Hello.

Alex Proske

Increasing revenue and loyalty with KI:
Intelligent promotions for Category Management

eagle eye

Approx. **50%** of promotional sales cannibalising non-promotion sales

80% of investments in promotion are not contributing to category growth

SalesForce / Bain & Company research 2023

Problems we solve

Scaling personalisation within weeks

Executing profitable promotions that deliver tangible customer value

Driving user and usage of digital offers with a unique CX

Introducing Challenges
Guided by people, optimised by AI

Our mission is to provide retailers with a better and easier way to **grow customers' share of wallet and propensity**

Our AI-based solution combines personalisation and gamification to **positively impact customer behaviour**

Powered by a **suite of algorithms** built for retail which work together to create personalised Challenges for individual customers at scale

Challenges are a proven way to deliver **highly profitable personalised campaigns** at scale that retailers, suppliers and end customers love
.

Bringing it all together in an innovative use case

Optimize the mix between Thank and Activate

Identify products the customer has bought in the past.

Identify products the customer has not bought but might like.

Thank

Activate

Reward

Identify the right reward level for this customer.

Predict

Predict how much a customer will spend

Stretch

Find the right minimum purchase for this customer.

Moderate

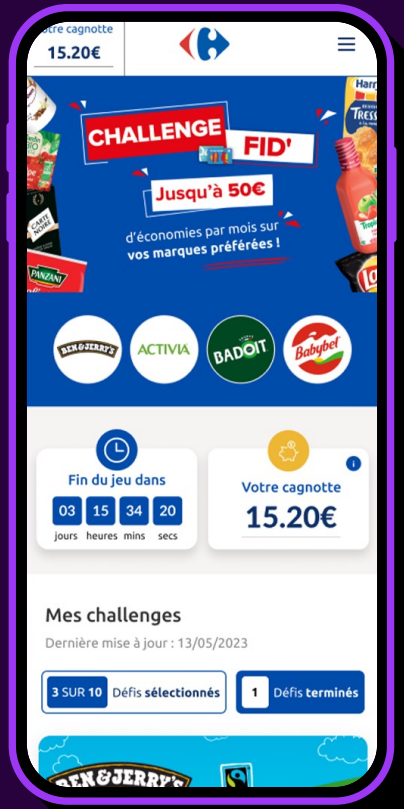
Prevent the customer from being stretched unreasonably

“It allows us to engage our customers how and where they want, with an accuracy and efficiency we've never seen before. It's a powerful, easy-to-use tool that's making a real impact on our business.”

Carrefour

Trusted by:

Carrefour · E.Leclerc · Auchan · Morrisons · SONAE · RITE AID · Pattison Food Group · FairPrice



Take aways

1.	Grow **sales** with **profitability** guaranteed	**7:1 incremental sales to reward earned** by only rewarding incremental behavior
2.	Deliver **hyper-personalised** experiences **at scale**	**1,000s of truly 1:1 offers** without a team of analysts and no offer pool constraints
3.	Accelerate **digital acquisition** and **engagement**	**5-10x more participation** than digital coupons with our engaging user experience
4.	Automated **end-to-end-solution,** only **minimal resource needed** for setup and maintenance	**Running profitable promotions** has never been so easy

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