



# Turn Your Casual Visitors into Loyal Customers



## How to Make EVERY Customer Feel Like the ONLY Customer

Meet Zoe. She loves iced coffee from Aroma Bean, but she will purchase from other places if it is more convenient. Aroma Bean must raise Zoe's awareness of their locations and provide a more personalized experience if they want Zoe's loyalty and an increase in her spend.

ZineOne can help Aroma Bean and Zoe build a long and happy relationship by personalizing Zoe's digital experience using machine learning and a streaming data platform to engage with her in real-time as she goes about her days.

### On the road...

**Weather, time, and location-sensitive offers**  
Event and user context sensitive real-time offers



Zoe, it's hot today! Get an iced coffee from Aroma Bean right around the corner. Turn right on Main Street in 500 feet.

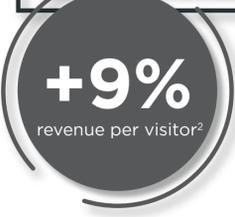


### Ordering...

**Increase incremental revenue**  
Influence customers to try new menu items based on social proof



Zoe, 85 people tried our new Blueberry Streusel Muffin today and gave them 5 stars! Would you like to try one?



### Checkout...

**Foster loyalty, increase engagement, and satisfaction**  
Activity-based information and contextual in-store micro-targeting



Hi Zoe! You have \$5 in Aroma Bean Rewards. Click here to use it now.

Hi Maria! Have you ever tried our fresh roasted Aroma Bean coffee at home? Here's 25% off your first purchase.

Hi Pete! Check-in on Facebook now and your next coffee is on us!



### Hungry at work...

**ZineOne powers 1:1 interactions at scale**  
Contextualize customer interactions with behavioral patterns



Are you hungry Zoe? Aroma Bean has protein-packed sandwiches. Try one today and get a free coffee.

Thank you for your order, Zoe. Would you like it delivered to your office?



### Try a new menu item...

**Analyze real-time and environmental factors and past purchases**  
Predictive behavioral tracking with weather and geo-location



A rainy afternoon is better with an Iced Caramel Cloud Macchiato with soy milk, no? Zoe, you can drive to our location on 3rd Avenue in 4 minutes.

Thank you for being a loyal Aroma Bean customer, Zoe. Your coffee today comes with our new insulated mug. Fill it with regular coffee for free anytime you spend more than \$5 at Aroma Bean.



### Direct to a new location...

**Outperform on every customer expectation with location intelligence**  
Location intelligence to improve customer experience



Welcome to our new location, Zoe! We just added a coupon to your Aroma Bean Rewards account for a free coffee on your next visit. Thank you for stopping by!

In a hurry Zoe? The drive-thru line at our new location on King Street has no waiting.



<sup>1</sup>Mobile Marketer, "Subway Boosts Foot Traffic 31% by Targeting Ads Based on Weather Patterns"  
<sup>2</sup>ZineOne, "Intelligent Customer Engagement for Quick Service Restaurants"  
<sup>3</sup>ZineOne, "Intelligent Customer Engagement for Quick Service Restaurants"  
<sup>4</sup>QSR Web, "Does your QSR's online ordering partner have these 4 key qualities?"  
<sup>5</sup>ZineOne, "Intelligent Customer Engagement for Quick Service Restaurants"  
<sup>6</sup>GSR Magazine, "3 Ways to Pinpoint the Right Location Marketing Strategy"

In the realm of digital transactions, predictive responses need to be immediate and accurate. ZineOne's Intelligent Customer Engagement platform enables business users to understand and respond in-the-moment with relevant 1:1 customer engagements to encourage desired outcomes. Recognized by Gartner as a "Magic Quadrant for Personalization Engines" provider, ZineOne's platform has quickly positioned the company as a leading AI personalization provider that is delivering nearly \$1 billion dollars in new revenue while respecting and preserving margins for companies who seek to provide consumers with superior shopping experiences. The patent-pending platform and its continuous learning models provide deep insights into each and every visitor across digital and physical channels while delivering intelligent customer experiences in key moments that delight customers, foster loyalty, and increase revenue. Learn more at [www.zineone.com](http://www.zineone.com).