JUNGLE GREEN

SPRING '19

PRODUCT RELEASE BROCHURE

antavo
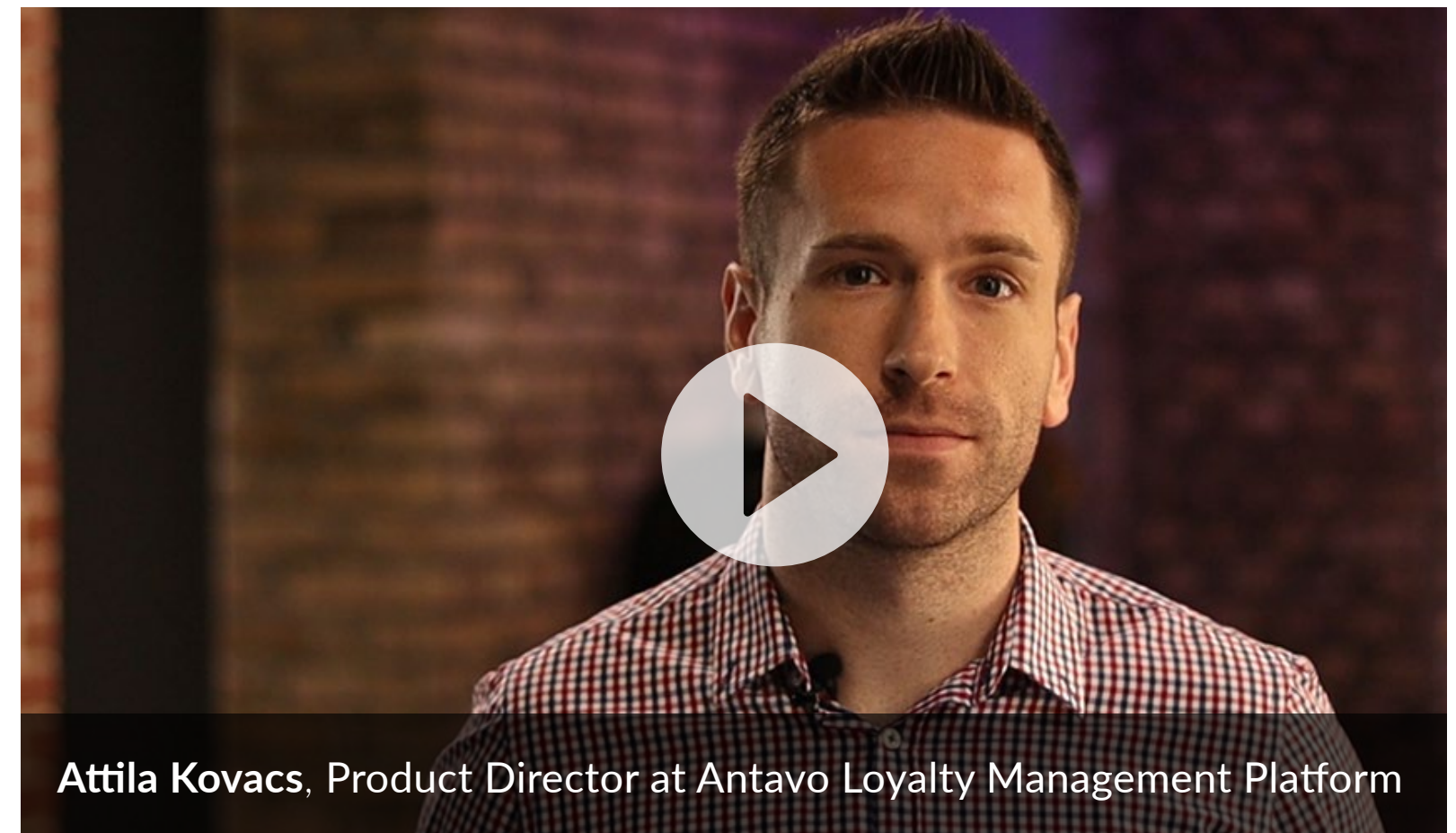
EXECUTIVE SUMMARY
All the Tools for Personalization

Today, it's more important than ever before for businesses to show that they value the relationship with their customers.

80% of customers claim they are more likely to do business with a company after receiving a personalised experience. These customers are also expected to *complete transactions 15 times a year.* In other words, customers become attached to brands and retailers that are on the same wavelength as they are.

A next-generation loyalty program helps you understand your customers and deliver personalized experiences.

- Gamified profiling delivers a whole new layer of information about customers, enabling more accurate personalization
- Predictions warn you about critical moments in customer journey, identifying the perfect time to give buyers a personalized offer
- With customized Google Passes you can bring personalized deals directly to your customer's phone
- And countdowns make reward scenarios more real and time-sensitive

The Antavo platform is a trailblazer in customer retention, bringing you multiple improvements that make the process easier and more effective. Watch this video to learn about the two most important features.

Attila Kovacs, Product Director at Antavo Loyalty Management Platform

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TABLE OF **CONTENTS**

GAMIFIED **PROFILING**

At its core, personalization is about showing relevant content to your customers, based on the information you know about them. Fortunately, technology has evolved a lot and now we can learn about a customer's purchase history, browsing behaviour and social media activity, for example. But if you wish to make your communication feel truly personal, you must go one step further and find out what makes your customers tick.

And that's why we built Gamified Profiling.

With *Gamified Profiling*, Antavo gives you access to a whole new layer of the people buying your products. Learn about your customers' preferred fashion trends, lifestyle, personality, values, interests, favorite colors, the products they like and don't like, what's in their wardrobe, and more. After collecting all this information, we enable you to use this information across your marketing activities.

Here are a few examples of the type of information you can get with Gamified Profiling.

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PEEK INTO **YOUR CUSTOMER'S WARDROBE**
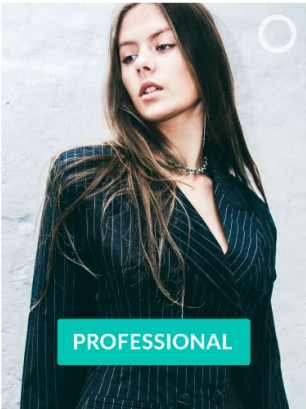
Wear it or tear it?

PREVIOUS   NEXT

Fuel business decisions with a great understanding of what your customers find trendy or unpopular.

Adding more inquiries involving their day-to-day activities and lifestyle helps you discover their secret needs.
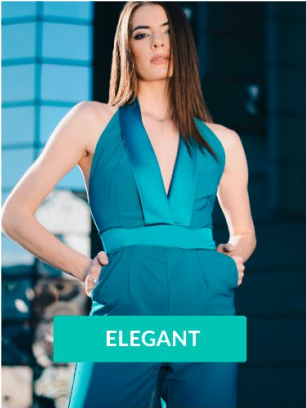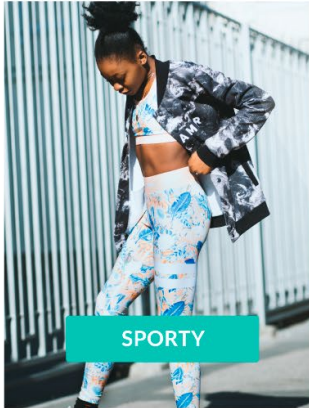
On an average day,
what would you wear at work?

PROFESSIONAL

CASUAL

ELEGANT

SPORTY

PREVIOUS   NEXT

If it comes to heels,
which one would bring you the spotlight?

Kitten   Platform   Stiletto
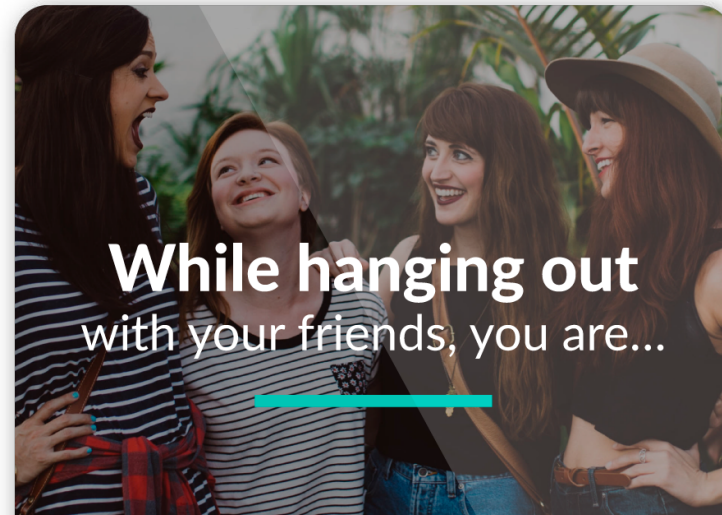
Open-toe   Wedge   Gladiator

PREVIOUS   NEXT

You can also prompt them to straight up say which type of heel, shirt or jeans they like the most.

LEARN ABOUT **YOUR CUSTOMERS' PERSONALITY**

While hanging out
with your friends, you are...

The Wild One
spontaneous, crazy, gutsy

Ms. Classy
cute, trendy, confident

Edgy Mistress
calm, alternative, mysterious

Sporty Gal
free-spirited, athletic, open

PREVIOUS   NEXT

Emotional attachment is created alongside shared values. Show them you care as much as they do.

Let's say you just won $1 million and decided to donate it to charity.

Which noble cause would you pick?
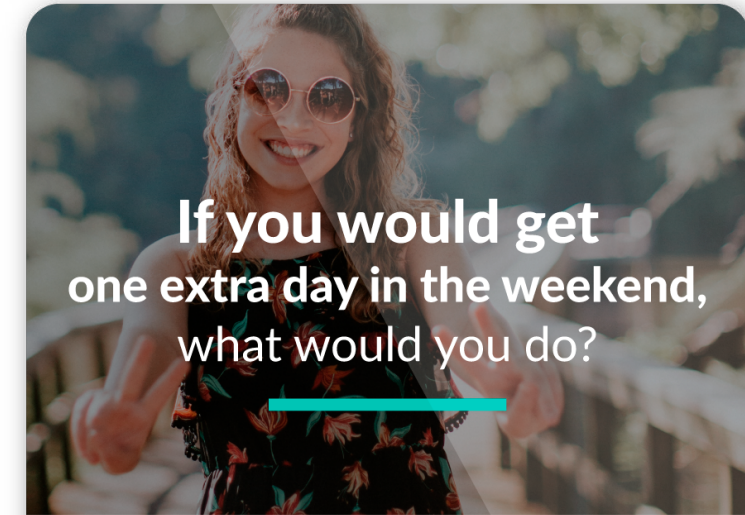
Save the rainforests

Cancer research

Support civil rights movements

Animal protection

PREVIOUS   NEXT

If you would get
one extra day in the weekend,
what would you do?

Catch up on my favorite Netflix series

Have a mad party with my friends

Go on a shopping spree

Try yoga on the beach

PREVIOUS   NEXT

Personalize your communications and marketing activities like no one before by learning about their attitude and personality traits.

Find out who they are, what they find impressive and what drives them in this noisy world. All for building a long term relationship.

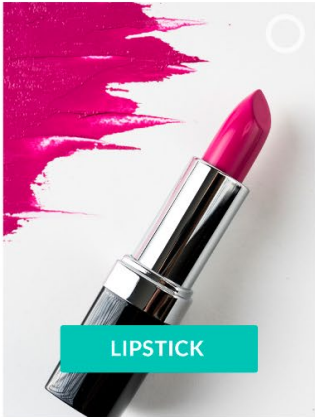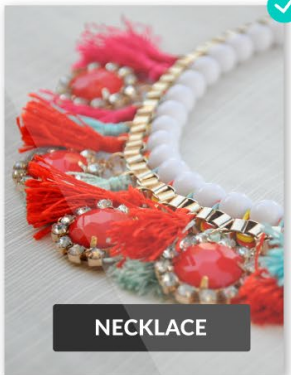# DISCOVER THE REWARDS **THAT ARE TRULY APPRECIATED**

Which one of these would
make you feel like a femme fatale?

LIPSTICK

NECKLACE

EARRINGS

MASCARA

PREVIOUS   NEXT

**If you had to move
to a deserted island,**
which one of these would you bring along?

SCARF

HAT

HANDBAG

PURSE

PREVIOUS   NEXT

Certain gifts have a special place in a customer's heart. Get a clear picture about their sweet spots.

Amplify feelings and make customers stick. Learn about what makes them shine and surprise them when they least expect it.

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PREDICTIONS

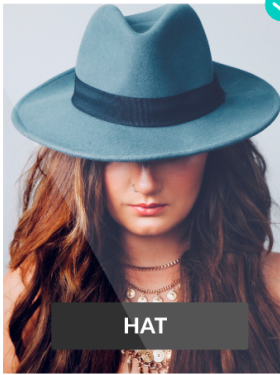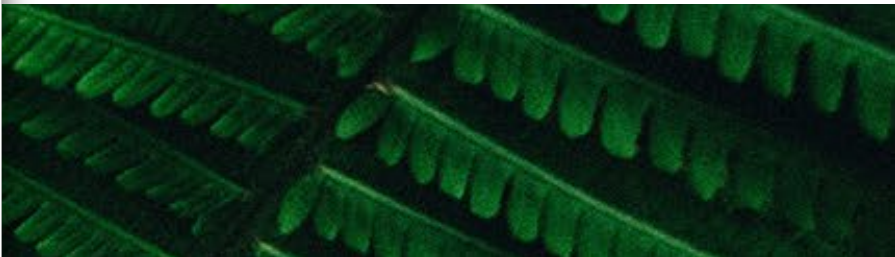*Leading marketers say* machine learning helps them predict customer intent and discover new business opportunities. We transform how marketers work by turning data into smart decisions. Using our Prediction framework any future value can be predicted, such as the likelihood of customer churn or customer spend in a given timeframe.

This gives you the ability to respond to critical signals (such as customers who don't log in for a long period of time) and respond proactively, and at the same time manage your budget more effectively.

The process of setting up a prediction is **flexible, customisable and extremely convenient.** There are multiple algorithms to choose from, and some of them are completely automated.

Supervised Learning

Supervised learning is the machine learning task of learning a function that maps an input to an output based on example input-output pairs.

Distributed Random Forest

Random forests or random decision forests are an ensemble learning method for classification, regression and other tasks that operates by constructing a multitude of decision trees.

XGBoost

XGBoost is a new type of boosting algorithm that leverages boosting, hardware design, and model penalties to create a very accurate, very fast boosting algorithm.

Generalized Linear Model

Generalized Linear Models (GLM) estimate regression models for outcomes following exponential distributions. In addition to the Gaussian distribution, these include Poisson, binomial, and gamma distributions.

Deep Learning

Deep Learning is based on a multi-layer feedforward artificial neural network that is trained with stochastic gradient descent using back-propagation.

Unsupervised Learning

Unsupervised learning is a branch of machine learning that learns from test data that has not been labeled, classified or categorized.

K-means Clustering

Clustering is a form of unsupervised learning that tries to find structures in the data without using any labels or target values.

Principal Component Analysis COMING SOON

PCA is carried out on a set of possibly collinear features and performs a transformation to produce a new set of uncorrelated features.

AutoML

If you are not familiar with machine learning algorithms yet, this algorithm is the best option for you.

Automated Machine Learning

AutoML can be used for automating the machine learning workflow, which includes automatic training and tuning of many models within a user-specified time-limit.

PREDICTION IN ACTION:
PREVENTING CHURN

Customer churn, or customer attrition, happens when people stop doing business with a company. If there's a segment of buyers who are at risk of churning, you can proactively engage them and prevent losing them. Armed with this insight, you can target the right audience with the right communication and incentives instead of wasting your margins by sending discounts to customers who would have made a purchase anyway.
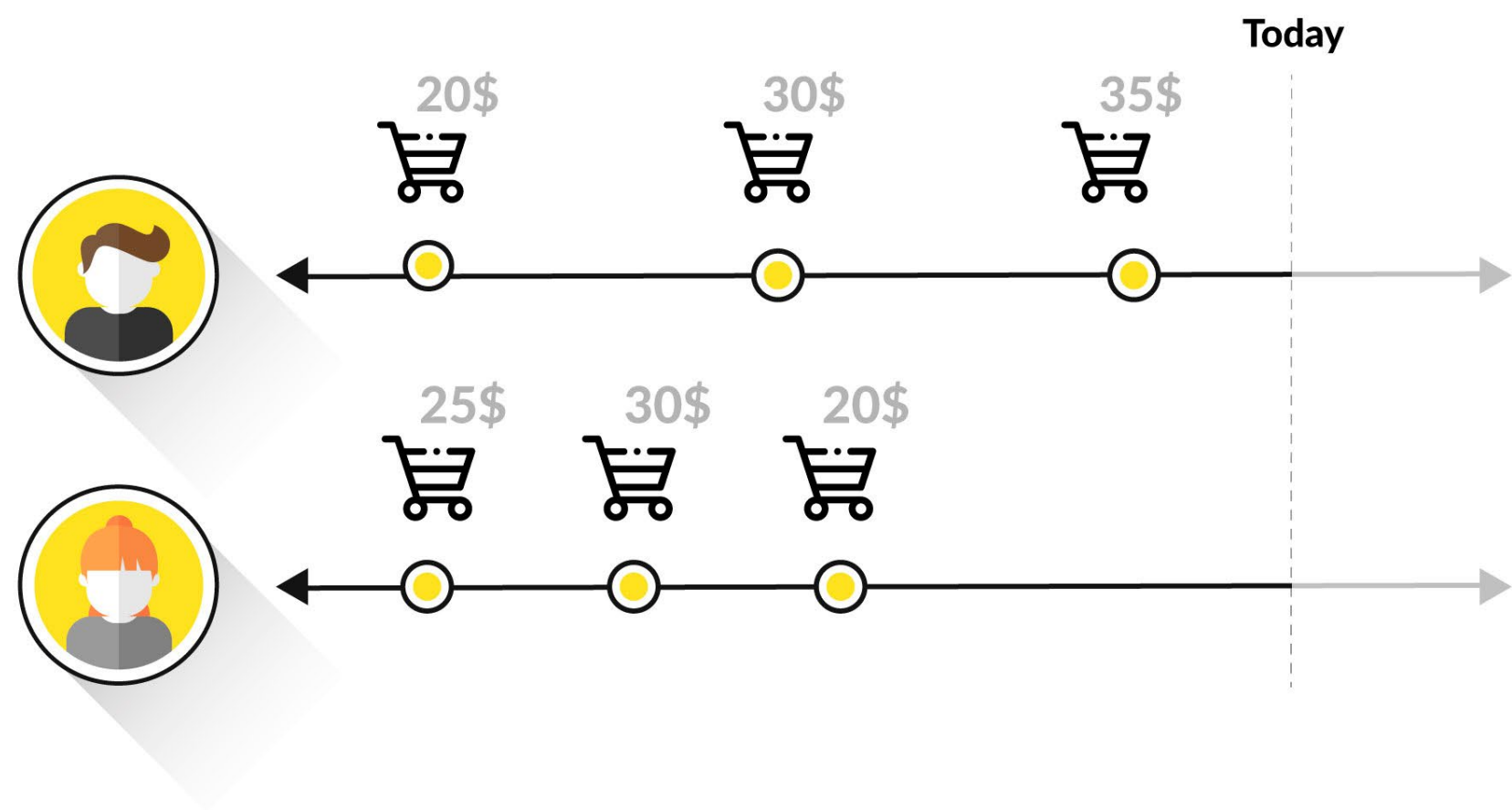
Today

20$ 30$ 35$

25$ 30$ 20$

All available scores
are attached to the customer profile, are updated real-time, and are ready for segmentation

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SALESFORCE
MARKETING CLOUD

One of our most important goals has always been to empower marketers to deliver personalised, omnichannel experiences. The data you collected about your customer's preferences, personality and favourite rewards will fuel long-term retention and marketing activities. That's why we've been working to make all this information actionable in all systems used by CRM teams, in real time.

Our latest release opens up the door for SalesForce Marketing Cloud users as well.

With an out-of-the-box integration, not only can customer data be synchronized in real time, but various actions can be triggered as people interact with the loyalty program.
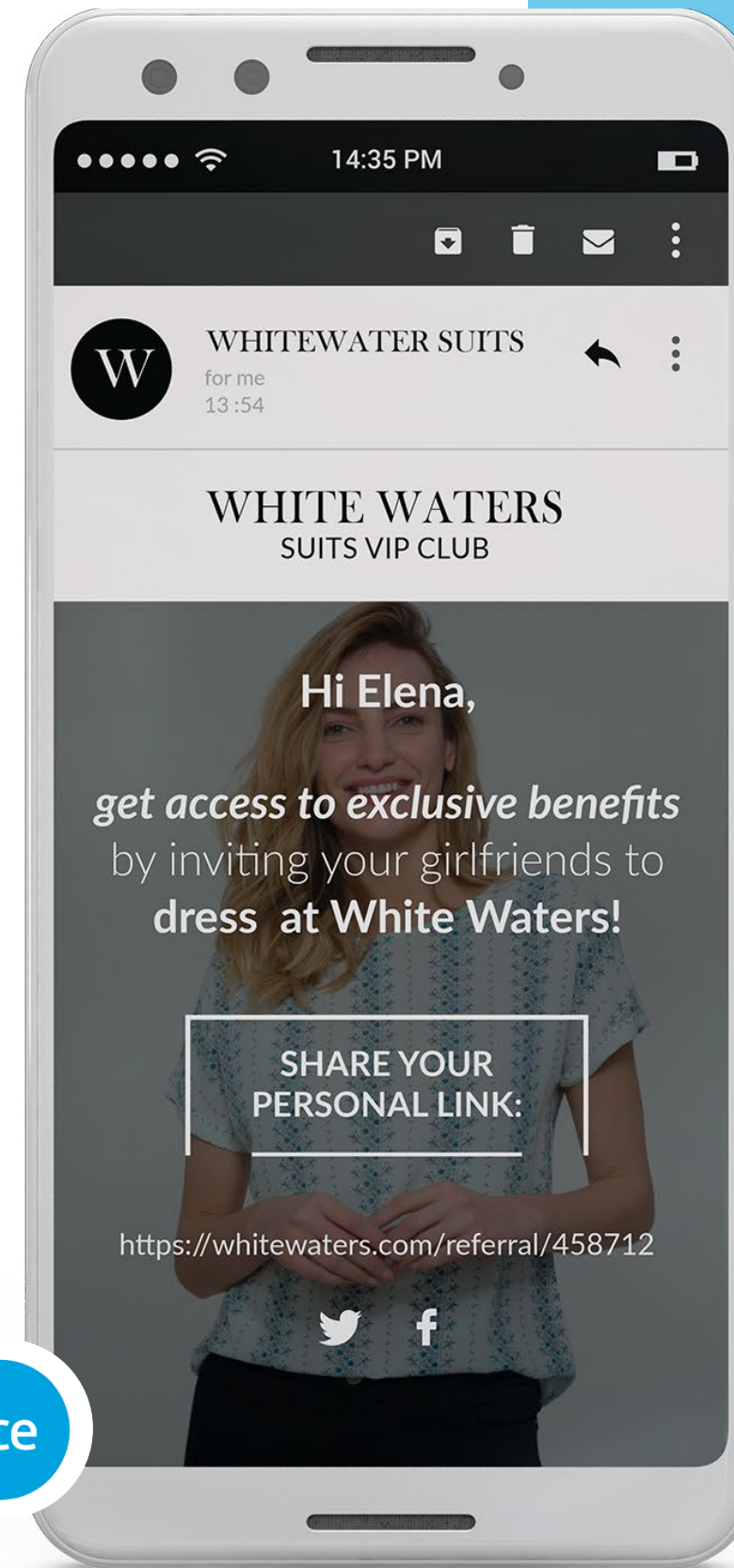
GOOGLE PASSES
INTERACTIVE LOYALTY CARDS ON MOBILE

A great omnichannel loyalty program couldn't exist without digital loyalty passes. Antavo helps millions of Android users connect with your loyalty program. Digital passes are good for identifying customers, tracking purchases, and treating your customers with extra-special care.

When a customer makes a purchase, they can easily share their loyalty info by scanning the barcode on their phone or automatically sending it via near-field-communication (NFC). Having a pass also means you can engage with your customers anytime with real-time updates and location-based messaging.
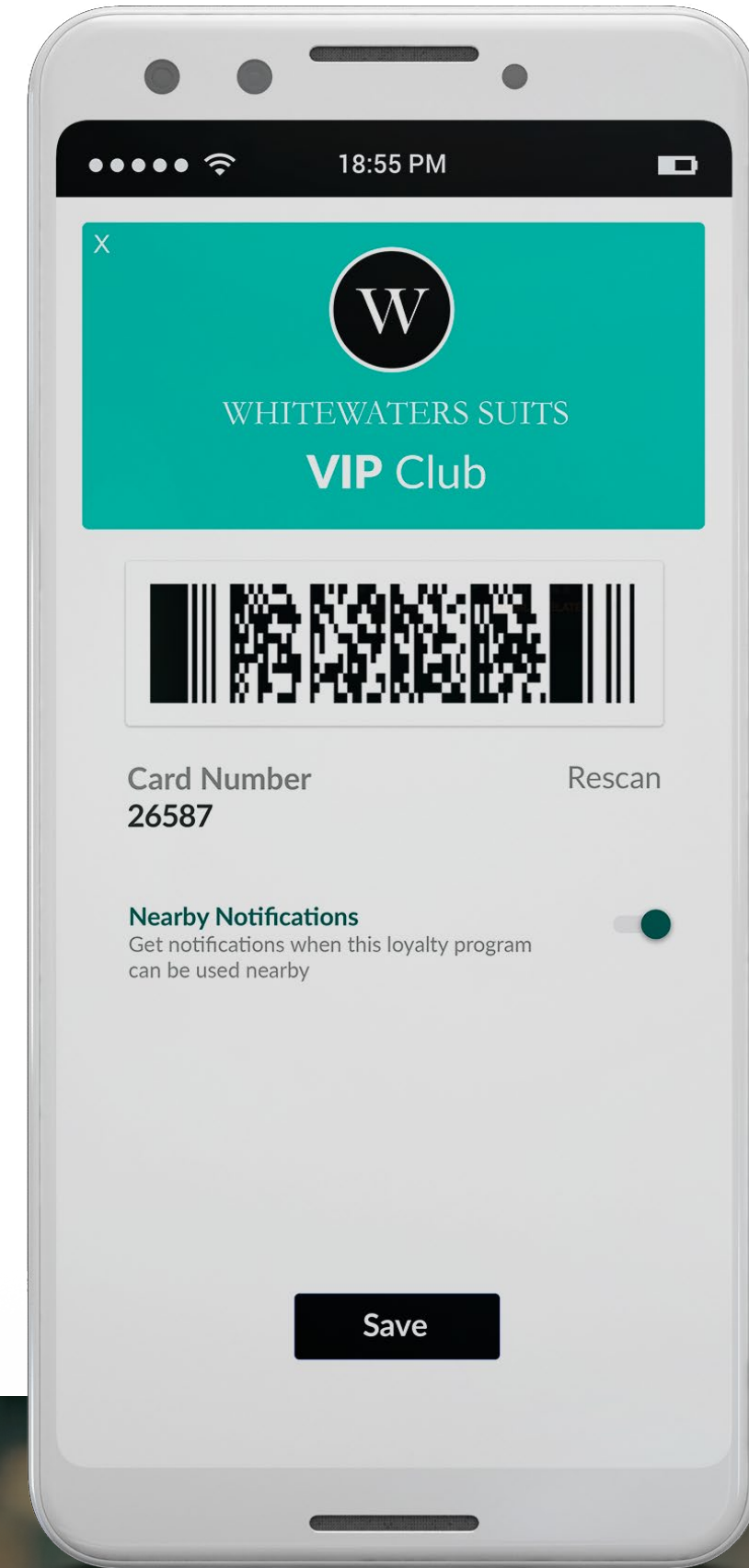
Antavo's platform features a mobile pass template editor that automatically reflects the changes made to the template, giving you a clear visual of the pass you've created. The 'What You See Is What You Get' nature of the editor allows CRM managers to plan and display their brand's identity with ease. Passes can be updated dynamically, allowing you to respond quickly to new customer trends and give your customers a better user experience.
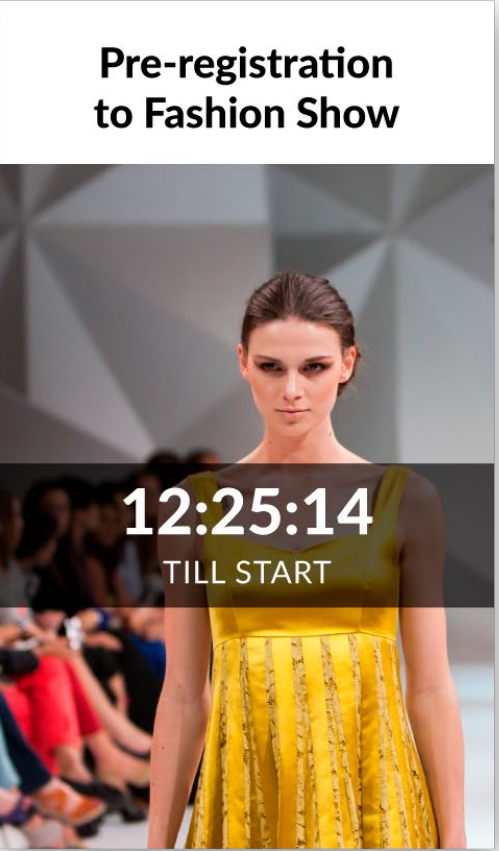
COUNTDOWNS
TO REWARDS AND OFFERS

One important gamification element that helps you drive excitement through your loyalty program is *"the fear of missing out"* of something. If there's an opportunity or offer that's only available for a limited time, it gives your customers a sense of urgency to take action.

People often more afraid of letting a good bargain slip than actually losing something they already own. Adding a countdown capitalises on this common behavior. For example, setting up a countdown to a highly sought-after reward would prompt people to double their efforts - and spending volume - to acquire it.

Similarly, having a special interest group that only accepts members during a given timeframe further emphasizes its exclusivity.

Users of our Loyalty Management Platform can now add, remove and customize countdown timers on any reward or activity.

Birthday Reward

Pre-registration to Fashion Show

12:25:14
TILL START

2 Days Get-away at Wellness Center

5 DAYS LEFT

SUPRISE GIFT

MEMBERS ONLY EVENT

LIMITED TIME OFFER

antavo

loyalty for fashion & retail

INTERESTED IN ENTERING THE NEXT ERA OF CUSTOMER LOYALTY

OR JUST SEEK TO LEARN MORE ABOUT SUCCESSFUL CUSTOMER RETENTION STRATEGIES?

CONTACT ANTAVO

and get in touch with our experts!

EBOOKS   **DEMO**

www.antavo.com