

Omnichannel Personalization

By ciValue

**Recommend
the right offer,
at the right time,
at the right place**



With 75% of consumers trying a new shopping behavior during the pandemic, non personalized communications pose a genuine risk and could result in consumers seeking new alternatives. Additionally, companies that excel at personalization generate 40% more revenue from those activities than average players. With this in mind marketing today must focus on omnichannel experiences that put the consumer at the center of every interaction in order to boost revenue and accelerate growth.

ciValue's omnichannel personalization solution enables retailers to exceed customer expectations while delivering hundreds of highly targeted offers to millions of customers on every channel in real time. You can now identify the right strategy for each customer, automate and scale your personalization efforts, and increase supplier funding.

How to create personalization that moves the needle?

A successful omnichannel program is one that can reconcile the expectations of your customers for real time convenient engagements and those of your management and brands for growth and impact.

Here's how:

1. Make it about your customers. You are sitting on a wealth of data and can use loyalty data to create better strategies with a more relevant offer bank that will speak directly to each customer.
2. Focus on wallet share. To show ROI and increase supplier funding you want to focus on increasing visit frequency with shoppers in your store and make them buy across categories.
3. Accelerate your digital presence and leverage your first party data to monetize media and serve ads that matter to your customers while measuring them adequately.

Personalization with ciValue

ciValue gives you a set of capabilities built on cutting-edge data science to help you build an offer bank that will deliver results.

Up and running in 60 days, our SaaS solution delivers granular customer DNAs for each customer at the brand and product level. Whether it is identifying the best offers to drive trips among your loyal customers or zeroing in on products and categories with the

most upside potential for stretch and cross-sell, ciValue ensures you have what you need to take your personalization efforts to the next level.

Omnichannel, the solution is engineered to amplify the impact of your promotions on owned and social media, making it even more attractive for brands to invest with you.

Key Benefits



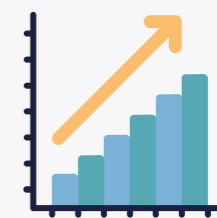
STOP CHURN



SCALE ACROSS CHANNELS



INCREASE SUPPLIER FUNDING & TURNOVER UPLIFT



LEVERAGE RETAIL MEDIA & MONETIZE DATA

ciValue Personalization Advantages



Leverage the ultimate 'best offer bank'

Discover opportunities with AI based recommendation for each customer according to their preferences, behaviors and expectations



100s of offers for millions of customers

One platform built for scale and automation to accelerate growth



Created for collaborative work

Increase supplier funding with self-serve activations and transparent measurements



Spearhead media monetization

By amplifying digital promotions with an omnichannel and real-time solution

The image shows a woman and a man in a grocery store. The woman is holding a jar of jam, and the man is looking at his phone. Several personalized offer cards are overlaid on the scene, connected by orange lines. The cards include:

- WEEKLY DEAL:** Three cans of Coca-Cola for only 5.99\$. Includes an 'Add to Cart' button.
- WEEKLY DISCOUNT:** A label for the weekly deal.
- PERSONALIZED DISCOUNT:** A bag of potato chips with a 'JUST FOR YOU! 20% OFF' offer and an 'Add to Cart' button.
- FORGOT TO BUY THIS?:** A bottle of perfume with a 'FORGOT TO BUY THIS?' offer and an 'Add to Cart' button.
- REMINDERS:** A label for the 'FORGOT TO BUY THIS?' offer.
- TARGETED ADS:** A deodorant product with a '\$1 OFF' sponsored offer, showing a price of \$2.84 (down from \$3.84) and an 'Add to Cart' button.
- CROSS-SELL:** A bottle of hand soap with a 'YOU MAY ALSO LIKE' offer and an 'Add to Cart' button.

Why ciValue



SMARTER PERSONALIZATION

With a dedicated engine to focus on the products that increase wallet share



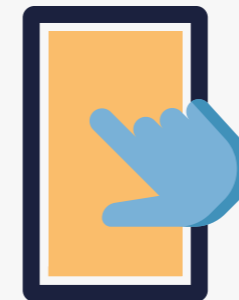
PROVEN ROI

ciValue's personalization users increase their uplift by an AVG of 8%



ACCELERATE MEDIA MONETIZATION

Meet your customers where they are with the right content: online reminders, in shop and on social media.



BUILT FOR SCALE

Cloud based and API-driven solution leveraging automation & AI

Up & Running in 60 days

About ciValue

ciValue is the only SaaS customer value platform offering retail intelligence, brand collaboration, and personalization & retail media solutions. Up and running in 8 weeks, the solution leverages machine learning and retailer's first party data to accelerate the execution of retail media strategies, cut the time to launch campaigns and close the retail ad loop with measurements across all channels and insights that can be automatically shared with brands. Already processing millions of data points at some of the largest FMCG and specialty retailers across the globe, ciValue powers engagements that matter for retailers, brands and their customers.

SEE IT IN ACTION

