WE NOW LIVE IN A RELATIONSHIP ECONOMY

Cerebri

1945-65
boomers
popular brands

1965-80
gen x
authentic brands

1980-00
millennials
brands sharing
our values

2000-18
gen z
brands capturing
our uniqueness

WE LIVE IN A DIFFERENT ERA, WE ARE SPECIAL

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SINCE 2000, 52% OF FORTUNE 500 COMPANIES HAVE DISAPPEARED

1965		2018
average tenure	vs.	average tenure
75 years		15 years

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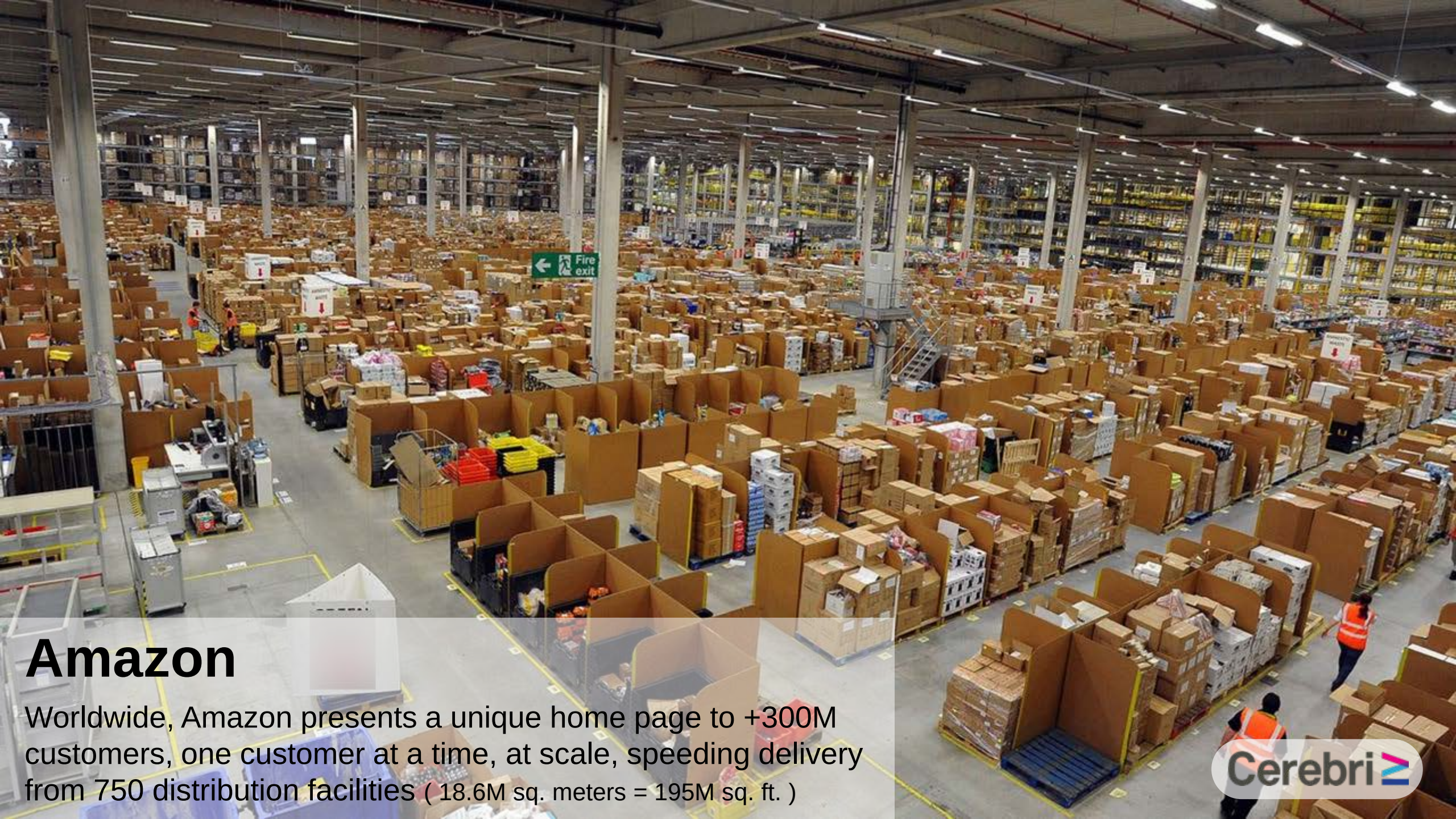

Amazon

Worldwide, Amazon presents a unique home page to +300M customers, one customer at a time, at scale, speeding delivery from 750 distribution facilities (18.6M sq. meters = 195M sq. ft.)

Cerebri

Walt Disney

Staff are trained to refer to guests by name, especially children, sharing the magic of Disney with customers of all ages, creating unique experiences, one customer at a time, at scale

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WHAT IS THE COMMON THREAD?

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CUSTOMERS NOW EXPECT TO BE TREATED UNIQUELY

My offers

My values

My price

My speed

My channel

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Old World:

PERSONA MARKETING

By age

By family

By gender

By hobbies

By activities

Demographics
Psychographics

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New World:

I AM UNIQUE

New science of customer success

Cerebri Values

Cerebri Scores

Cerebri Actions

Monetized customer journeys

Unique insights for each & every customer at scale

ML models hosted in Cerebri software

Cerebri

Meet Customer 500,456

his name is Bryan

This is his journey

Meet Customer 500,456
his name is Bryan
This is his journey

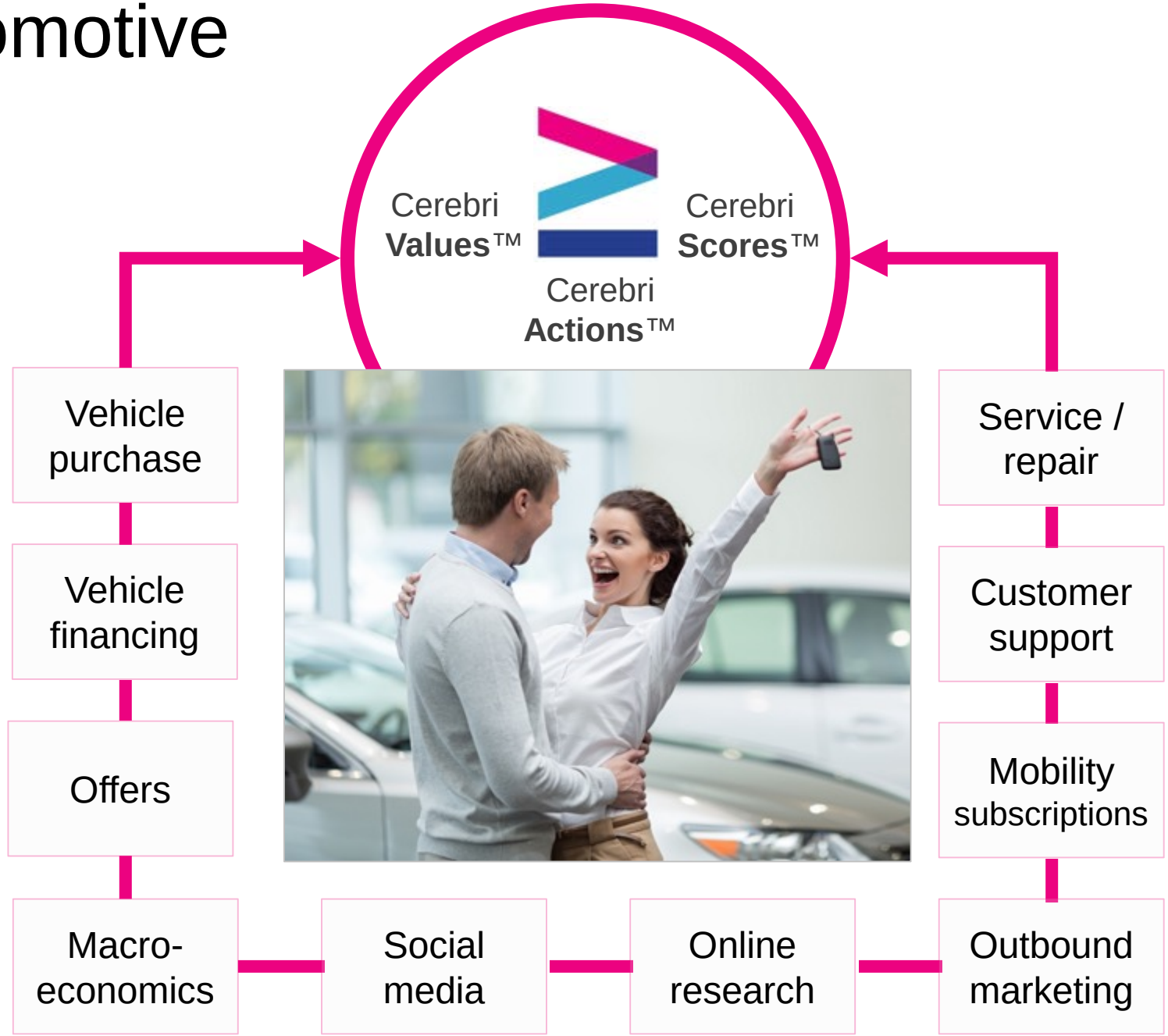
Cerebri in B2C / Automotive

For most people, choosing and paying for a vehicle is their 2nd most important purchase after buying a home. A very personal decision.

Manufacturers, dealers and service centers – all capture billions of customer data points. Cerebri works with 3 of the top 10 global vehicle OEMs, and dealers in the UK, Canada and the US, building customer journeys using their marketing, sales, service and support data.

We use Cerebri Values to measure every customer's commitment to their vehicle brand in dollars and cents. We measure their commitment event by event throughout the life of their relationship with their brand. We also score a number of KPIs including her service engagement and vehicle repurchases.

Once we measure customer commitment, we can then dynamically generate personalized recommendations at scale, which helps focus efforts on the highestROI tactics for accelerating profitable growth.



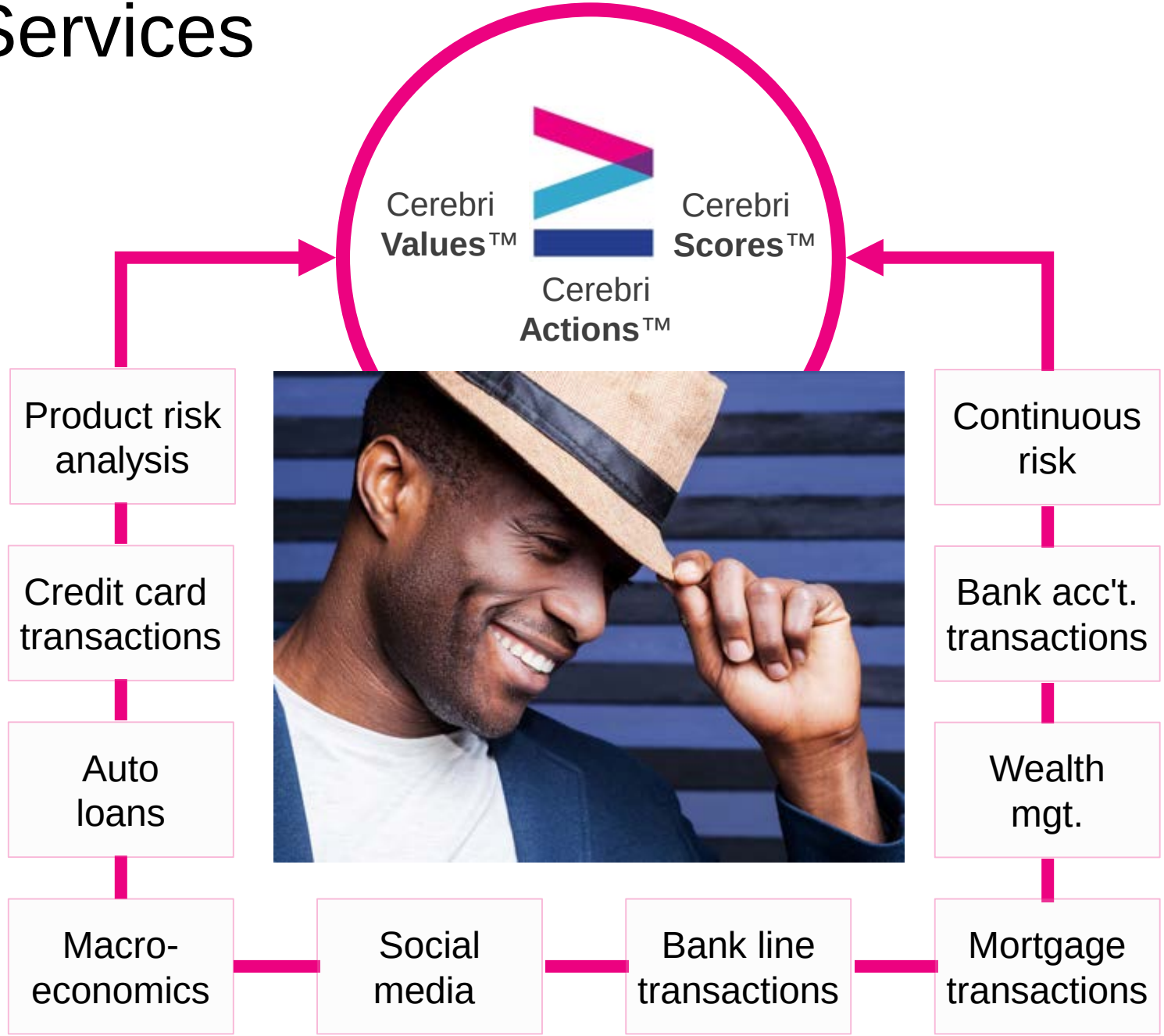
Cerebri in Financial Services

The largest financial companies deal with 50M customers or more. Like all businesses, they are focused on customer success, they acquire customers, they maintain them & they attempt to cross-sell and up-sell additional products.

Over and above regular customer journey concerns, banks and financial institutions must assess ***financial risk, know-your-customer*** & ***anti-money-laundering*** **risks** for every unique customer.

Cerebri introduced machine learning at a bank processing 750k loans/year in one line of business, adding $1B in auto-adjudicated loans, all with a marginal increase in overall risk.

Cerebri believes risk management should be at the center of banking customer journeys. Our patent-pending *dynamic banking*™ approach places risk assessments at the heart of every banking customer journey, one customer at a time, at scale.



Questions? Contact Us.

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