLABS.COM



HYPER-PERSONALIZED ALERTS

Distro® knows which reps and customers are in the last 30 days of their lifecycle, and what outcomes will keep them active longer.

Distro® alerts the right upline with a personalized message via:

-  **TEXT MESSAGE (SMS)**
-  **SOCIAL MESSENGERS LIKE WHATSAPP**
-  **YOUR BACK OFFICE & MOBILE APPS**

Distro® also makes all of your channels smarter:

- **CORPORATE SALES SUPPORT TEAM**
- **CRM/ BACK OFFICE**
- **EMAIL SYSTEM**
- **CALL CENTER**

Even the best back office and mobile apps are used by less than 15% of your reps. **Distro engages 100% of your distributors.**