-22% off

-32% off

Limited edition

-10% off

NEW!

SO1 SEGMENT OF ONE

THE MOST ADVANCED **ARTIFICIAL INTELLIGENCE** FOR GROCERY RETAIL **PROMOTIONS**

A MASSIVE PRICE AND PROMOTION WAR IS ABOUT TO START IN RETAIL

« The unstoppable rise of Aldi and Lidl »

Handelsblatt Global, Sep 27, 2017

« Falling retail prices, price wars »

Progressive Grocer, July 18, 2017

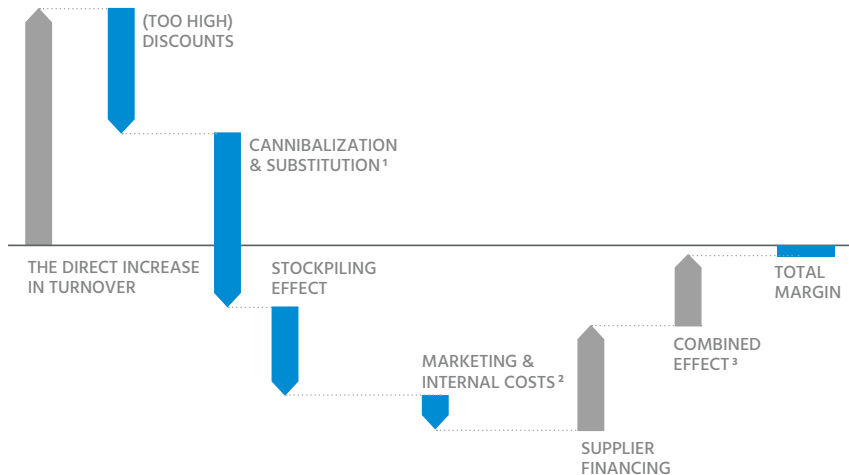« We will beat the best prices in the market »

CEO Lidl US, June 15, 2017

« Whole Foods makes good on price-slashing promise »

Progressive Grocer, Aug 28, 2017

MOST PROMOTIONS DON'T BREAK EVEN, AS BUDGETS ARE WASTED ON THE WRONG CUSTOMERS AND WRONG OFFERS

CHANGE OF MARGINS DUE TO PROMOTION

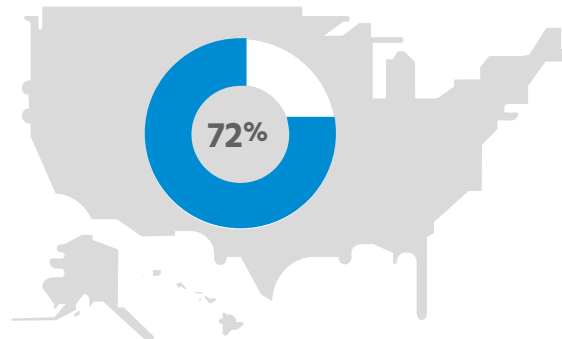THE DIRECT INCREASE IN TURNOVER

(TOO HIGH) DISCOUNTS

CANNIBALIZATION & SUBSTITUTION [1]

STOCKPILING EFFECT

MARKETING & INTERNAL COSTS [2]

SUPPLIER FINANCING

COMBINED EFFECT [3]

TOTAL MARGIN

72% OF PROMOTIONS DON'T BREAK EVEN

72%

OLIVER WYMAN

nielsen

WHAT IF YOU COULD
REDUCE

✔ THE AMOUNT YOU SPEND ON DISCOUNTS

✔ THE NUMBER OF OFFERS YOUR CUSTOMERS DO
NOT CARE ABOUT

✔ THE EFFORT REQUIRED TO MANAGE CAMPAIGNS
AND SELECT THE RIGHT CUSTOMERS

✔ THE $$ AND HOURS SPENT ON RESEARCH

AND AT THE SAME TIME
INCREASE

✔ SAME-STORE SALES AND PROFIT

✔ HIGHLY RELEVANT OFFERS FOR EACH INDIVIDUAL CUSTOMER

✔ YOUR ABILITY TO BUILD A 1:1 CUSTOMER RELATIONSHIP

✔ TARGETED ACHIEVEMENT OF YOUR FINANCIAL GOALS WITH SMARTER PROMOTIONS

SO1 HAS BUILT THE WORLD'S MOST ADVANCED AI FOR RETAIL

The artificial intelligence of the SO1 Engine deeply understands each individual customer's preferences and is able to influence his or her purchase decisions with unparalleled efficiency.

Given this powerful knowledge, our solutions enable retailers to send customers **smart, individualized promotional offers and content** they like – while driving significant increases in the retailer's revenue and profit.

SO1
SEGMENT OF ONE

HAS INVESTED AN 8-FIGURE $ AMOUNT IN NEXT-GENERATION RETAIL INFRASTRUCTURE **AND 5 YEARS** OF RESEARCH IN HIGHLY SPECIALIZED AI

EMPLOYS THE **BEST TALENTS** FROM PHYSICS, MATHEMATICS, BIOLOGY, MACHINE LEARNING, ...

UTILIZES **CUTTING-EDGE TECHNOLOGY** AND SCIENTIFIC COOPERATIONS (E.G. MIT)

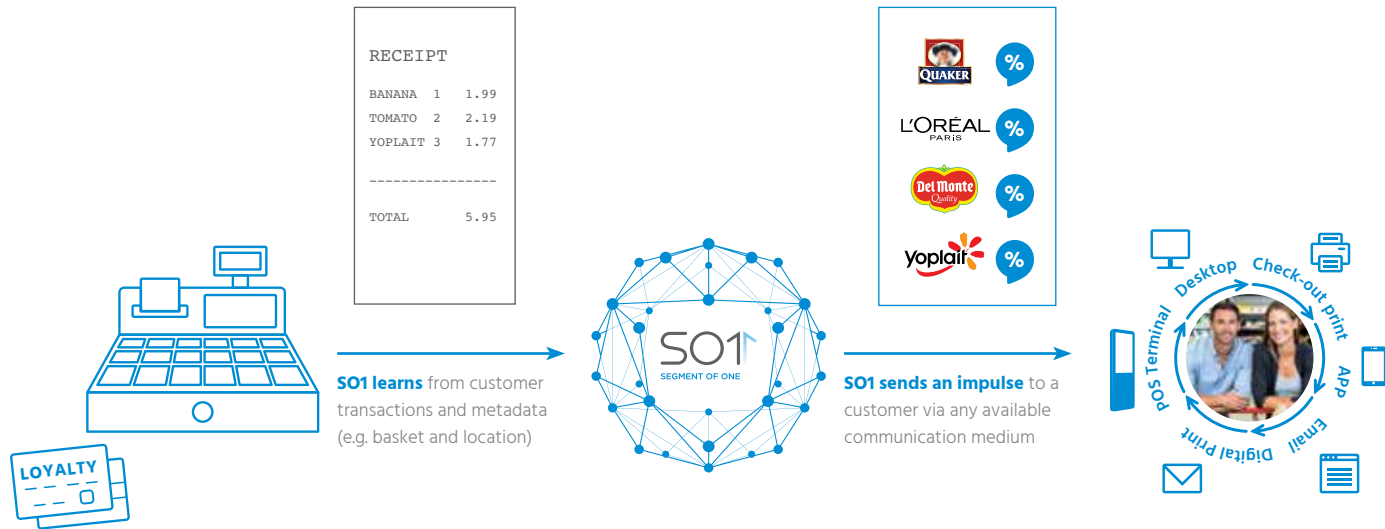# SO1 DELIVERS AUTOMATED AND HIGHLY EFFICIENT INDIVIDUAL PROMOTIONS

	SO1 ENGINE		
	SMART RECOMMENDATIONS	OPTIMIZED DISCOUNTS	PROGRAMMATIC PROMOTIONS
INDIVIDUAL FEED Based on individual preferences and (financial) goals	✓	✓	✓
OMNI-CHANNEL E.g. check-out printer, app, email	✓	✓	✓
INDIVIDUAL DISCOUNTS Based on individual willingness-to-pay		✓	✓
BRAND INTERFACE Google Adwords-like targeting interface			✓
	SO1 ranks existing promotional offers and content according to individual preferences.	SO1 ranks offers AND adjusts individual discounts on a product to match a customer's willingness-to-pay.	SO1 enables retailers to generate revenue with brands with its programmatic promotions bidding platform.

SO1 IS SIMPLE TO SET UP WITH BASKET DATA, AN IDENTIFIER, AND ANY COMMUNICATION CHANNEL

```
RECEIPT

BANANA   1   1.99
TOMATO   2   2.19
YOPLAIT  3   1.77

----------------

TOTAL        5.95
```

LOYALTY

SO1 learns from customer transactions and metadata (e.g. basket and location)

SO1 sends an impulse to a customer via any available communication medium

Desktop · Check-out print · APP · Email · Digital Print · POS Terminal

SO1 SIGNIFICANTLY DRIVES SAME-STORE SALES WHILE INCREASING CUSTOMER SATISFACTION AND PROFIT

Successfully launched in 450 grocery and drugstores

84 million optimized offers

850,000 unique users since 2014

+5x Single offer redemption rates
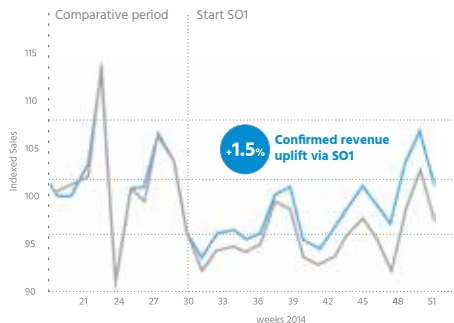
+13% Average basket size

+44% Margin (via reduced discounts)

* Robust AB testing methods based on retail transaction data

THE POWER OF SO1 PROMOTIONS

EFFECTIVE FROM DAY 1 OF IMPLEMENTATION AND PAYS FOR ITSELF

Comparative period | Start SO1

Indexed Sales

115
110
105
100
95
90

21 24 27 30 33 36 39 42 45 48 51

weeks 2014

+1.5% Confirmed revenue uplift via SO1

● Control stores w/o SO1

● SO1 test stores

DRIVES CONTINUOUS IMPROVEMENTS VIA ALGORITHMIC LEARNING

60
40
20
0

60%

42%

22%

13%

40 weeks
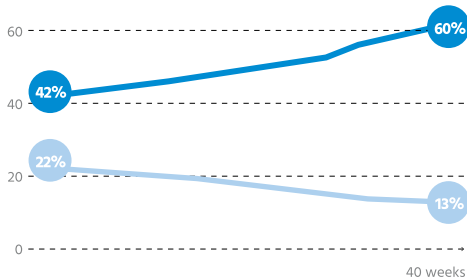
● Avg. discount So1 promotions

● Redemption rate So1 promotions

OUTPERFORMS EXISTING SOLUTIONS

8 week A/B test:
Redemption rate of >100 identical campaigns

SO1 targets **8x** better

0 200 400 600 800
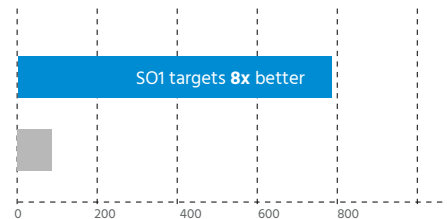
● Heuristic targeting by experts at a leading retailer

● Individual targeting by SO1 AI

"SALES HAVE INCREASED SIGNIFICANTLY"

"Besides the positive feedback from customers and employees, sales have increased significantly."

Torben Godskesen
Managing Director
NETTO

"SO1 transfers the performance marketing of the online world to the POS."

Kai Thornagel
Head Digital Sales Activation
Mondelēz International

"For the first time, we are able to use modern, digital market strategies known from online commerce to make the in-store shopping experience even more attractive."

Christoph Wöhlke
CEO
BUDNI

"It's a truly unique solution that reflects the next generation of POS marketing."

Benjamin Lickfett
Mobile Lead
DIAGEO

"In addition to to the very positive development of revenues in participating stores, SO1 allowed us to leverage individual objectives within our promotion channel."

Dr. Henrik Haenecke
CEO
KAISER'S TENGELMANN

"A big thank you for this inspiring cooperation."

Dr. Ulrike Biedendieck
Manager Special Projects
REWE

"SO1 has proven that individual offers can be successfully implemented at brick & mortar retailers."

Dr. Frank Thiedig
Business Lead Marketing
EDEKA

Let's return your promotions to a source of incremental revenue

www.so1.net
info@so1.net