



# Get Stickier With Smart Dunning

Use the power of machine learning to recover more revenue in fewer decline attempts.

Smart Dunning generates an optimal time and date for reattempting each subscription decline on the sticky.io platform. Through automated analysis of decline responses, payment providers, product price, consumer behavior, BINs and more than 50 other predictors, you can:



- ★ Use gradient-boosted machine learning models to schedule each individual order
- ★ Control the number of attempts to manage decline rates
- ★ Configure the service by campaign for easy A/B testing
- ★ Optimally space out transactions from the same customer

## Discover the Difference of Smart Dunning

**Recover 20%+ more revenue** compared to traditional recovery methods

**Save time** by letting sticky.io monitor and manage payment declines

**Improve approval rates** and decrease transaction costs

**Experience healthier MIDs,** better rates and extended CLTV

Contact your sticky.io Client Success Manager to get started.  
[www.sticky.io](http://www.sticky.io) | 800.455.9645 | [clientsuccess@sticky.io](mailto:clientsuccess@sticky.io)