

MARKETING SUPERSTARS SCALE PERSONALIZATION TO CREATE LOYAL CUSTOMERS

HOW TO STRENGTHEN YOUR RETAIL MARKETING PROGRAM FROM WEAKLING TO SUPERSTAR

Retail marketing these days is more terrifying than riding a bicycle across a tight-walk in the big top!

- Customers demand genuine, authentic, relevant interactions
- Margins are razor-thin
- Less than half of all online ads reach the right people
- Global conversion rates have fallen 20% in less than 2 years
- Customers expect on-demand experiences, no waiting
- And, competitors are only a click away

Unlike traditional marketing, real-time personalization does not match a customer to a pre-defined offer; instead, it matches the offer or information to the customer.

The most effective 1:1 interactions incorporate not just past customer data but in-the-moment shopper activity and contextual inputs – all in real time for optimized in-session intervention.



70%

of customers who feel a strong connection to a brand spend up to twice the amount as those who do not.¹

- Adweek

¹Adweek, "3 Steps to Build a Lasting Emotional Connection With Customers"

Increase revenue
Identify "look-alike" segments to create much larger target market

Create sales opportunities
App notification with time-sensitive offer based on geo location and weather

Increase value of loyalty programs
Follow-up email with price preview for expiring loyalty points

Increase conversion rates
Free shipping offer via website pop-up for at-risk shopper

Provide consistent, authentic interactions
Send customer reviews via app after browsing session

Traditional personalization does not match offer with needs

Superstar

Powerhouse

Seriously Buff

Mighty

Exemplary

Weakling

\$1.7 - \$3 trillion²
New value derived from personalization at scale

70%³
Increase in offer redemptions using ZineOne's predictive algorithms

10X⁴
Higher response rates using the ICE personalization platform

90%⁵
ICE platform's accuracy in detecting the likelihood of an in-session purchase within 5 clicks

12%⁶
Net revenue lift for ZineOne customer using real-time personalized offers

51%⁷
Percentage of shopping and retail ads that do not reach the right audience use no or only basic segmentation

²McKinsey & Company, "A Technology Blueprint for Personalization at Scale"

³ZineOne, "Your Guide to Intelligent Digital Engagement"

⁴ZineOne, "Your Guide to Intelligent Digital Engagement"

⁵ZineOne, "Your Guide to Intelligent Digital Engagement"

⁶ZineOne, "Your Guide to Intelligent Digital Engagement"

⁷CNBC, "Billions of digital marketing dollars are being wasted as online adverts miss their intended targets: Research"

ZineOne can help marketers be a Superstar

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.



#1 AI-powered personalization platform

www.zineone.com