

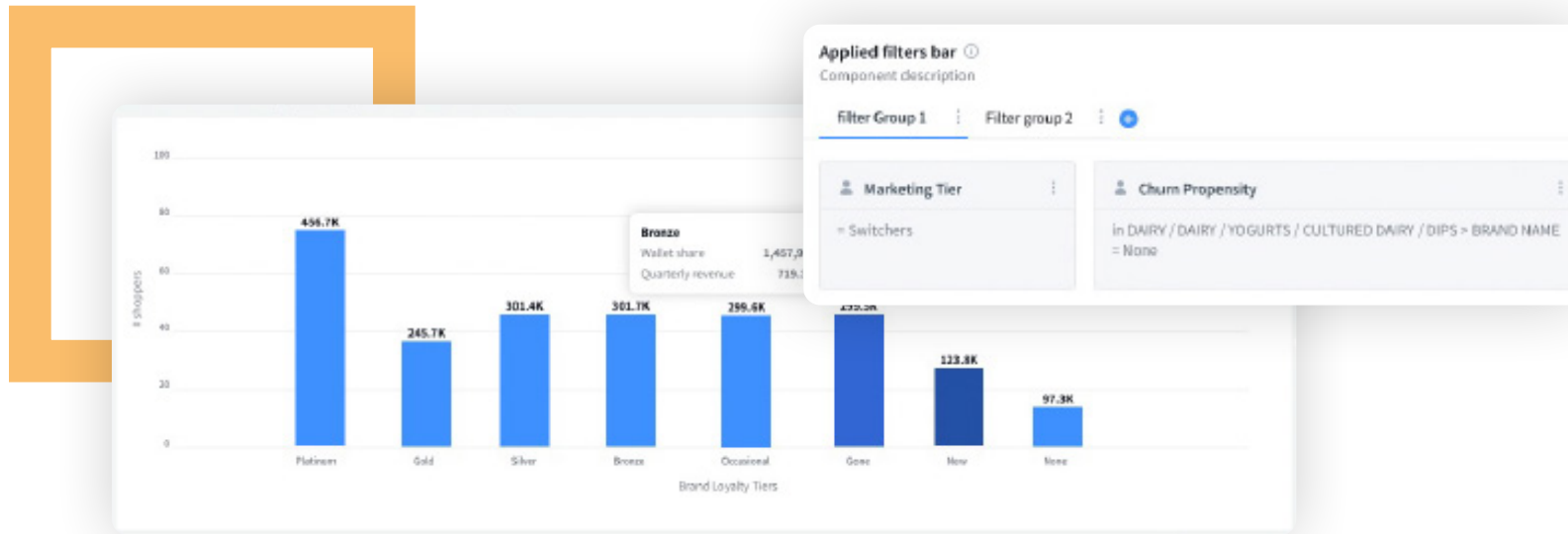


# Segmentation & Audience App

By ciValue

Select the best audience for your  
ads, promotions, and offers.  
In a couple of clicks.





The difference between a successful campaign and a less successful one, is tightly related to how well you have managed to create your audiences. For FMCG marketing teams, who are facing a very volatile and dynamic environment with high frequency purchases across dozens of thousands of different products, creating audiences is often a tedious process that requires aligning purchase data with business priorities, and that is often too reactive to achieve the desired impact on the target audiences.

With the rise of retail media and collaborative advertising, hyper-targeted audiences are not only the secret weapon for a retailer's successful campaign, they also become a strong tool for collaboration with brands, and media monetization in a sustainable manner.

ciValue's segmentation and audiences app is the **#1** app that hundreds of brand and retail users turn to daily to create precise audiences across hundreds of customer attributes. They can do so in a couple of clicks, with all the data they need, at their fingertips, completely independently.

ciValue's segmentation and audiences app leverages our unique customer retail DNA that detects and extracts a granular profile for each customer and each brand across thousands of attributes so that retailers and brands can discover perfect audiences that match their specific objectives.

An API first solution, the segmentation and audiences app seamlessly integrates with your existing ecosystem, so audiences can be onboarded into your CRM, CDP, campaign management tool, social media or any interface needed.

# BENEFITS



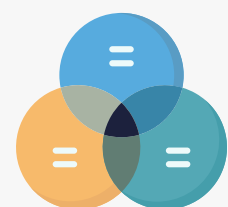
## PERFECT AUDIENCES. COUPLE OF CLICKS

Discover the right audience in a ridiculously short time by leveraging AI for predictive audience modelling across thousands of statistical and predictive parameters: lifestyle, purchase behaviour, loyalty, churn propensity,...



## FOR MARKETERS BY MARKETERS

Slice and dice audiences without a single line of code, and without having to nudge (and wait) for IT.



## ALWAYS-ON SEGMENTATION

Benefit from segments that are always up to date and that dynamically and automatically integrate with your marketing channels: CRM, Social media,....



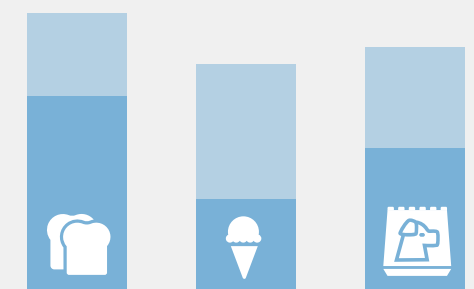
## GRANULAR

Retail marketers need audiences that can filter all the way down to the single customer value segments, single region and store, single category, single brand and single SKU level purchased at a specific timeframe and quantity for real hyper targeting.

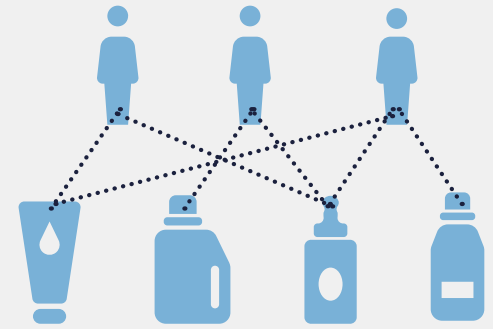
# ciValue's CUSTOMER RETAIL DNA



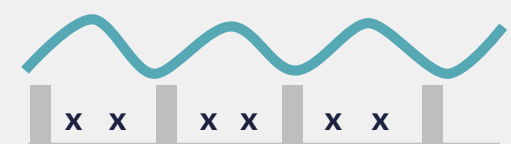
## Strech opportunities



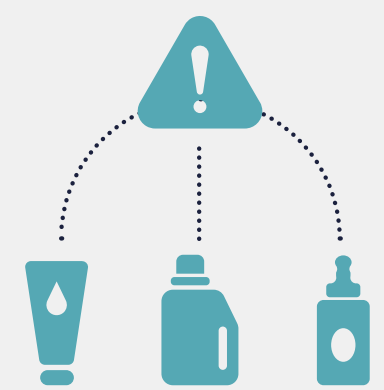
## Cross-sell opportunities



## Re-Purchase Opportunities



## Churn prevention



Built to extract the right insights about every customer and for every product, our customer DNA platform leverages thousands of attributes such as: customer value, purchase frequency and quantity across all categories and products, customers' brands loyalty and cross-sell potential across all brands, lifestyle & preferences - dietary, beauty,.. - demographic detection - expecting, pet owners,.. as well as customer likelihood to churn across all departments and brands.

This data fuels machine learning models that drive better assortment, trade, and marketing decisions and whose output can be sliced and diced, on the fly with our segmentation & audiences app, which empowers retailers and brands to align on what their customers want, and meet them with the right offers and ads.





# ABOUT CIVALUE

CiValue powers engagements that matter for retailers, brands and their customers with a unique self-serve collaboration platform. Already globally serving retailers from Food, Drug & Specialty verticals, the SaaS collaborative solution promptly delivers insights to align the retailers and their brands partners onto what consumers want, execute personalized offers across physical and digital channels, and serve ads that consumers want to engage with.

In turn, these insights and activations help retailers and brands achieve new revenue streams, sales growth,

and increase share of wallet through customer-centric merchandising and marketing.

The platform also delivers dedicated apps and workflows for insights sharing, offer & ads management, all available at the fingertips of the users.

Up and running within 8 weeks, ciValue delivers SaaS based, fast time to value and disruptive monetization models for retailers who no longer need middle-men to help them gain value from their data and media.

**CREATE PERFECT AUDIENCES NOW. SCHEDULE A DEMO**