

POINTR by Third I



POINT



Improving Customer Experience with
AI Powered Customer and Marketing Analytics

INDUSTRY BACKGROUND

Major Shift

In-store Customer Experiences to
Online Customer Experiences

Marketing Efforts Towards Customer Lifecycle

- Reaching Customers
(Right Time + Right Channel)
- Delivering Flawless Customer
Experiences
- Desired ROI

Challenges

- Traditional Marketing
Segmentation
- Delivering Omni-Channel
Experiences

POINTR

Customer & Marketing Analytics

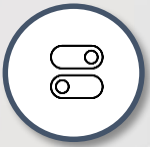
POINTR is a customer & marketing analytics application that delivers customer intelligence and actionable insights from personalized marketing campaigns via an intuitive interface.

POINTR enables retailers to

- Target Customers
- Define Personalized Campaign
- Influence Customer Behavior



Behavioral Analytics



Personalized Campaigns



Recommendation Engine



NLP Powered AI Bot



Dossier Customization

CONTACT DETAILS

ACTIVE PLATINUM



Sarah James

Age: 32 | Status: Married

Preferred Store: ABC

NQ Points: 1000

Q Points: 7000

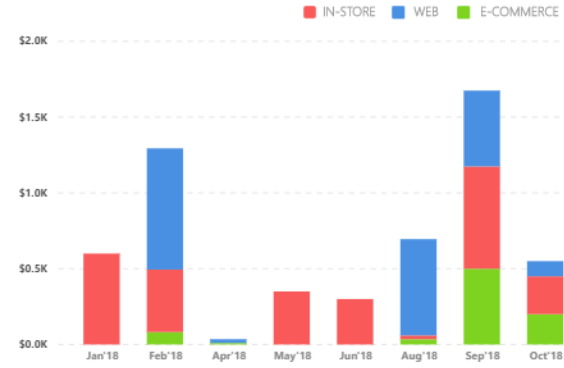
Locate E-mail Phone

\$5,499

PURCHASED AMT.

8,000

LOYALTY POINTS



Activity Timeline

- Sarah James** browsed the product **Landing Page.** 6 months ago
- Recommendation Campaign** was run for **Sarah James**. 6 months ago
- We Miss You Campaign** was run for **Sarah James**. 6 months ago
- Sarah James** shared a positive feedback on **Instagram.** 6 months ago
- Sarah James** purchased one of our handbags on an e-commerce site from a **Mobile device.** 7 months ago
- Sarah James** browsed the product **Landing Page.** 7 months ago
- Sarah James** viewed our Handbag Ad on **Facebook.** 8 months ago

Transaction Details

TXN. DATE	ITEM	CHANNEL	TXN. AMOUNT
03-10-2018	Shoes	IN-STORE	\$250
02-10-2018	Clothes	WEB	\$100
01-10-2018	Shoes	E-COMMERCE	\$200

MICRO-SEGMENT All | LIFECYCLE All | VALUE-SEGMENT All | LOYALTY POINTS 1500 8000

CONTACT

Message

SUBJECT: Latest Premium Luxury Brands Collection!

Hi, We are extremely happy to offer you an exclusive sneak-peek at some of the premium luxury brands collection at our store near you! Drop by to treat yourself with a leisure shopping experience with us! Here are a few new products you may be interested in - Sylvia Small Shoulder Bag - Chanel Black Quilted Chain Bag - See you at the store!

MARKETING CHANNEL: Mailchimp

START DATE: 09-10-2018 | END DATE: 19-10-2018

MEDIUM: SMS E-Mail E-Commerce

CREATE CAMPAIGN

- Alison Kelly** (NON MEMBER) | \$80 TXN. AMOUNT | 1,500 LOYALTY POINTS
- Amy Hudson** (SILVER) | \$100 TXN. AMOUNT | 3,000 LOYALTY POINTS
- Andrea Davies** (SILVER)
- Andrea Marshall** (SILVER)
- Andrea Rutherford** (SILVER)
- Andrew Rutherford** (SILVER)

POINTR Key Features

Predictive Personalization through Micro-Segmentation and Product Recommendation for Retail

- Behavioral Analytics with micro-segmentation
- Personalized Campaigns for Individual & Group
- Product Recommendation Engine

AI-enabled Automated Marketing Campaigns

- Define, create and run automated campaigns for individual & micro-segmented groups via integrated SaaS applications like HubSpot, MailChimp, etc.

The screenshot displays the POINTR interface. At the top, there's a red header with the POINTR logo and navigation icons. Below the header, a filter bar shows 'FILTERS (1) | Micro-Segment (VIP - High Value Customer)'. The main area is titled 'CONTACTS' and shows a grid of customer profiles. Each profile includes a name, age, last transaction date, transaction amount, and loyalty points. For example, Adam MacLeod has a transaction amount of \$80 and 1,500 loyalty points. A 'Filter Data' sidebar is open on the right, showing a search bar and a list of filters. The 'VIP - High Value Customer' filter is selected. The sidebar also shows sliders for 'Loyalty Points [All]' (ranging from 1500 to 8000) and 'Txn. Amount [All]' (ranging from 5 to 5499). An 'Apply' button is at the bottom of the sidebar.

RECOMMENDATION.AI

The screenshot displays the RECOMMENDATION.AI interface. It features three columns of personalized recommendations. The first column is titled 'INTERACTION' and has a count of 03. It includes three items: 'INVITATION' (We miss you - Long Time No See), 'PROMOTION' (Trending Product Newsletter - What's Hot This Season), and 'OFFER' (15% OFF - 3 Days - Shop Till You Drop). The second column is titled 'RECOMMENDATION' and has a count of 03. It includes three items: 'RELATED PRODUCTS' (Marc Jacobs Women's Shoes - Pouch Bag Ballerina Flats Floral Print Shoes), 'TOP PICK FOR YOU' (Gucci Calf Leather Shoulder Bag - Mineral Blue Calf Leather GG Pendant Hobo ...), and 'TOP PICK FOR YOU' (Tiger Head Medium Shoulder Bag - White leather with Shiny gold-toned hardware). The third column is titled 'INFLUENCER' and has a count of 02. It includes two items: 'LATEST PRODUCT' (Check Latest Collection Loved by 400+ People in Your Network! - Not sure what'll suite the occasion? Late...) and 'RECENTLY VIEWED' (See Products Recently Viewed by 280+ People in Your Network! - Unable to pick the best for yourself? We'v...).

THE PLATFORM ARCHITECTURE

POINT **R**

INTERFACE



 Microsoft

MICROSOFT
AZURE

CORTANA
INTELLIGENCE SUITE

How can we help you?

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