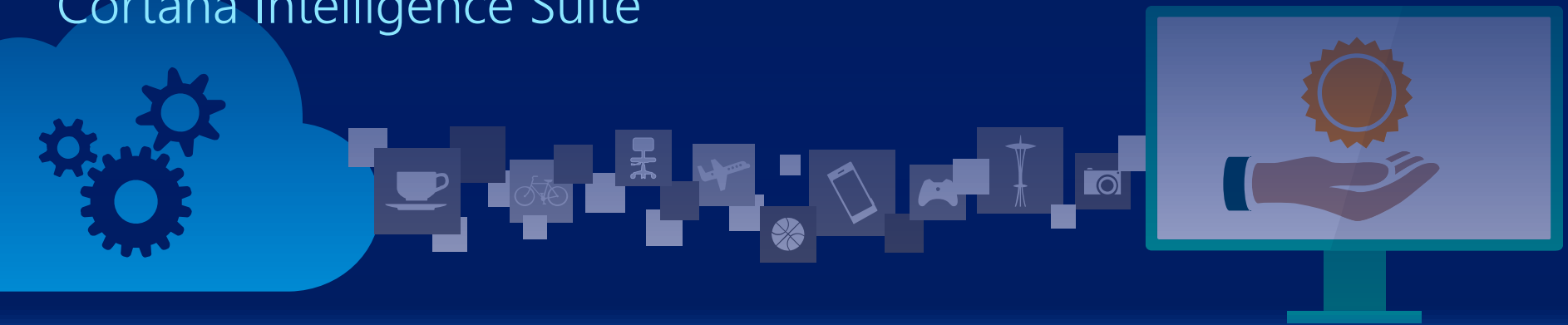


Personalized Offers

Cortana Intelligence Suite



Offers are commonly displayed using a targeted approach, arbitrarily without consideration of a user's preferences, shopping history, viewing history or clicks or using a marketing plan based on historical data. Using these strategies, offers often miss their mark and can be completely ineffective. Modern marketing strategies need to be personalized and in real time to be effective and improve conversion.

Personalized offers use a shopper's real-time and historical data to focus on the user, enabling a more efficient engagement between business owners and customers. This greatly enhances customers' user experience increasing repeat visitors and the opportunity for cross-selling or up-selling with less human labor involved.

Personalized Offers Improve...

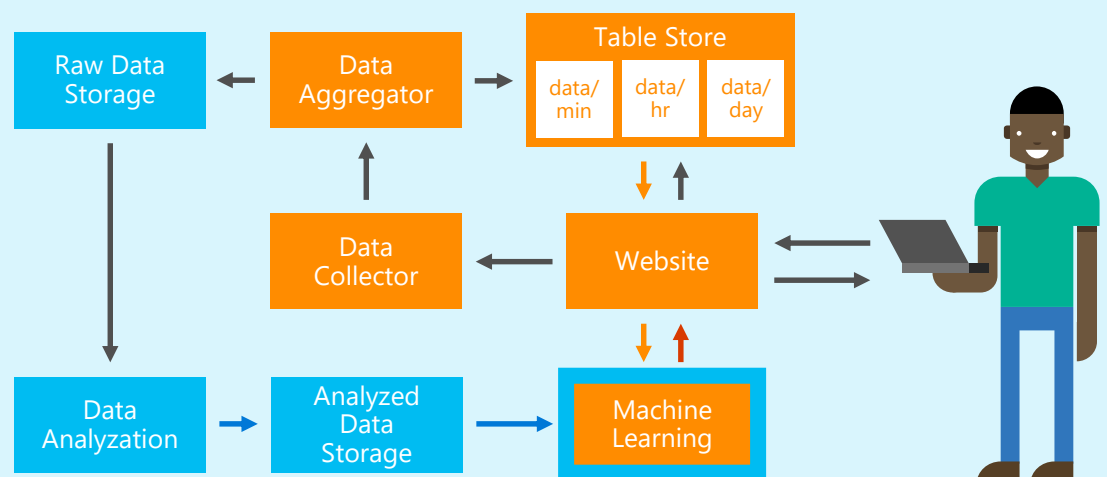


Building a Personalized Offer

Personalized offers consist of two paths, a hot path and a cold path.

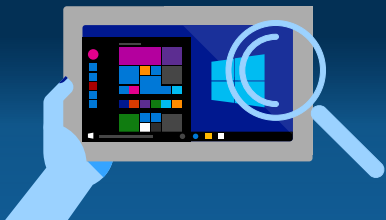
The **hot path** sees current user data stored, and also aggregated into a defined increments. Those results are then combined with machine learning scores to create real-time personalized offers.

The **cold path** analyzes the users history and profile and provides its results to facilitate real-time personalized offers.



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Solution Overview



Personalized offers leverage real-time and historical customer data and enable delivery of compelling and relevant content in the moment. By not only targeting the audience, but catering to them instantly, customer experience is enhanced and brings the brand and customer closer.

The Cortana Intelligence Suite offers advanced capabilities in the marketing automation space for data ingestion, storage, processing, and analytics, allowing our customers to build scalable, real-time, robust solutions that will continue to fit their marketing needs.



Data

Intelligence

Action

Personalized Offers and Marketing Automation

Personalized Offers are one component of marketing automation. The data collected and analyses derived from this solution can be extended into many other components within the marketing automation space, such as:

