

USE CASE:

Personalization and Omnichannel



DESCRIPTION

- Empowering teams with real-time and cross-channel interaction and purchase data for seamless customer experience and continued business growth

GOALS

- Access to all customers' data - in-store, online interactions & member data in one place
- Providing shopping experiences and paths to increase purchases in stores and digital channels
- Deliver relevant real-time offers and insights to increase up-sell and cross-sell

ECONOMIC VALUE



20% average order value increase



15% revenue per email increase



3% loyalty registration rates increase

QUERY EXAMPLES



- All male customers with an annual income over \$200,000
- All customers with at least two clickthroughs over the last 30 days and with no purchase history
- All customers that bought a metallic handbag in the last 60 days in the US, who have also visited the metallic wallets webpage over the last 7 days

