

Kana Personalization

The Challenge

Even after deploying a range of technologies and tools to help with customer tracking and retention, you still don't have sufficient information to indicate or predict when a customer will churn, so you can't prevent it.

- Churn shows up too late. Standard reports tell you what happened (renewals are down), but rarely give you the behavioral warning signs to intervene while the customer is still salvageable.
- You see lagging indicators, but miss the behavioral and experience drivers such as feature adoption drop-offs, friction points, bad experiences, or shifting engagement.
- Because you cannot easily diagnose why specific segments are leaving, retention strategies rely on generic "win-back" campaigns and blanket discounts. This wastes margin on customers who didn't need an incentive and fails to save the customers who needed a specific, relevant nudge.

As a result, customer churn triggers a compounding cycle of lost revenue and increased operational costs. Beyond the immediate disappearance of recurring income, high churn rates force businesses into a reactive treadmill where they must spend significantly more (about 5-25x as much) to acquire new customers than they would have spent to retain existing ones. Constant turnover erodes profitability, stifles long-term growth, and damages brand reputation.

The Solution

Kana Personalization is an AI-powered loyalty strategist that helps growth and customer teams prevent churn before it happens. It connects to your CRM, loyalty, and marketing automation systems to spot at-risk customers early, explain why they may churn, and recommend the right personalized intervention (message, channel, timing, and offer) while keeping humans in control via review/approval.

Solution Overview: Kana Personalization

How It Works

Predictive Behavioral Scoring: Kana doesn't just track who left; it predicts who will. By continuously analyzing lifecycle patterns such as activation, frequency, and spend, it can assign real-time risk scores, surfacing "at-risk" cohorts weeks before they churn.

Root Cause Diagnosis: Kana correlates drop-off signals with specific friction points such as price sensitivity, support issues, or lack of key feature adoption, so teams can intervene with precision rather than guesswork.

Always-on Journey Anomaly Detection: Kana acts as an always-on monitor, automatically flagging deviations in healthy usage patterns so your team can intervene immediately.

Uplift & Impact Modeling: Validate your strategy before you launch. The Agent forecasts the potential revenue impact of saving specific cohorts and tracks the actual retention lift from your experiments, turning retention into a compounding learning loop.

Personalized Intervention Recommendations ("Next Best Action"): Recommends targeted actions by risk level and value: re-engagement sequences, loyalty bonuses, calibrated incentives, relevant product/content offers, or support outreach; different customers, different plays.

How You Benefit

Shift from Reactive Repair to Proactive Prevention: Shrink the insight-to-intervention cycle from weeks to hours, allowing you to address and stop churn before it's too late.

Maximize Customer Lifetime Value (LTV): By identifying high-value at-risk segments and deploying targeted interventions, you directly protect recurring revenue.

Maximize Retention Spend Efficiency: Replace blanket win-backs with precision targeting. By ensuring incentives go only to customers who actually need them to convert, you preserve margin and stop subsidizing customers who were going to return anyway.

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Solution Overview: Kana Personalization

A Continuous Learning Loop: Operationalize a repeatable retention testing agenda. Every re-engagement campaign adds to a cumulative understanding of what keeps your customers engaged and loyal.

Scale Strategy Without Headcount: Automate the heavy lifting of cohort analysis and root-cause diagnosis, freeing your analysts to focus on crafting superior customer experiences and strategy rather than manually building churn reports.

Why Kana?

Here are a few ways in which we're proud to be unique:

Agentic AI Built by MarTech Architects: Our founding team has spent decades at the intersection of AdTech and MarTech

Data Governance and AI Policy Management: Centralized data governance and policy enforcement provides a layer of trust, satisfies AI security audits.

Insane Velocity Provides You With Speed to Action: We deploy instantly into your existing stack and move you from raw data to revenue-generating insights in minutes.

No Assembly Required: We eliminate the technical tax of AI by providing the builders, the logic, and the execution layers as a unified service.

Future-Proof Architecture: As your business changes, the agentic layer evolves to meet new challenges.

Ready to begin your agentic marketing era? [Get started today.](https://www.kana.ai)



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