

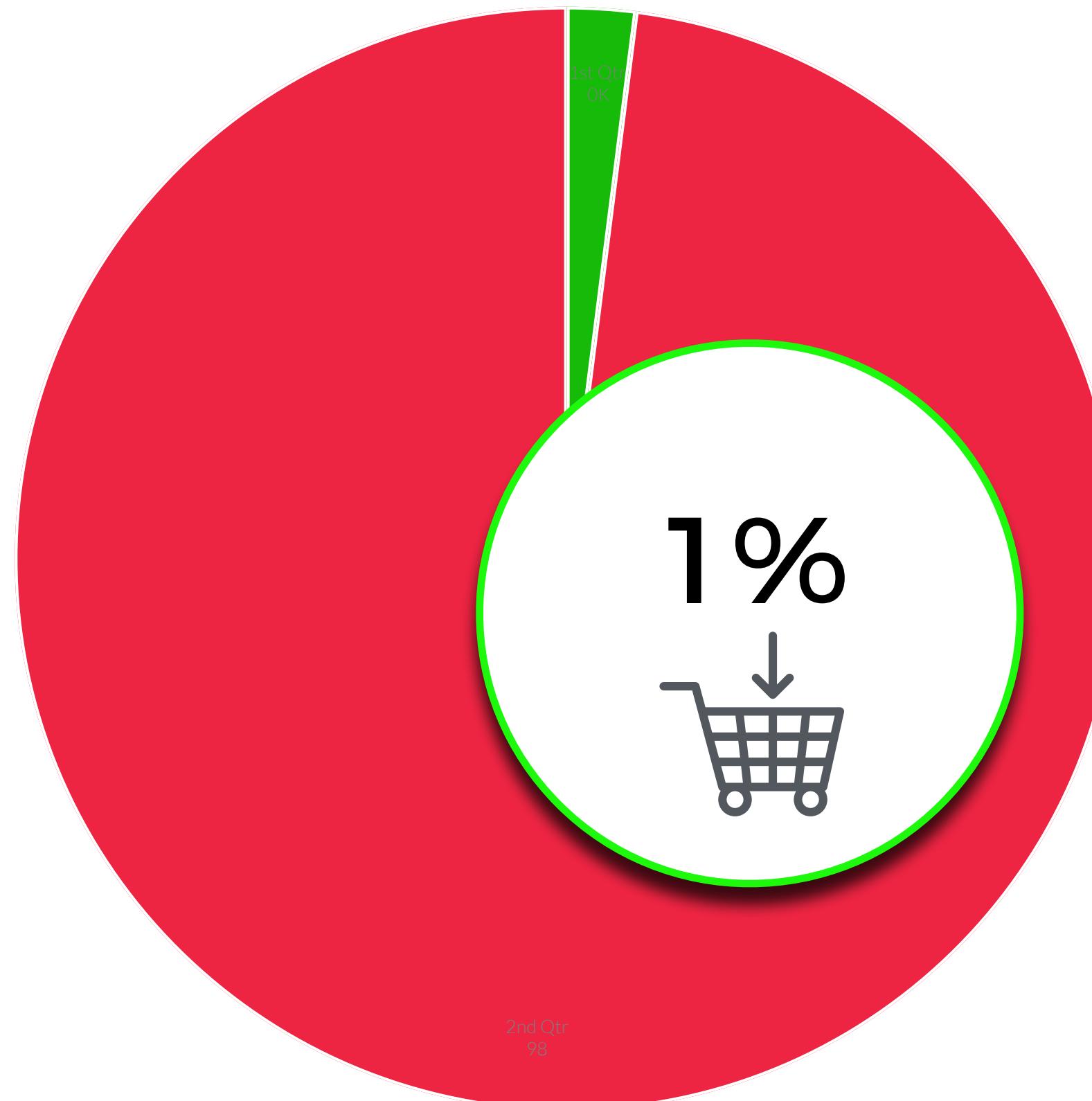


e-commerce
personalization suite

March 2017

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PROBLEM



CONVERSION RATE*

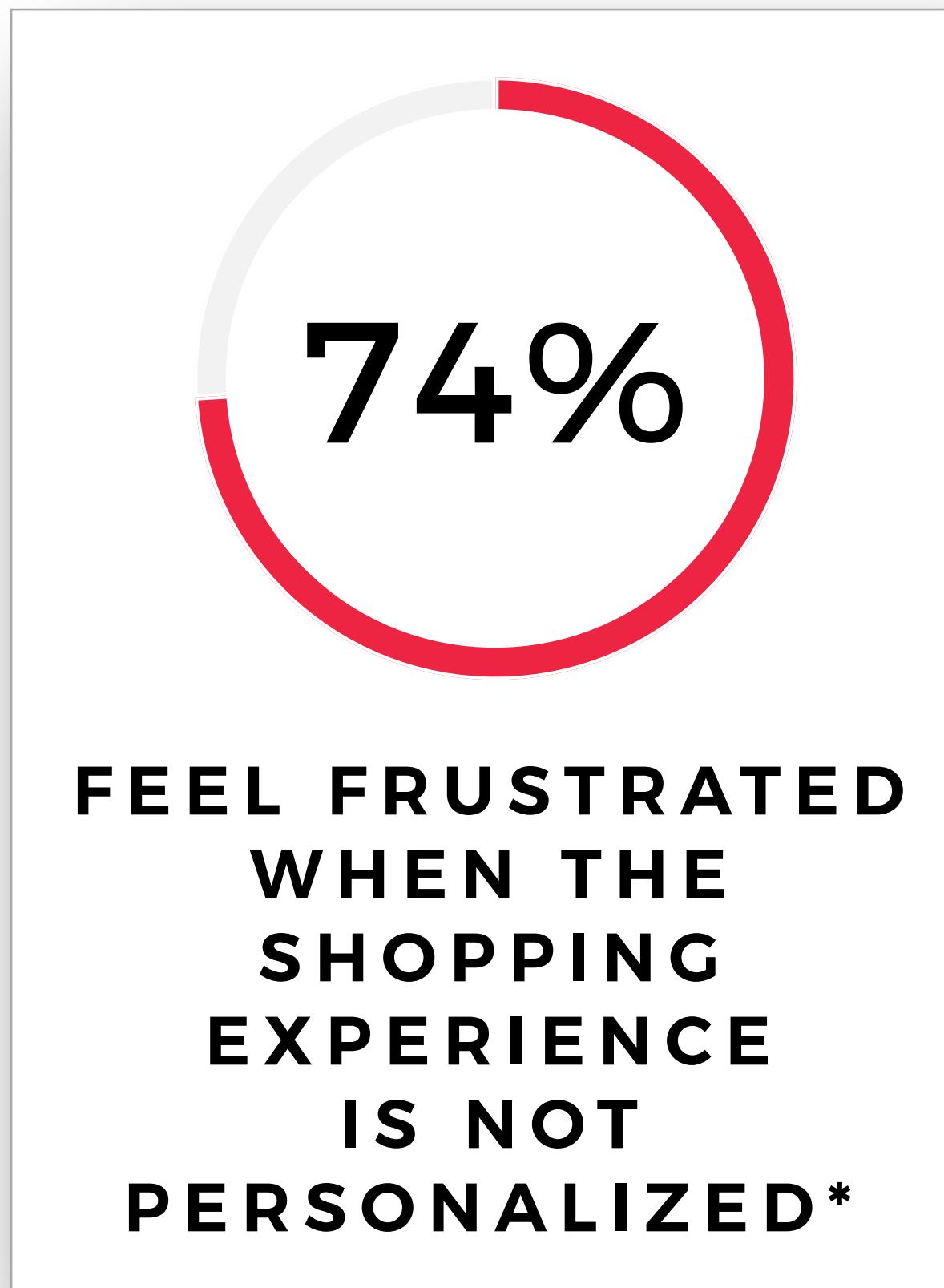
*Compass Blog - <https://blog.compass.co/ecommerce-conversion-rates-benchmarks-2016/>

**GLOBAL CONVERSION RATE
FOR E-COMMERCE STATES
THE OBVIOUS:**

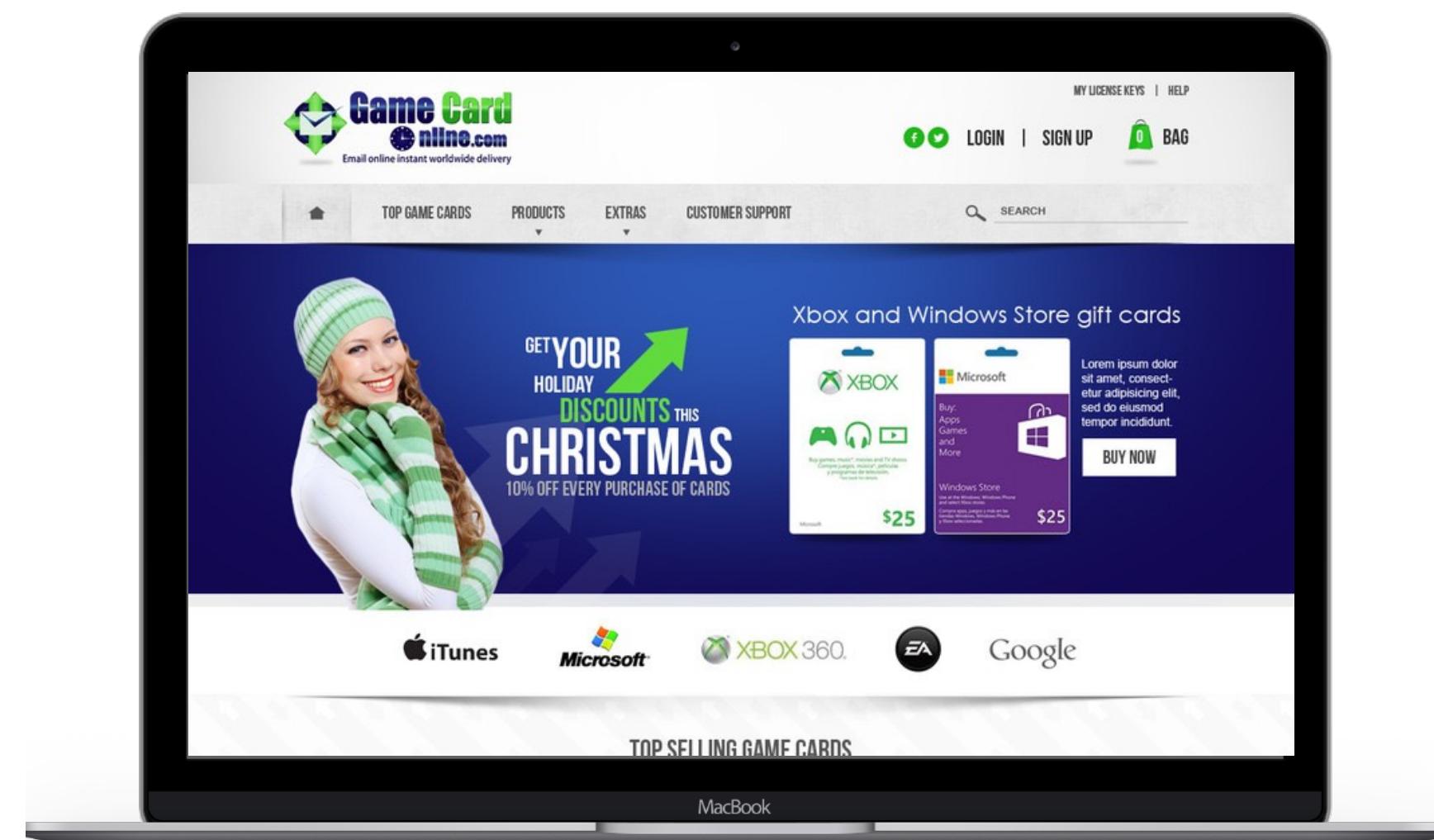
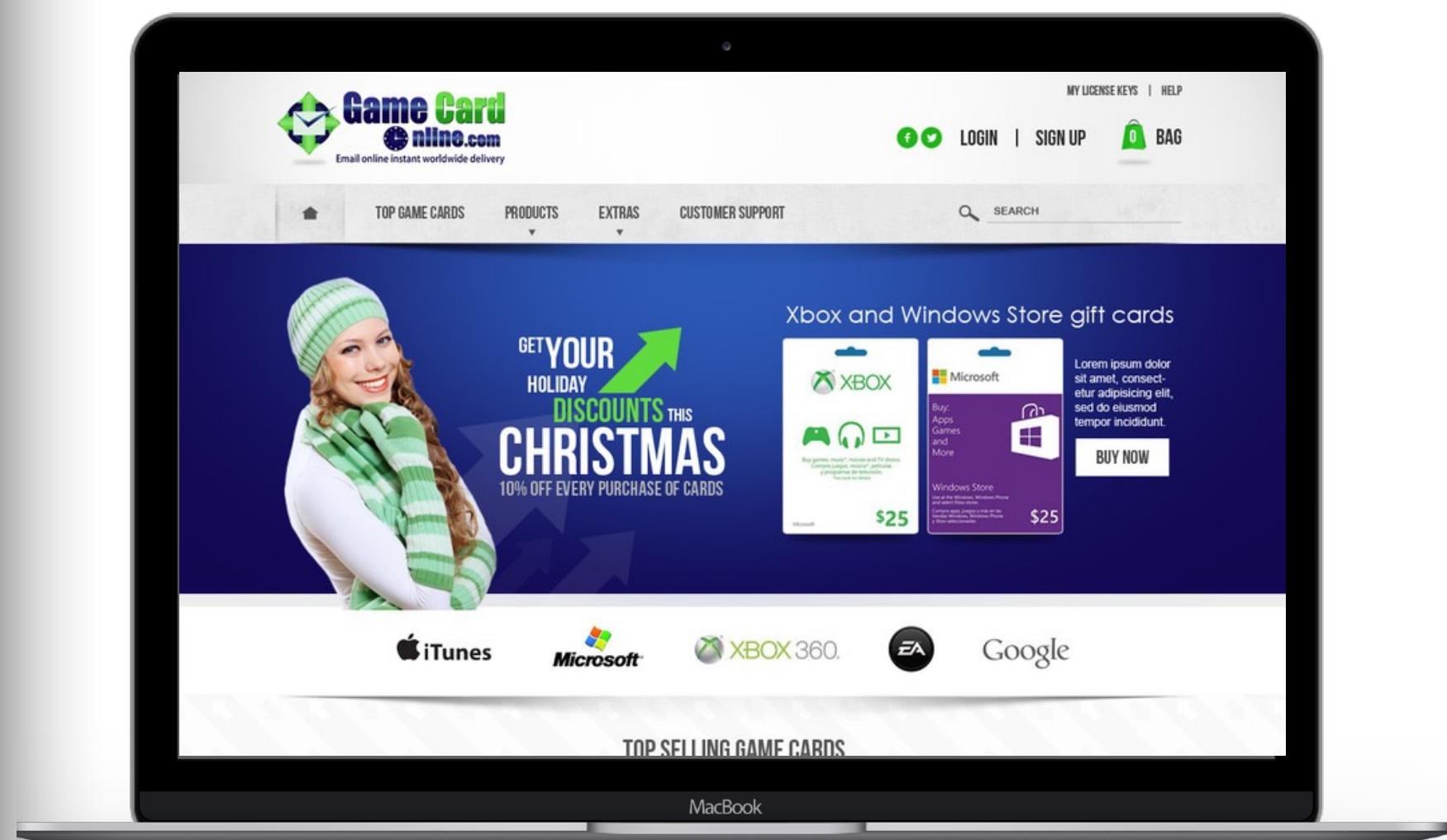
ONLINE SHOPPER HAS A PAIN

PROBLEM

ROOT CAUSE: SHOPPING EXPERIENCE IS NOT PERSONALIZED



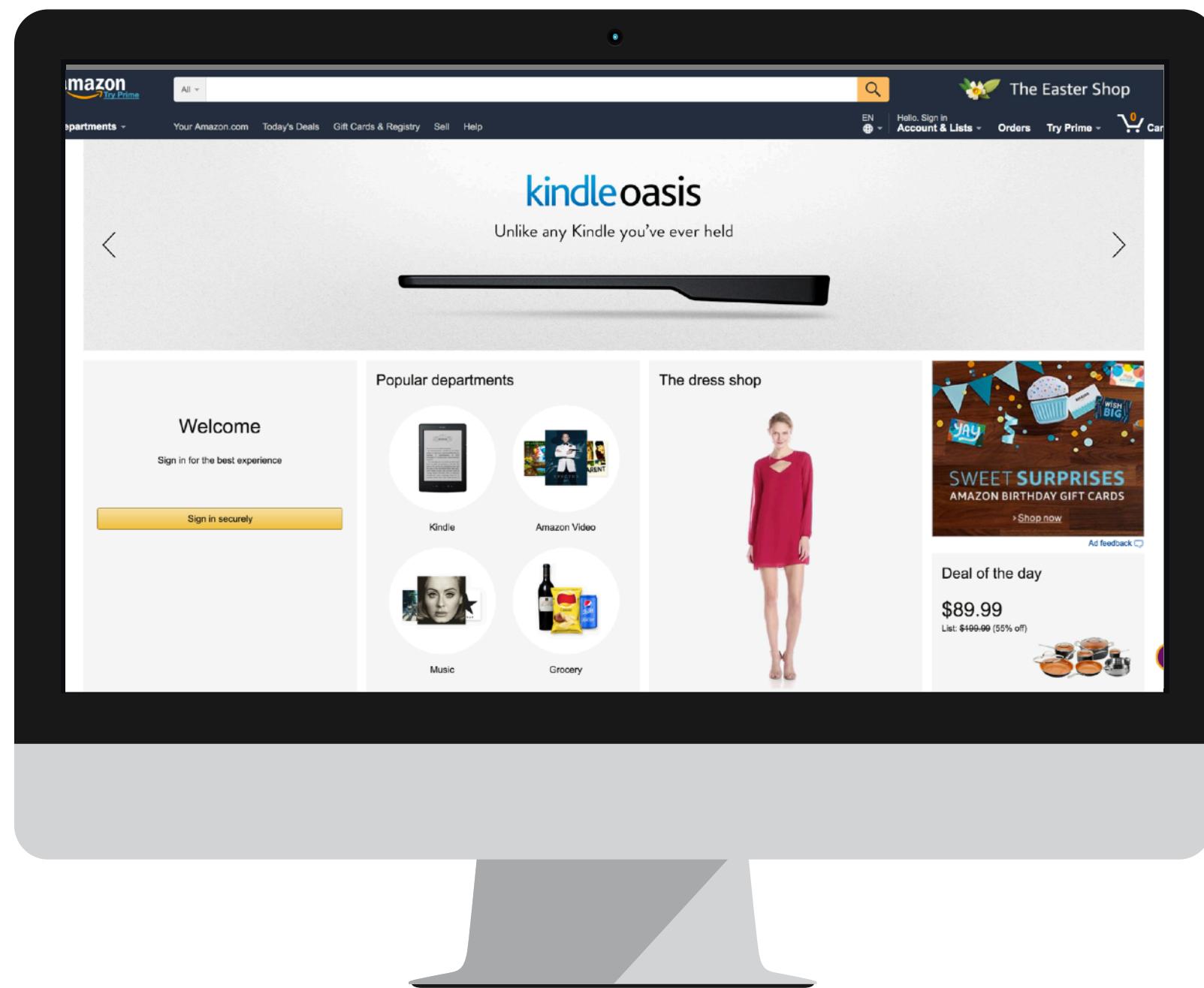
SAME WEBPAGE IS SERVED TO ALL VISITORS



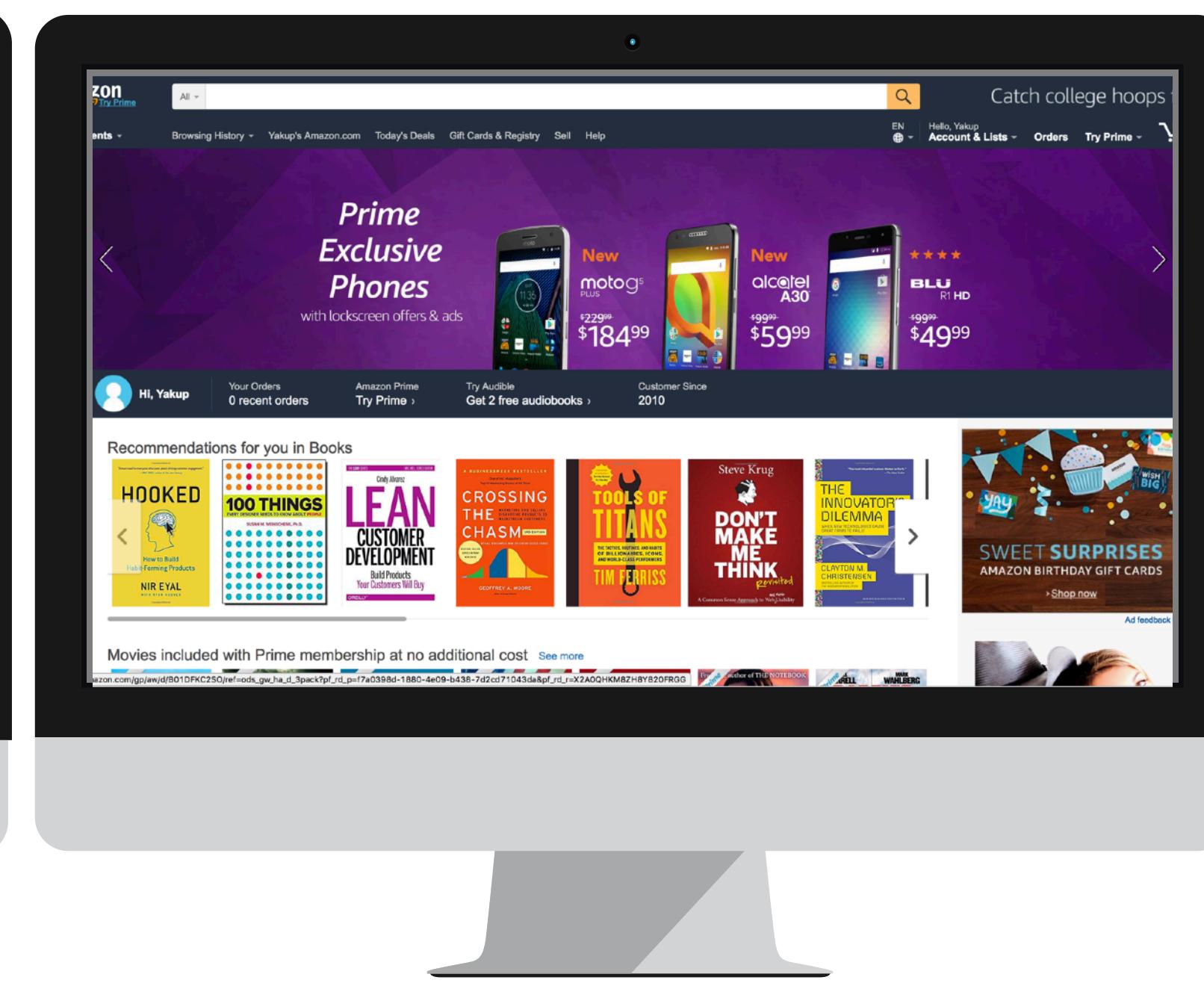
*2016 Infosys: <https://www.loyalty360.org/loyalty-today/article/customers-frustrated-with-brands-that-fail-to-pers>

SOLUTION

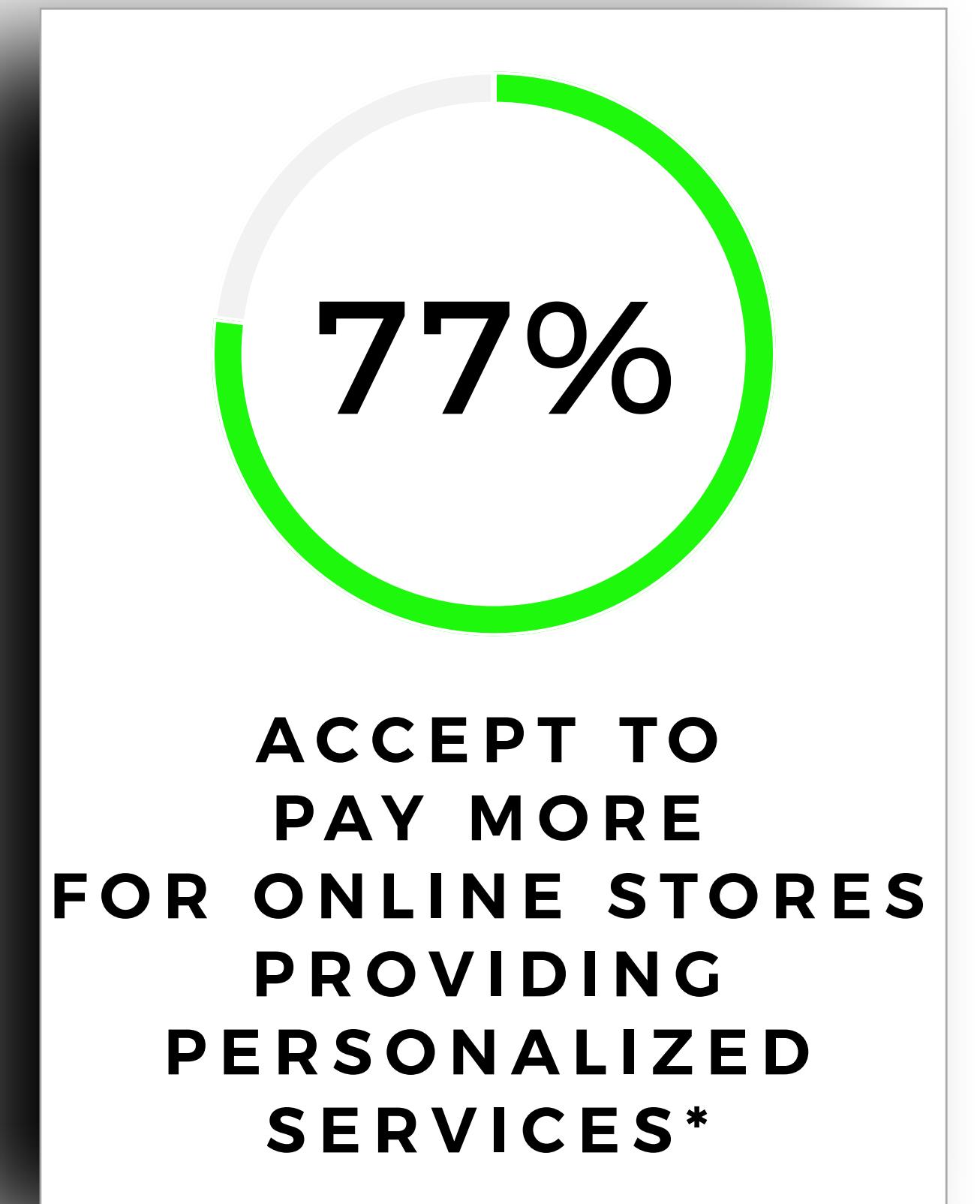
PERSONALIZED SHOPPING EXPERIENCE PROVIDED BY BIG PLAYERS LIKE AMAZON



GENERIC VERSION
(WITHOUT USER DATA)



PERSONALIZED
(AFTER USER MODELLING)





We provide personalization for
medium level e-commerce websites
with our
Machine Learning technology

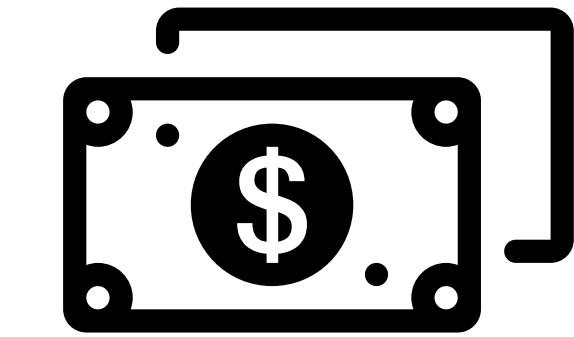
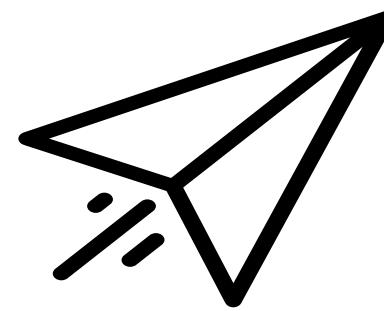
⟩ SUPER-EASY

⟩ PERSONALIZATION

⟩ ANALYTICS & INSIGHTS

PLUG-AND-GAIN

STRONG AND MEASURABLE COMMITMENT TO CUSTOMERS



1 DAY

PERSONALIZATION

9.6%*

Avg Revenue Increase

By just adding one line of code

*: Average revenue increase is calculated among all Segmentify customers during 14 days of free trial

SELECTED CUSTOMERS

SEGMENTIFY IS SUITABLE FOR ALL ONLINE STORES FROM DIFFERENT VERTICALS AND SIZES



MARKET

● Total Addressable Market

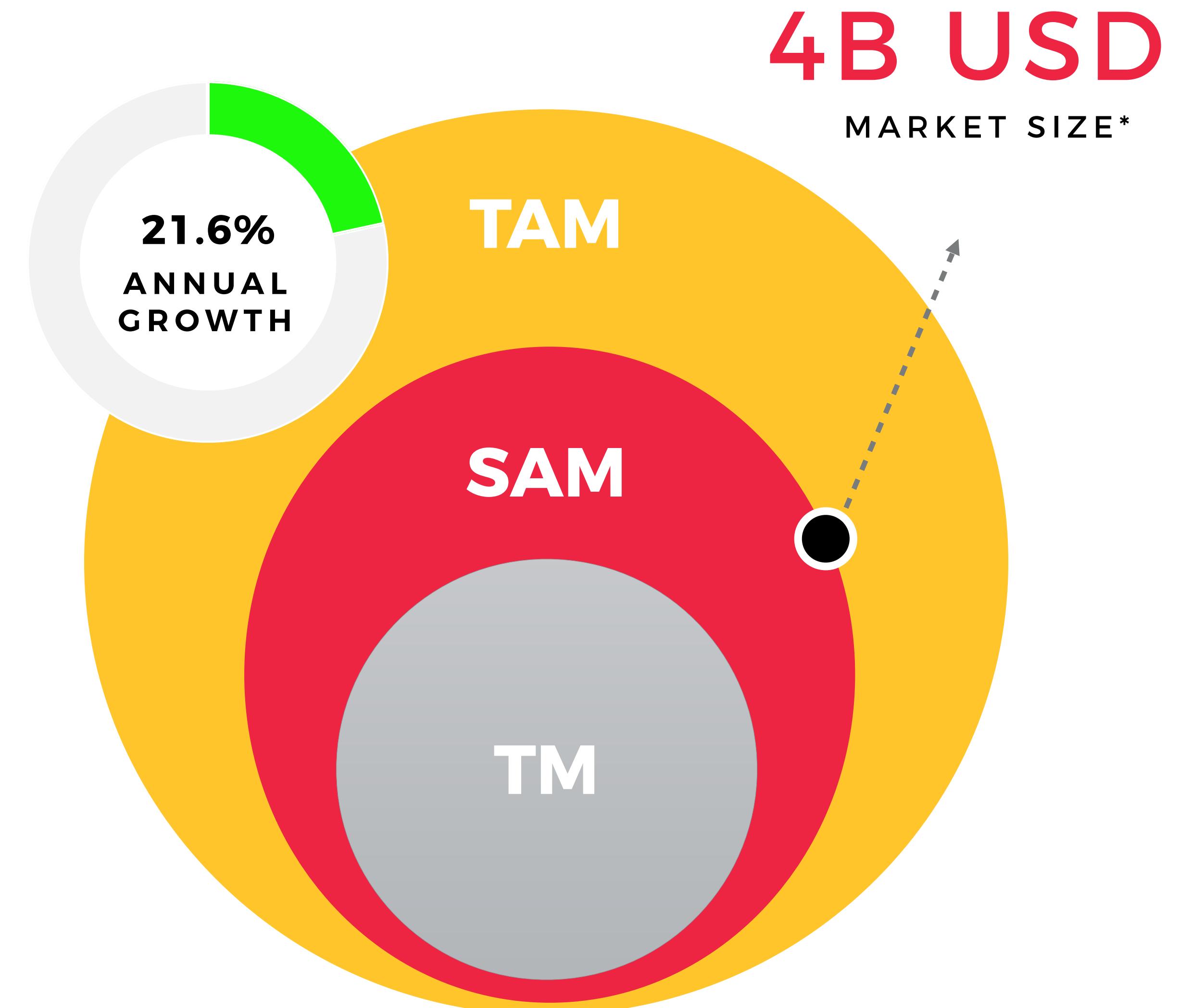
20 million e-commerce websites worldwide

● Serviceable Addressable Market

Medium level online stores
1 Million (excluding top 10K)

● Current Target Market

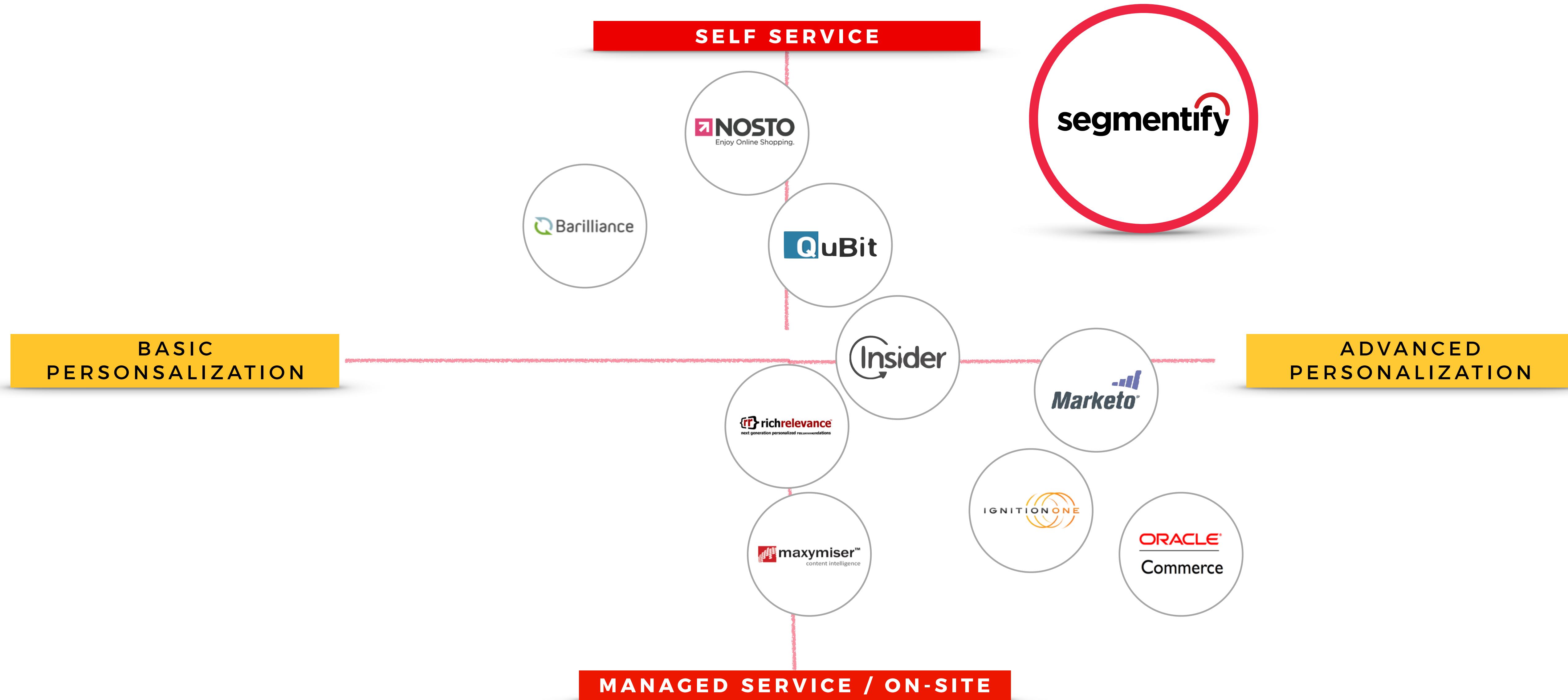
Online stores that also have
Brick & Mortar retail business



*: Market size is calculated for Annual Recurring Revenue (ARR); and calculated with average \$350 MRR contract with 1 million e-commerce websites

COMPETITION

CROWDED MARKET WITH NO APPARENT MARKET LEADER



ARCHITECTURE

segmentify

Data

Website

- Clicks
- Browser
- Purchase
- Time of Day
- Visit Frequency

Javascript SDK



Mobile App

- Device
- User Info
- Deep Links
- Location

Mobile SDK



Offline (optional)

- Sales Data
- Customer Data
- Location/Address

Restful API



Personalization

Recommendation Engine

Analytics Real-Time

Insights

Big Data

Server Farm



Actions

Website

- Recommendations
- Pop-ups
- Banners
- Forms



Outbounds

- Email
- Push
- SMS
- Social Media



Reports/BI

- Trendify
- Dashboard
- Bannerify
- Insights



SEGMENTIFY'S SOLUTION PACKAGE



PERSONALIZATION

Behavioral Segmentation
Real-time Algorithm
Machine Learning



CONVERSION ANALYTICS

Real-time Dashboard
Product Conversion Funnels
Banner Performance Optimization

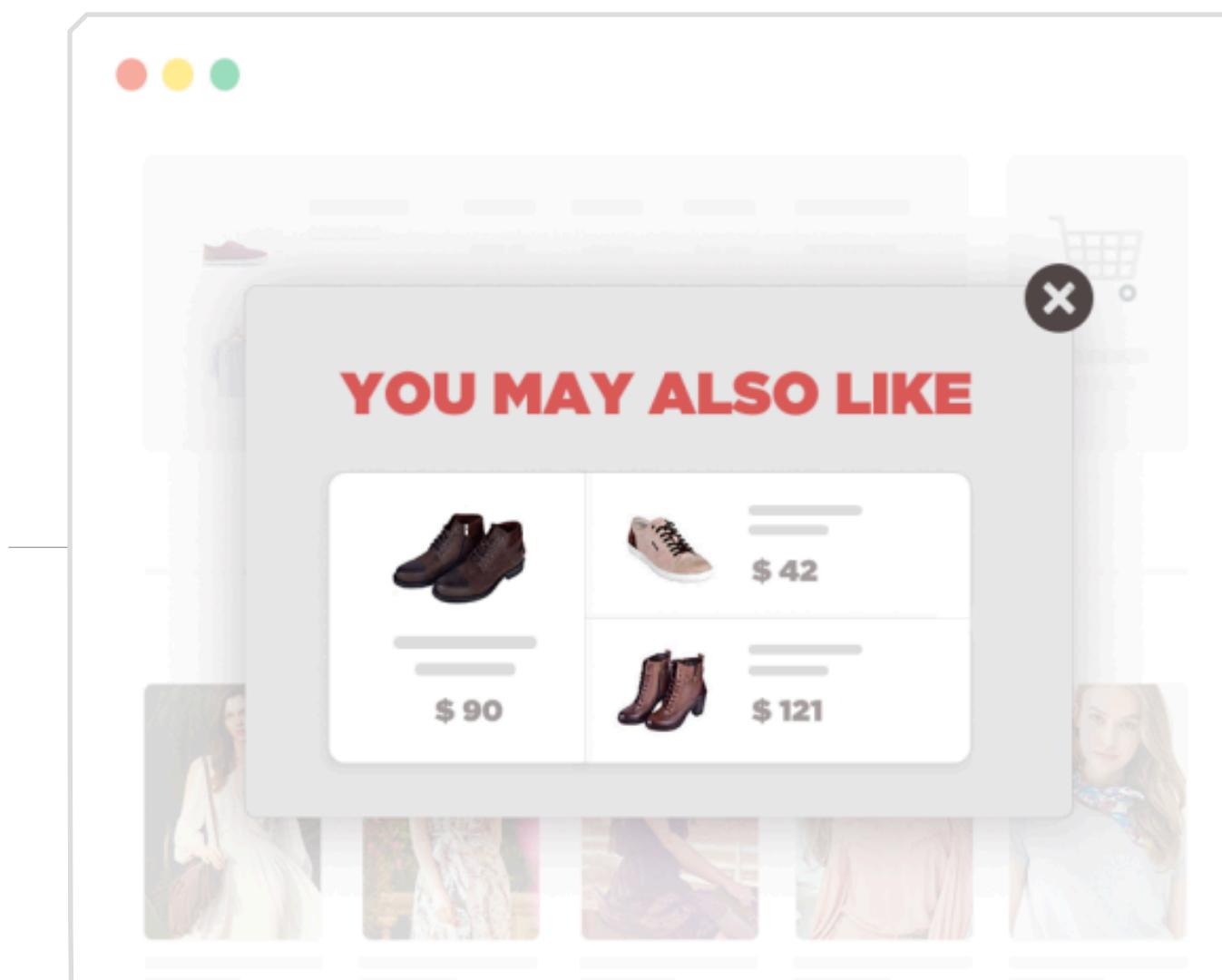


PREDICTIVE INSIGHTS

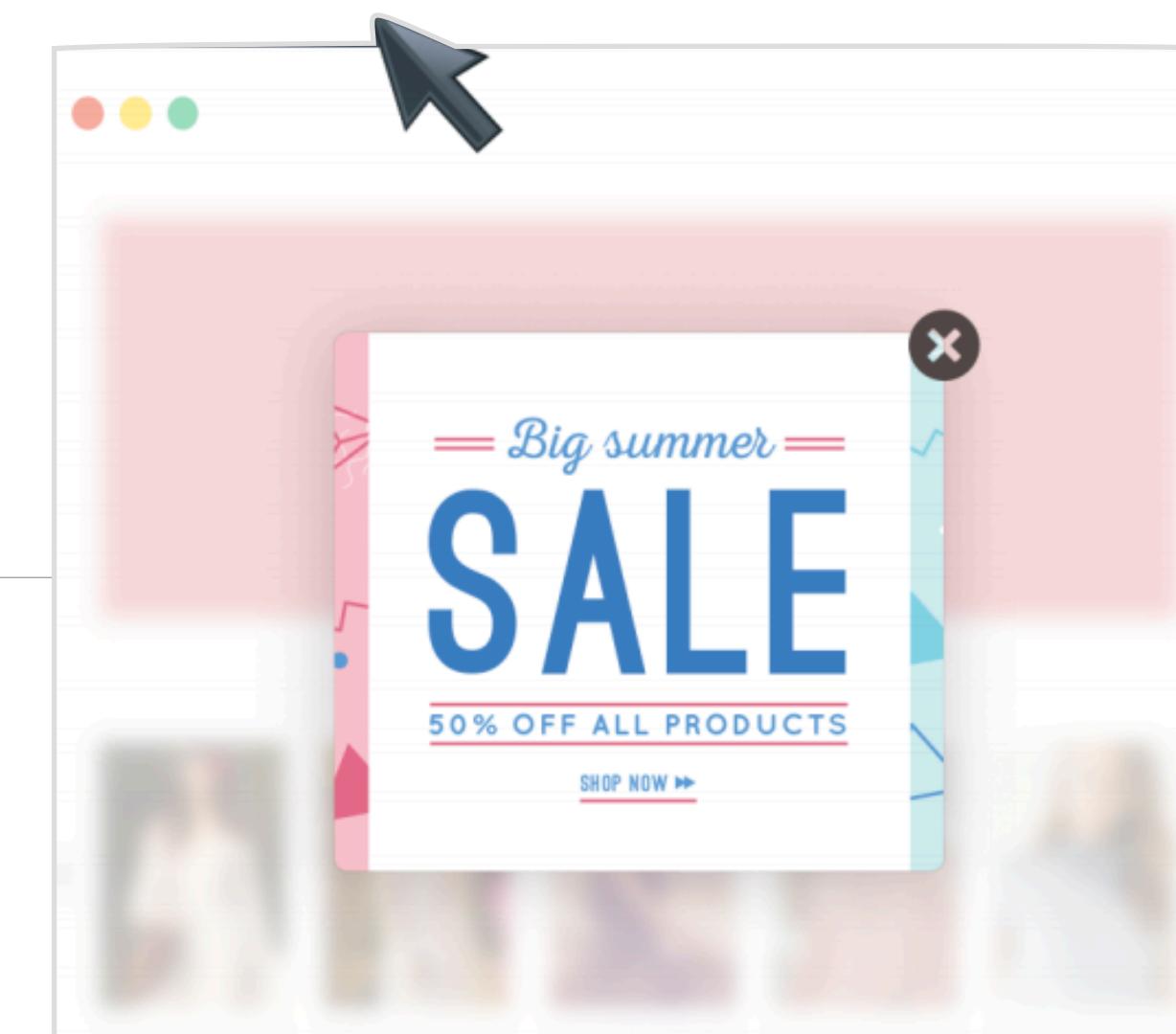
Decision Support
Top/Best Performers
Actions over Ads, Social Media, Email/Push

PERSONALIZATION

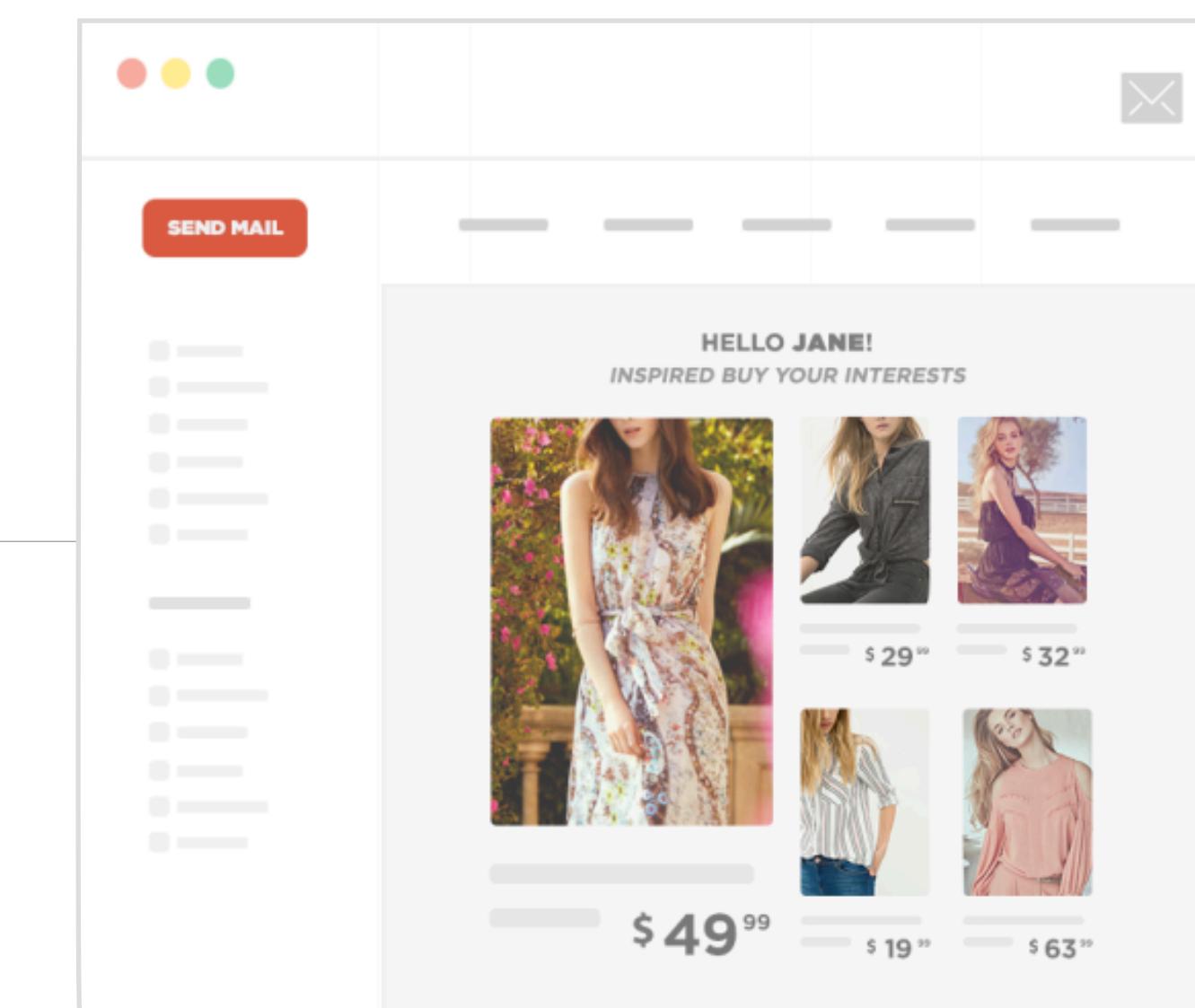
Product Recommendations
Cross-Sell/Up-Sell



Personalized Campaigns
Coupons/Discounts



Multi Channel Personalization
email, push, etc.



ACTIONABLE BUSINESS INSIGHTS

“especially for marketing managers”

High Spending

Most viewed products with a referral from a paid channel



3/4 Sleeve
Kimono Dress - 8
womens dresses

25803415817

€ 551.60

In Stock



Delicious
Camisole - Navy / Small
womens lingerie, wom...

25799809929

€ 78

In Stock

Total Views	Clicks From Paid	Purchases
1,208	1040	0 (%86.09)

Total Views	Clicks From Paid	Purchases
826	694	(%84.02)

Marketing Managers can see non-converting products that consumes ad budget

Basket Complementaries

List of basket complementaries for the top selling products

Top Selling Product	#Orders	Bought Together With
 3/4 Sleeve Kimono Dress - 8 womens dresses 25803415817 € 551.60 In Stock	12	 Asymmetric Dress in Black - Black / 2 25799860809 In Stock € 578
 Brandy Tank in Black - Black / Medium womens t-shirts, womenswear 25799954953 € 78 In Stock	11	 Asymmetric Dress in Black - Black / 2 25799860809 In Stock € 578
 TieNeckWoolDress in Black - Black / 4 womensdresses, womenswear 25800144969 € 678 In Stock	11	 Tessuto Jacket in Cream - Cream / 42 25800049289 In Stock € 638

BUSINESS INSIGHTS WORK

Customer Feedback

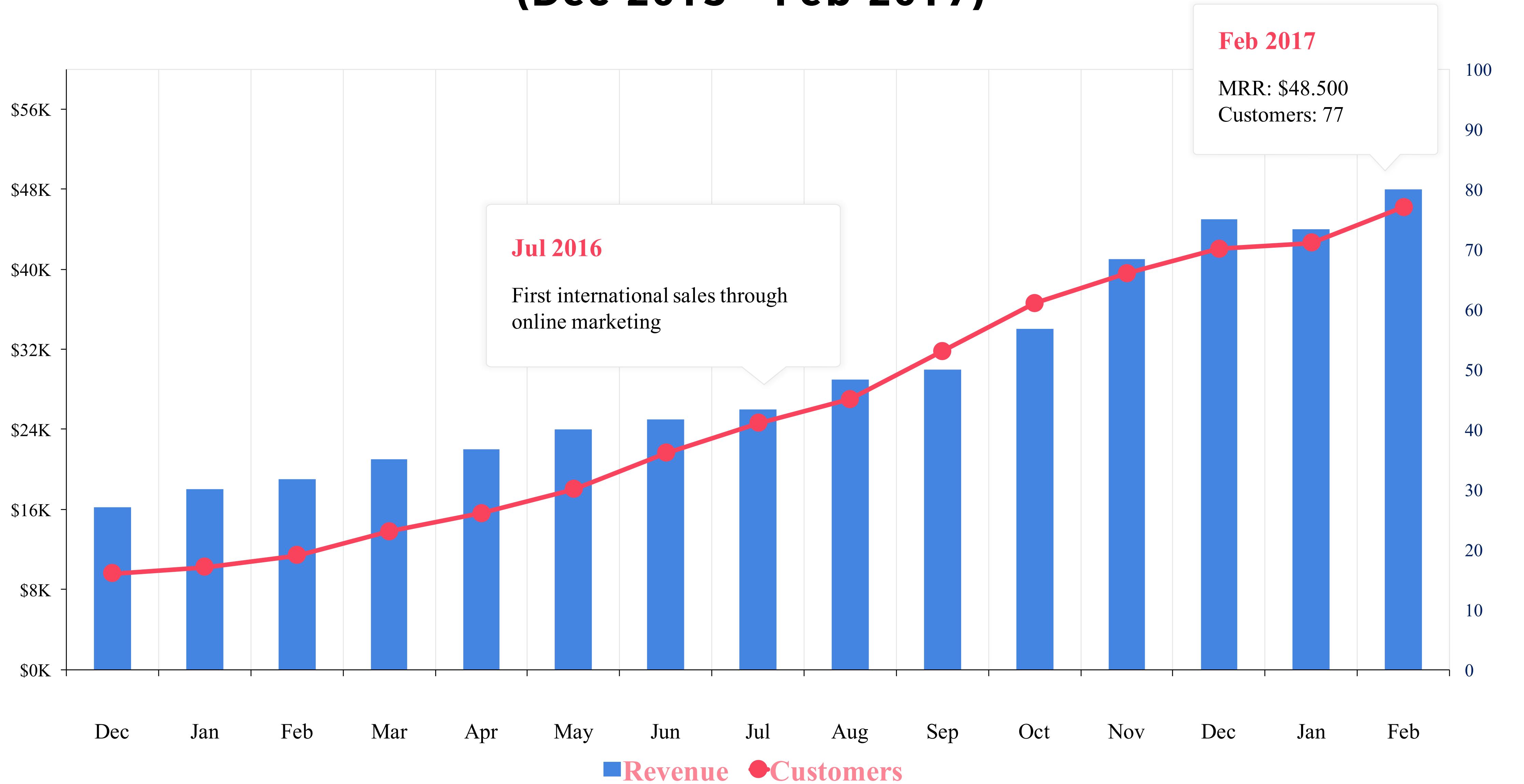


YAMAN ALPATA
CATEGORY DIRECTOR
HEPSIBURADA

“During Black Friday 2016, we optimised our campaigns to **4x ROI** with help of real-time analytics module (**Bannerify**) of Segmentify.”

GROWTH

(Dec 2015 - Feb 2017)



TRACTION

WE CAN DIFFERENTIATE OURSELVES IN COMPETITION AND HAVE STRONG GROWTH



REVENUE

\$48K
MRR

ANNUAL GROWTH
180%



CUSTOMERS

75
PAYING
CUSTOMERS

FROM
8 DIFFERENT COUNTRIES

BUSINESS MODEL

**MONTHLY
SUBSCRIPTION
SAAS**

Pricing depends on
page views

OR

**REVENUE
SHARING**

Sharing over
Additional Sales
3% to 5%

FOUNDED BY



MURAT SOYSAL
CEO & CO-FOUNDER

10+ years in Team Management
20+ Projects with \$5M+ budgets
PhD Candidate on Machine Learning



ERGİN EROĞLU
CTO & CO-FOUNDER

10+ years in Full Stack Web Dev
Has a CS & MBA Degree
4th Startup

KEY TEAM MEMBERS



NERGIS SUNGUR
HEAD OF MARKETING



OYTUN ŞENGÜL
HEAD OF GERMANY



MELİH TAŞDİZEN
CHIEF DATA SCIENTIST



BERTOLD HARMATH
GERMANY SALES



ALTUĞ İŞIKALP
HEAD OF BIZ DEV

MARKETING

20 years

BIG DATA

12 years

SALES & GROWTH

15 years

INVESTMENT

**SEED
ROUND**
€15K

July 2015
Startupbootcamp
Accelarator

**POST-SEED
ROUND**
€300K

May 2016
ACT VC (Netherlands)
StartersHub (Turkey)

**SERIES A
ROUND**
€2M

now
ACT VC committed
up to €1M

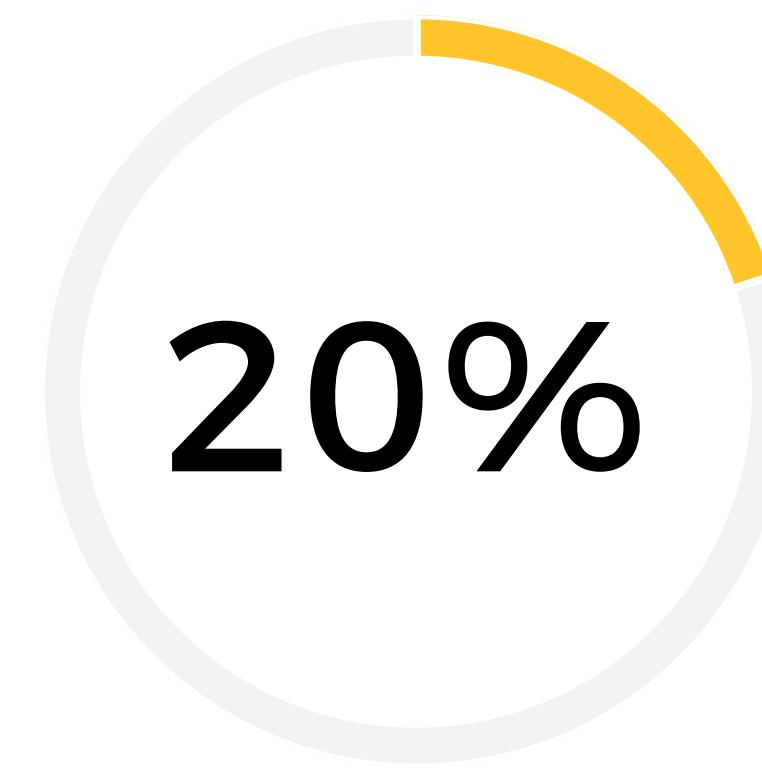
INVESTMENT

we are raising 2 million €

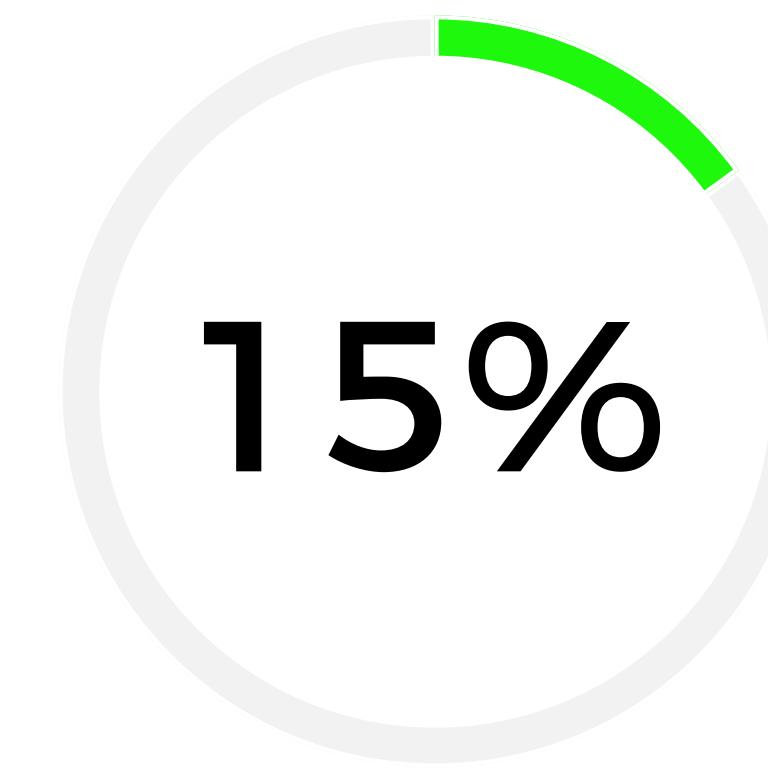
RUNWAY FOR 18 MONTHS



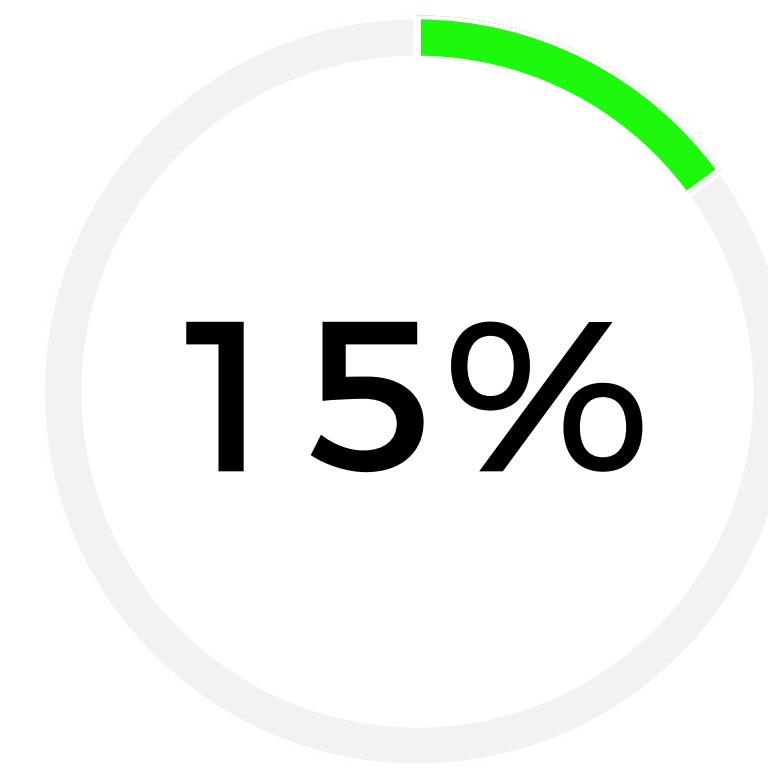
NEW MARKET
EXPANSION



MARKETING
PR

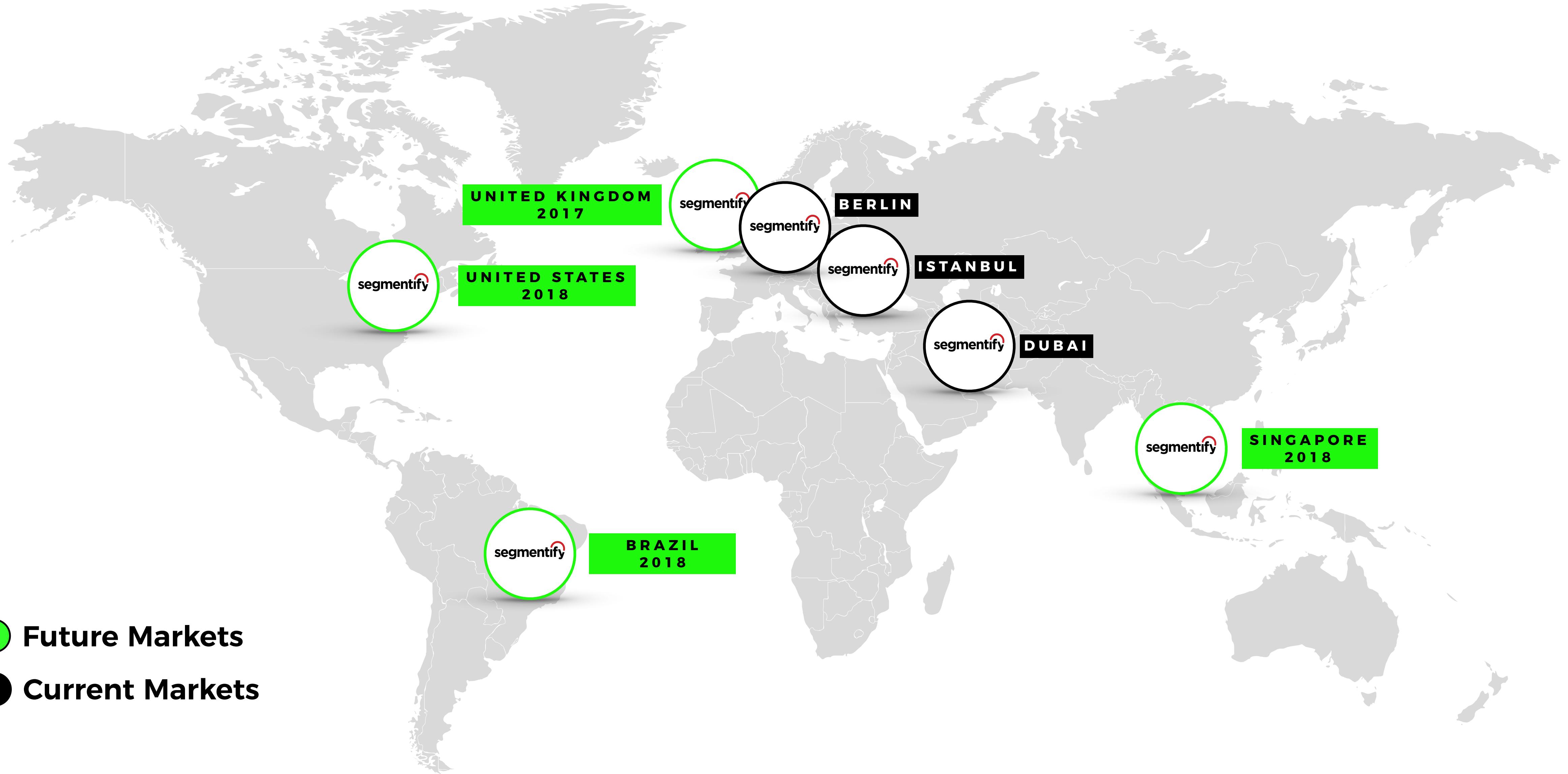


PRODUCT
DEVELOPMENT

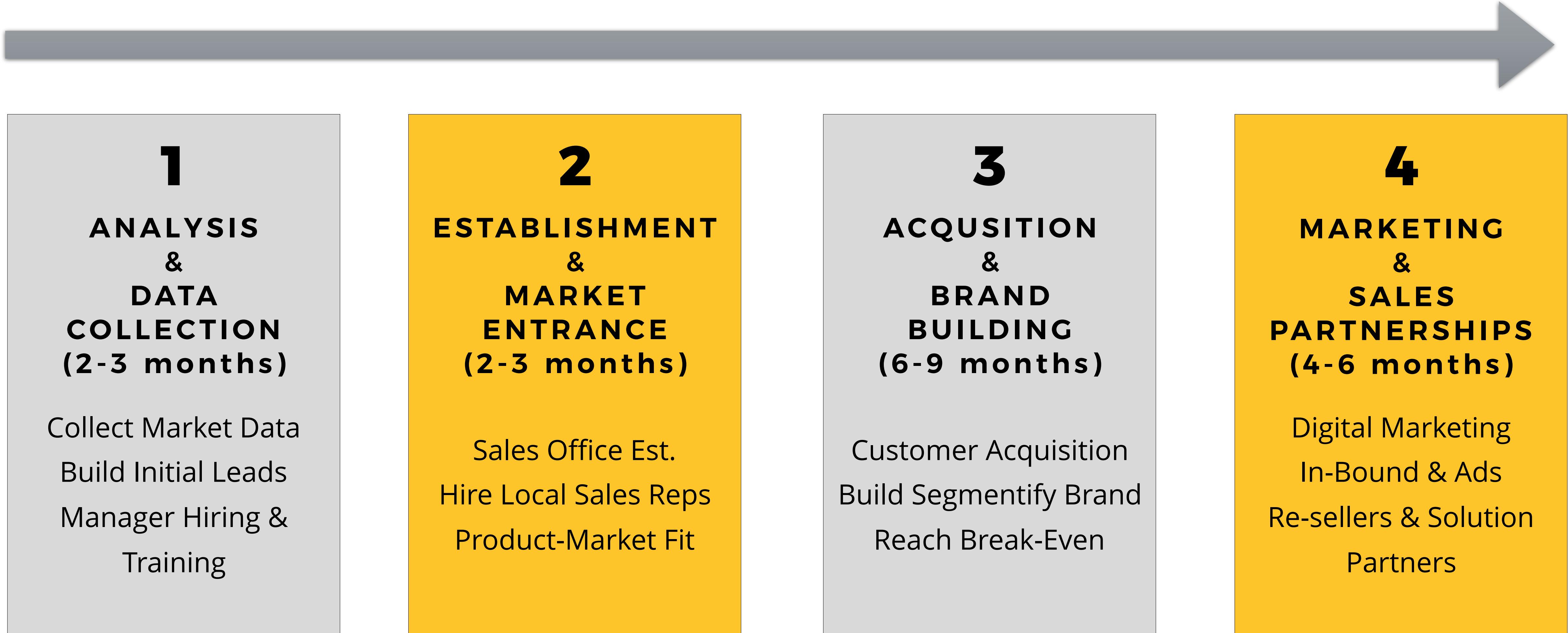


RESERVES

GLOBAL EXPANSION



MARKET EXPANSION STRATEGY



MILESTONES

2017 Q4

ACTIONABLE INSIGHTS
MRR REACHES TO \$100K
UK OPERATIONS

2018 Q2

CAMPAIGN AUTOMATION
OUTBOUND MARKETING MODULE
ONLINE SALES REACHES 25%

2018 Q4

MARKET EXPANSION - LONG TAIL
USA OPERATIONS
BREAK-EVEN

2017 Q3

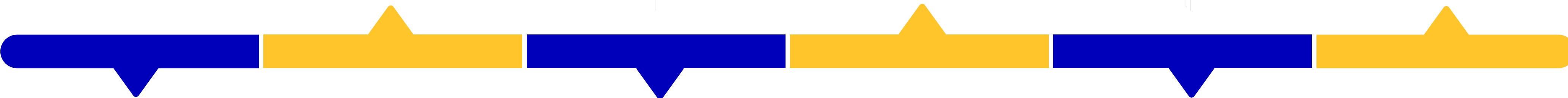
DUBAI OPERATIONS
EMAIL MARKETING MODULE
MOBILE COMMERCE MODULE

2018 Q1

GLOBAL SALES REACHES 30%
GERMANY OPERATIONS BREAK-EVEN
MOBILE COMMERCE MODULE

2018 Q3

MRR REACHES TO \$250K
CUSTOMERS REACH TO 500
SINGAPORE OPERATIONS
BRAZIL OPERATIONS



KEY METRICS

PROJECTIONS FOR YEAR 2017 and 2018

2017

\$840K

REVENUE

\$112K

MRR (DEC 17)

215

OF CUSTOMERS

2018

\$2.75M

REVENUE

\$322K

MRR (DEC 17)

700

OF CUSTOMERS



Personalization



Segmentify

Conversion
Analytics



Trendify

Bannerify

Predictive
Insights



Predify