

Meet The Customer.

Data Driven Customer Insights



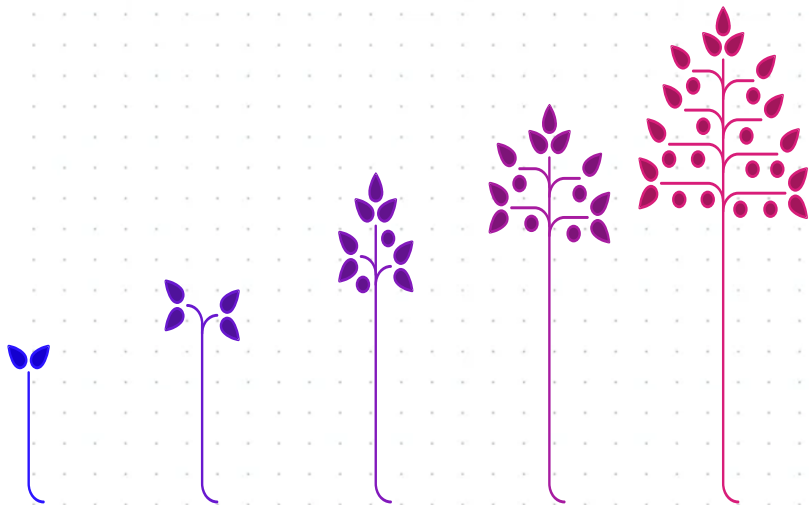
Meet The Customer.



Data Driven Marketing is a way of working in which data helps targeting, drive insights and deliver optimizations.

Makes strategic decisions based on Artificial Intelligence and interpretation.

Understand and optimize marketing performance.



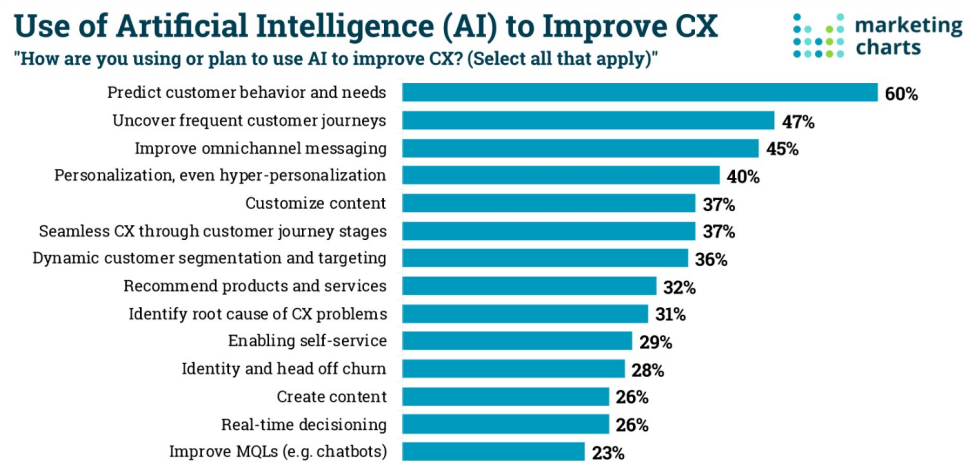


Why we do?



Artificial intelligence (AI) is one of the key technologies in which marketers are investing to address the digital customer journey as digitalized customer journeys impact CX strategies.

The leading way in which marketing leaders plan to use or are using AI to improve CX is by predicting customer behavior and needs.

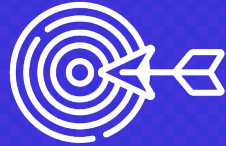


Published on MarketingCharts.com in January 2023 | Data Source: CMO Council / SAS

Based on a global survey of more than 1,000 marketing leaders at B2B (52%), B2C (23%) and hybrid (25%) companies



What we do.



STRATEGY

- Definition of Data Driven KPIs
- Top-notch Reporting
- Support to day-to-day Marketing Decision
- Campaign Roadmap



COLLECT DATA

- Holistic Customer Data
- Customer Data Platform
- DNA Customer (360° view)
- On- & Offline



ARTIFICIAL INTELLIGENCE

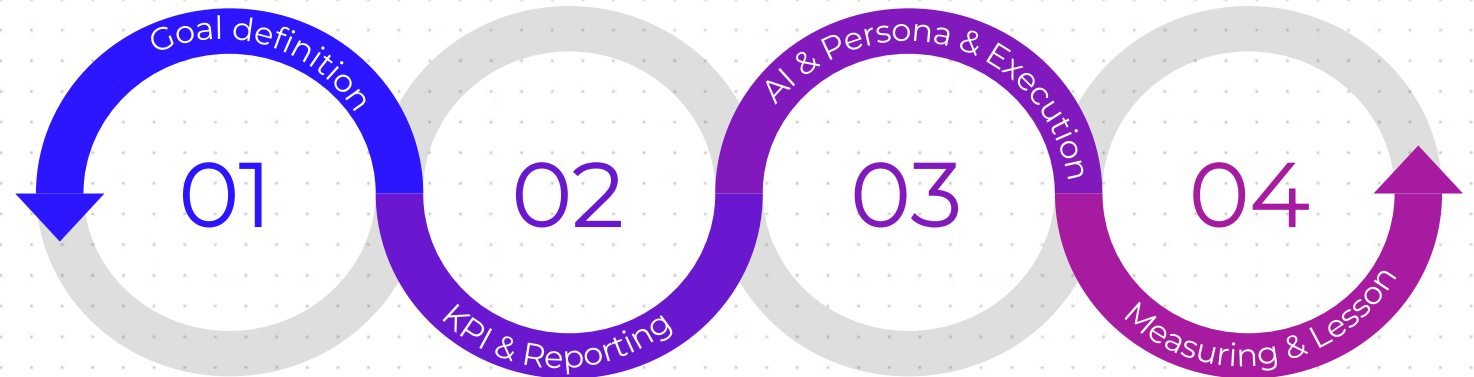
- Personalization
- Rule-based Customer Segmentation
- Automated Decision of Data



STRATEGY

Data Driven Marketing Process.

increase efficiency.....data monetization.....encourage purchase decision



Goal.

- strategy
- KPIs
- roadmap

KPI.

- definition
- dashboard

Run.

- data usage
- plan

Up.

- performance assessment
- test A/B

Customer Data Platform.

DNA Customer (360° view)

e-commerce
Online Data
behaviours
transactions

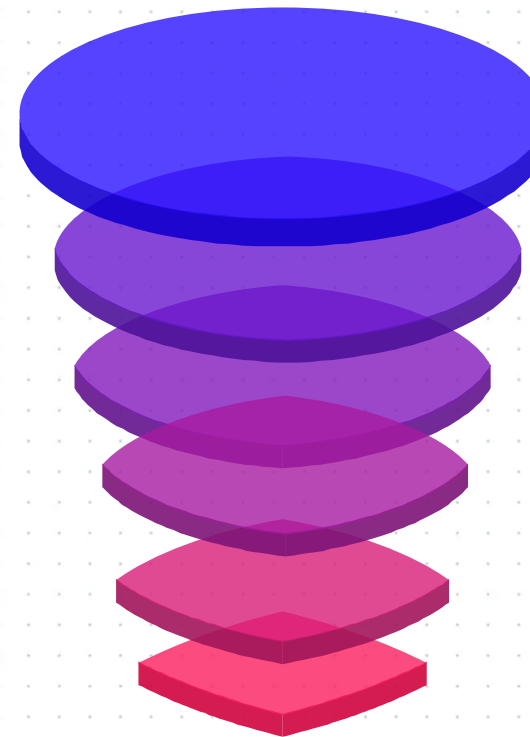
Loyalty Program
Data

Campaign History
Data

POS
Offline Data
behaviours
transactions

Mobile Data

Location Data



Holistic Collect Customer Data

Connect on- and offline data



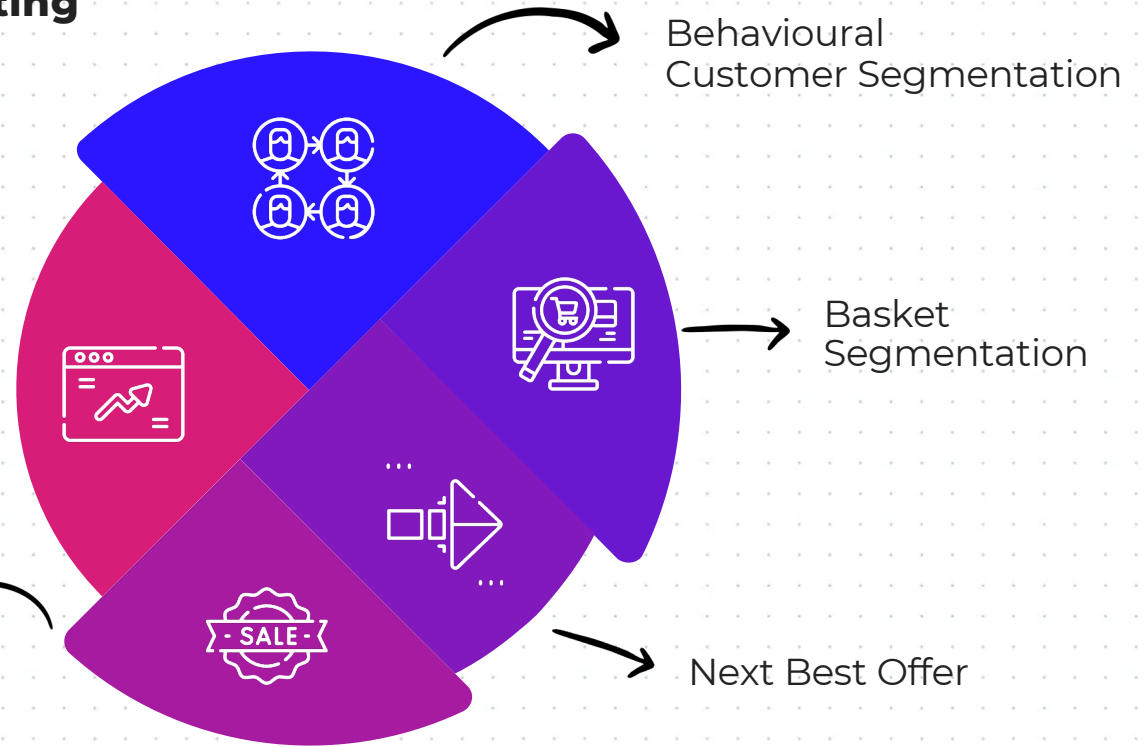
**COLLECT
DATA**

Data Science.

Machine Learning Data Mining
Customer-Centric

Use case in retail/e-commerce

Persona Targeting



Predictive Modelling

Behavioural Customer Segmentation

Basket Segmentation

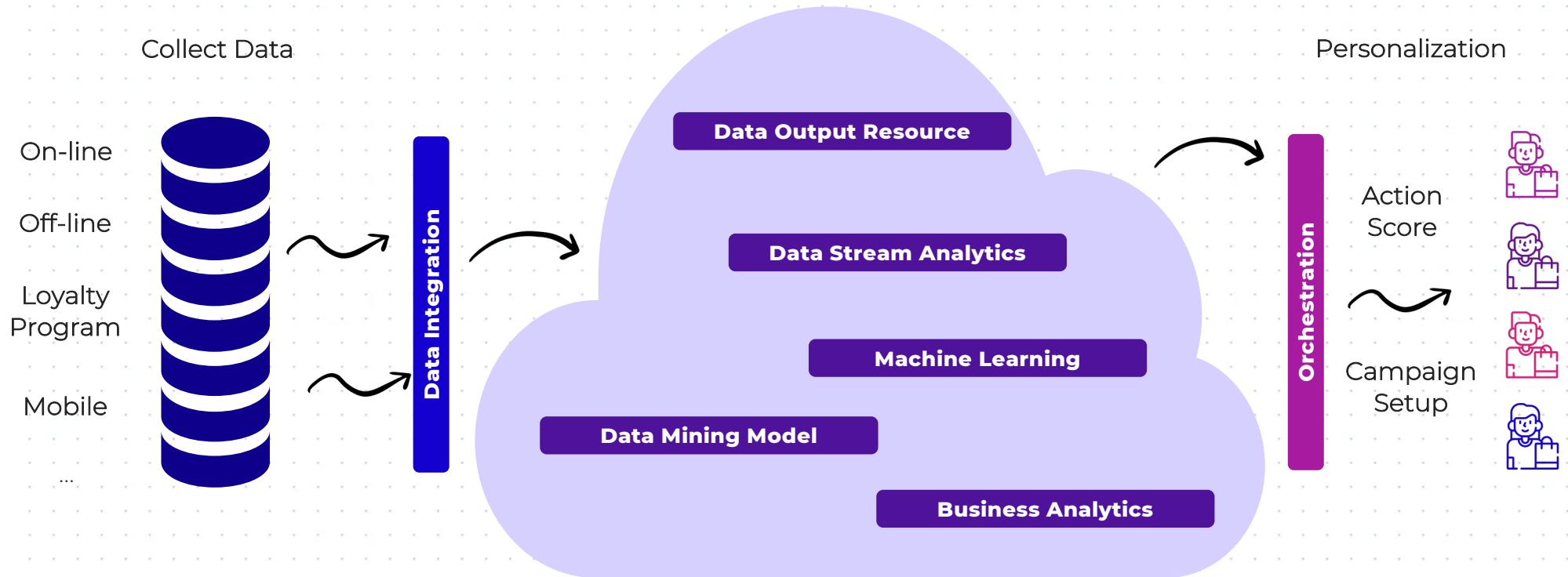
Optimizing Price

Next Best Offer



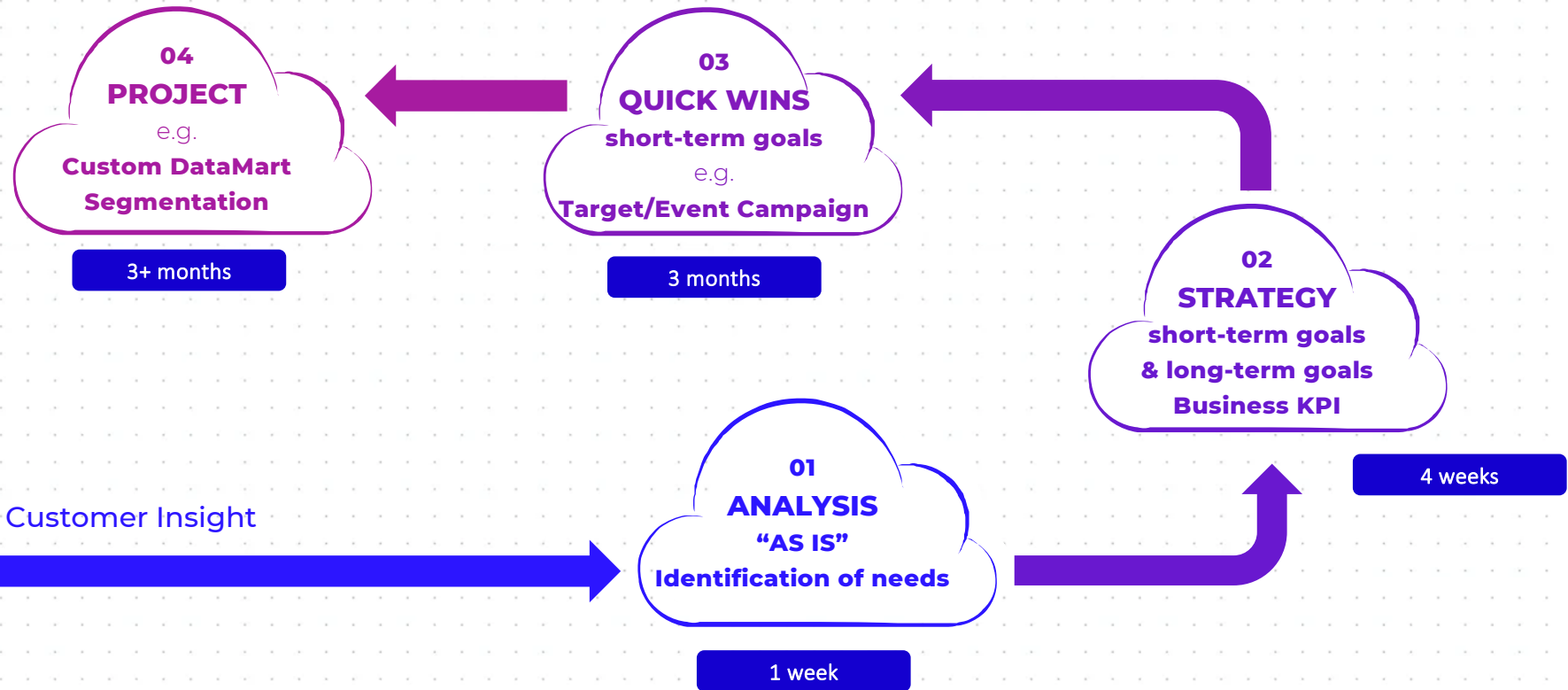
ARTIFICIAL INTELLIGENCE

✕ Artificial Intelligence Solution .



Solution functionalities include integrating on- and offline customer data, unification and segmentation and finally connection to omnichannel orchestration.

Value proposition.

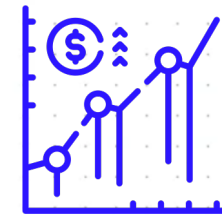




Summary.



1. Use AI to Improve Customer Experience (CX)
2. Customer Data Monetization
3. Voice of Customers (VoC)
4. Techno-agnostic Solution
5. Cloud or on-premise
6. Use Abee Event Collector to recording online data (Execon Solution)
7. Bridging with (existing) Marketing Automation set-up
8. Custom Pricing



True Data Driven Marketing.