



Major Scandinavian
retailer **increases**
campaign sales
and margin by
over 3x

Retail One-to-One
Marketing™



Is it for you?



UPGRADE
CUSTOMER
LIFETIME VALUE



BOOST
CONVERSION
RATE



IMPROVE
COMPETITIVE
POSITION



MAINTAIN
AND INCREASE
SALES

How will your customers benefit?



Appreciation
– individual
discounts and
personalized
offers



Relevance
– tailored promotions
and recommenda-
tions based on
individual buying
behavior



Convenience
– easily find favorite
items and improved
shopping experi-
ence



About the customer

Owned by a Swedish retail group, our client is one of the leading grocery retailers in Scandinavia. It has 250 stores and boasts annual turnover of €2 bn.



THE NEED

Our client wanted to improve its in-house personalization solution and increase customer engagement by implementing a truly one-to-one marketing strategy.



THE OBJECTIVES

To automate its personalized communication process, boost the conversion rate of its marketing campaigns and increase sales.



THE SOLUTION

We designed and implemented Retail One-to-One Marketing™, automating the entire process by integrating with in-store and email communication channels. The new system engages over 1.6 million customers, who receive fully personalized offers every week.

"I think the people at Exacaster are very smart, open and willing to help; they always think ahead and offer possible solutions. They care about having a good relationship."

Anton Musatov,
Head of Store systems, RIMI Baltic



Sales

3X campaign margin increase

3X campaign sales increase



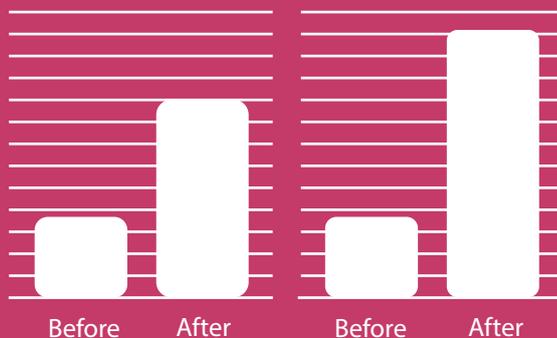
Conversion impact

Food offers

+144%

Non-food offers

+179%



Our bespoke **Retail One-to-One Marketing™** solution comes in a single personalization software suite and enables our clients to create extremely personalized shopping experiences online and offline.

Offer Builder

gives insights to Category Managers how many customers are likely to engage with a product or category offering if proposed.

Customer 360 Profile

gives insights to 1000's of different customers shopping behavior metrics.

ROI Tracker

evaluates performance of Retail One-to-One Marketing™ at multiple levels.



Segments

empowers marketers to explore customers with similar behavior pattern.

Campaign Manager

enables Customer Base Managers to engage consumers with personal offers across all customer touch-points and channels.

Recommendation Engine

combines 100's of different personalisation tactics to bring extremely relevant offers for each consumer.

What questions
can we help you
to answer?



Offer Builder

How do I ensure promotions will be relevant and engaging?



Offer Builder tells Category Managers how many customers are likely to engage with a product offering or category if proposed. Collaboration between suppliers and retailers is crucial, but it's difficult to backup SKU decisions for supplier funding while taking demand and supply volatility into account.

Offer Builder enables Category Managers to design the best list of promo products for higher customer engagement and category revenue optimization. Offer Builder is the core of the Offer Bank that allows users to easily manage existing offers for consumers.

Customer 360 Profile

Who are my customers?
What are they buying?
How do they behave?



Customer 360 Profile tracks thousands of different shopping behavior metrics (e.g. top store, days since last visit, average basket size, customer lifetime value, etc.) about each consumer.

Many companies have the elements of a relatively complete view of the customer already, but they reside in discrete pockets across the company.

We take the data that a company already has, combine it to create a meaningful customer profile, and make it accessible across the organization.

Segments

What are the groups of customers with similar behavior?



Segments empower marketers to group customers with similar behavior patterns (e.g. cherry pickers, singles, regular families, price sensitive families, etc.).

One of the most effective ways to create a behavior-based segmentation is to use specialized machine learning techniques called clustering and refining the results with advanced analytics and business insights. Once behavioral segments are clearly identified and understood, customer base strategies are designed to specifically develop each and every segment.

Over time, the system "learns" this approach and generates ever-more granular customer sub-segments for powerful targeting strategies, which is tightly coupled with specific recommendation processes.



Recommendation Engine

How to recommend offers for each consumer?



Recommendation Engine combines hundreds of different personalization tactics to bring extremely relevant offers to each consumer. We leverage big data, state-of-the-art recommendation engines, artificial intelligence algorithms and business know-how to understand each consumer personally.

Millions of data signals that are processed daily and self-learning algorithms improve with time as more data on customer behavior is collected and more specific shopping patterns can be spotted.

Each highly specific customer shopping pattern that is spotted by the recommendations engine results in customers being delighted with the extremely personalized shopping experience, increasing customer engagement.

Campaign Manager

How can I use personalization through multiple customer touch-points?



Campaign Manager enables Customer Base Managers to engage consumers with personal offers across all customer touchpoints and channels (mobile app, web, e-mail, SMS, in-store kiosks, etc.).

Our solution optimizes multi-channel personalization to deliver an individual recommendation to the right person at the right time and can be placed in every communication channel used.

By identifying individual customer needs and delivering personalized offers, we help to shrink the gap between digital and physical retailing to create a more immersive experience.

ROI Tracker

How will I know, that personalised offers drive ROI?



ROI Tracker evaluates the performance of Retail One-to-One Marketing™ at multiple levels. At the highest level, ROI Tracker measures the total impact of the whole of one-to-one marketing framework in terms of revenues, profitability and customer engagement.

At a lower levels our advanced analytics help marketers to identify which specific recommendation tactics, communication vehicles and offers are driving revenues, profitability and customer engagement.

We have a fully automated ROI tracking process which helps the Customer Base Manager to iterate quickly through different personalization strategies and get program results instantly.

Why Exacaster



Truly 1-to-1 marketing

Our algorithms produce individual-level customer recommendations.



Open architecture

All aspects of the solution are modifiable and based on open components.



Fast time to market

We reduce roll-out time by 9-12 months with our turnkey solutions. That's because there's no need for in-house development, just integration.



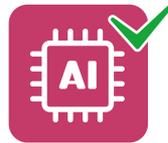
Customization over time

The recommendation process is initially based on best practice, but customization over time allows it to become a unique process owned and driven by you and your needs.



Transparency

You won't be in the dark. We make our algorithms and system logic fully visible to any retailer we work with.



Deep data science pool

We can significantly improve your analytical capabilities by providing Data Science experts with experience of implementing AI-driven business processes.



Low maintenance costs



EU GDPR compliance

About us

Exacaster works with medium and large retailers to roll out bespoke one-to-one marketing frameworks for extremely personalized shopping experiences. Our advanced analytics software harnesses the power of big data, enabling our clients to increase customer lifetime value and become stronger market competitors.



Let's talk Proof of Concept!

We will work with you to ensure that POC fits your individual needs.



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