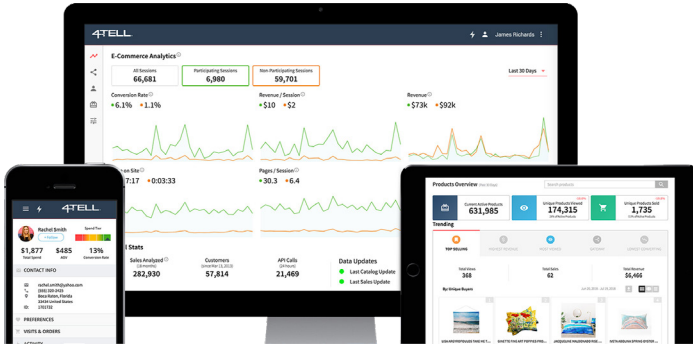


## What Does 4-Tell Do?

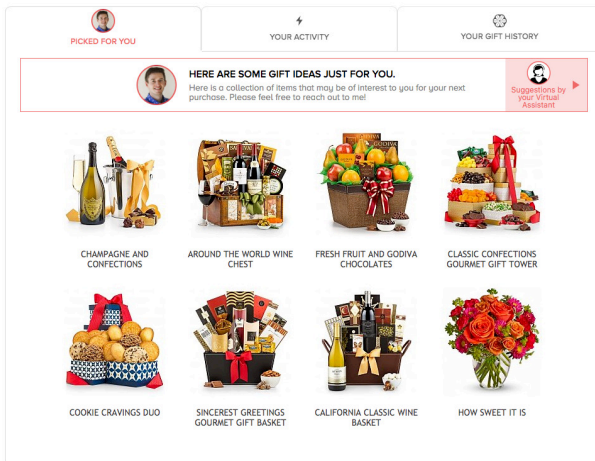
### Smart Commerce<sup>SM</sup> Platform

4-Tell's Smart Commerce<sup>SM</sup> Platform is a data and predictive analytics platform powered by machine learning technology. **First-party data is seamlessly integrated from online and backend systems** to create a unified view of each customer, filled with valuable metrics and actionable insights.



### Your Store Microsite

4-Tell's *Your Store* Microsite is dynamically built to meet the unique needs of each shopper through recommendations, search and boards. Residing on your native site, the *Your Store* ensures shoppers efficiently discover the right products while your team fluidly builds strong 1:1 relationships using personalized product and content boards.



### Product & Content Recommendations

4-Tell's product and content recommendations use customer's shopping history and real-time behavior to provide relevant, personalized recommendations based on their unique preferences. Applicable anywhere in the customer journey, **our recommendations drive conversion, loyalty, and a overall higher AOV.**

### Inline & Faceted Site Search

4-Tell's site search solution leverages the same real-time behavior from our recommendations to tailor search results to each customer for a **seamless, personalized experience.**

### Who is 4-Tell?

4-Tell is a **pioneer in omnichannel personalization** helping brands build customer loyalty and increase revenue through amazing shopping experiences. 4-Tell's founders have been innovating the way retailers serve their customers by transforming front-end data into personalized product recommendations and actionable insights in our **revolutionary Smart Commerce<sup>SM</sup> Platform.**

### Whom Does 4-Tell Serve?

#### You, Our Client

4-Tell offers tailored personalization plans and world class client support ensuring your business is always focused on **giving your customer what they want, when they want it.**

#### Your Customers

With every click, purchase, and search, our machine learning layer continuously works to understand the affinities of the crowd and individual shoppers. This sort of real-time analysis **drives a more engaging, intuitive shopper journey.**

#### Your Team

We surface our customer and product insights to your entire workforce, **giving every employee a 360 degree view to serve customers on a 1:1 basis.**

### 4-Tell works with ANY Platform:

