

RemoteRetail

Conversational, Visual Commerce Platform
Built for eCommerce
Safely Distanced

Personalization. Loyalty. Sales.
www.remoteretail.com



Opportunity: Quickly Deliver End to End Remote Retail Functionality to Brands Globally

- RemoteRetail is a leading Microsoft Azure based platform that enables brands Associates to engage in a fully remote, personalized, visual conversation with their customers. Our products enable Associates to leverage their expertise and knowledge to provide personal product recommendations and advice via email and SMS.
- Easily integrating into existing ecommerce product feed instantly empowers associates to visually merchandise product selections for customers
- All technology is deployed, trained, conducted and transacted remotely
- RemoteRetail enables the brands to quickly address the market shift from in-store experiences to remote, safe retail

We've created a personalized digital curated, selling and engagement platform for retailers

Our Products

VISUAL MERCHANDISER

Associate curation tool powering all customer facing products



CURATED CAMPAIGNS™

Brand initiated outreach by email/text with shoppable merchandise and personalized messaging



ELOQUII

STYLEWIDGET™

Inbound personalized styling tool for your desktop & mobile sites



Shinola

STYLEWIZ™

Mobile app based full styling & curation functionality



Michael Kors KORVIP

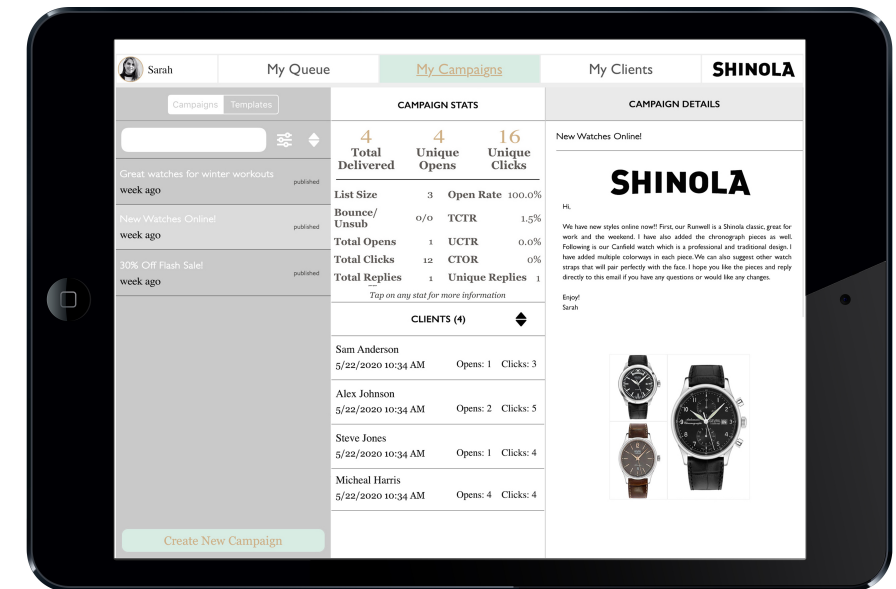
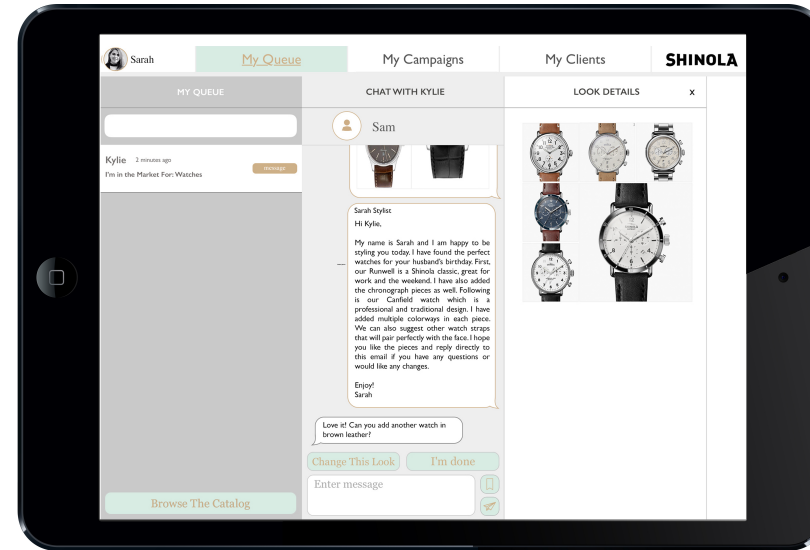
QR CODE

Social Distance while gaining customer insights as your stores open.



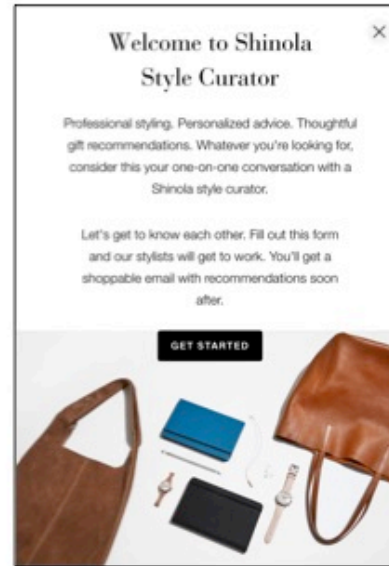
Shinola

- Associates use the RemoteRetail the Visual Merchandiser, to engage with Customer Engagement Widget requests and create Curated Campaigns
- The Visual Merchandiser is the one, common tool used by Associates to engage with customers
- Associates use the Visual Merchandiser to curate personalized recommendations and manage all customer communication
- Associates can also access the customer profile, previous recommendations and virtual closet (past purchases) from the Visual Merchandiser
- All Associates and customer communication is tracked. (See Appendix 1).



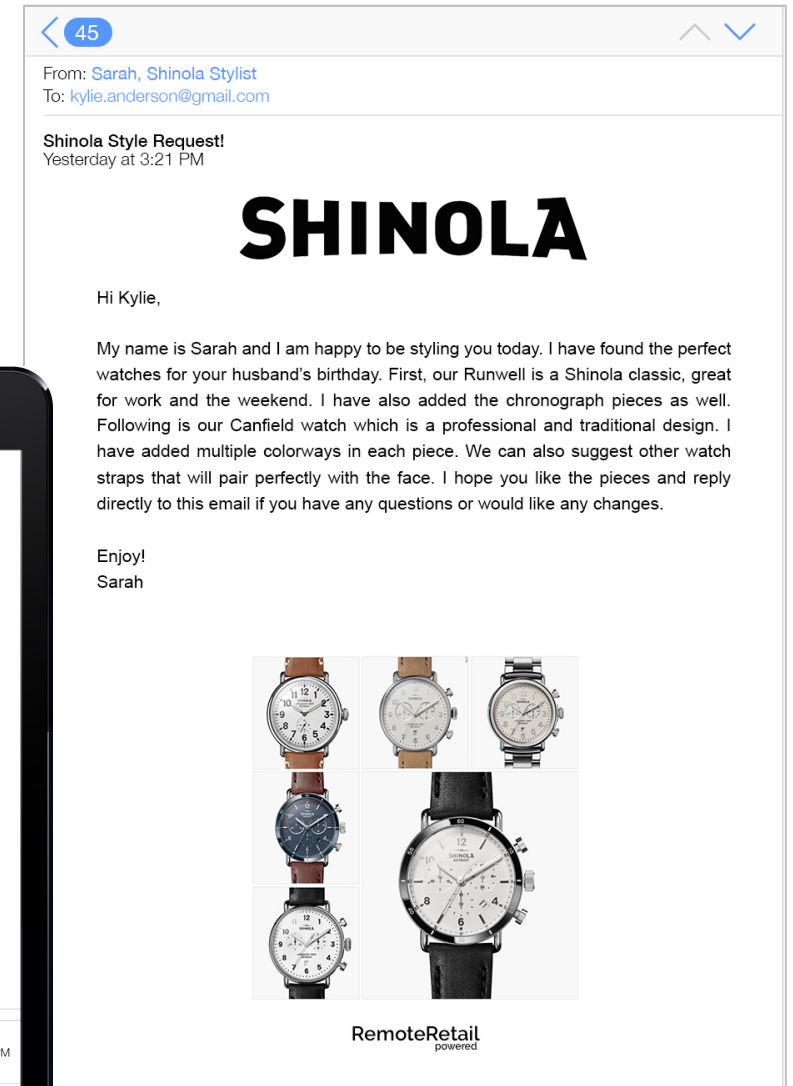
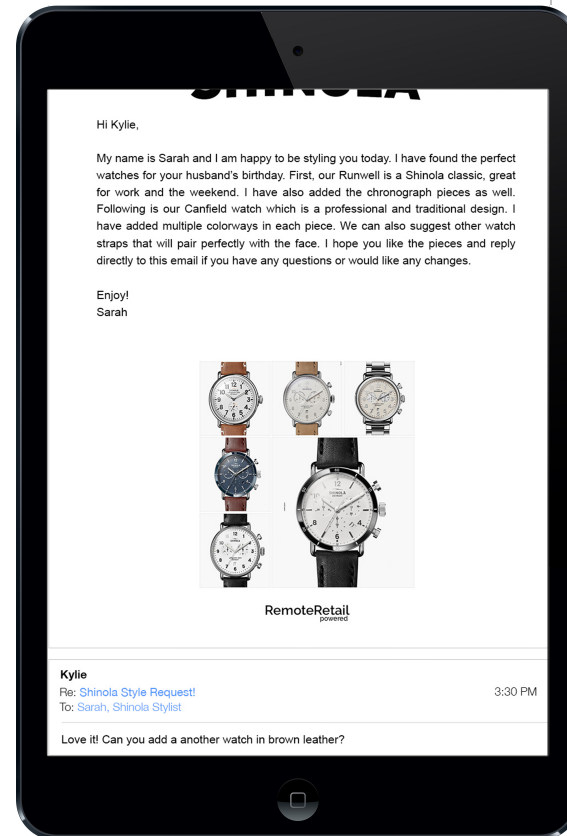
The Customer Engagement Widget (CEW)

- The CEW is accessible to customers from:
 - The main navigation area on your website. This can be displayed as a popup or navigate to a new page with the CEW embedded inline.
 - As part of your customer's shopping journey and launched directly from a PDP, where the currently viewed item becomes part of the curation request (anchor item in the request).

A screenshot of the Shinola Style Curator form. It has a close button (X) in the top right. The form starts with 'We're here to help you find products that inspire you to live well and in a style that is uniquely your own.' Then, 'I'm shopping for:' with two tabs: 'MYSELF' (selected) and 'A GIFT'. Below that, 'I'd prefer products for:' with two tabs: 'MEN' and 'WOMEN' (selected). Then, 'I'm searching for:' with four checkboxes: 'WATCHES', 'JEWELRY', 'HANDBAGS & ACCESSORIES', and 'HOME & OFFICE'. There is an 'OTHER' text input field. Then, 'My everyday style is:' with four image thumbnails. Below the thumbnails are five style categories: 'ON TREND', 'CLASSIC & PROFESSIONAL', 'PLAYFUL', 'REFINED', and 'REFINED'. Then, 'Tell us about you:' with a text area for '(What you love, your profession, where/how you'll use the product, any preferences, favorite colors, etc.)'. At the bottom, there are 'Name' and 'Email' input fields, the 'RemoteRetail powered' logo, and a 'SUBMIT' button.

Curated Campaigns (email based)

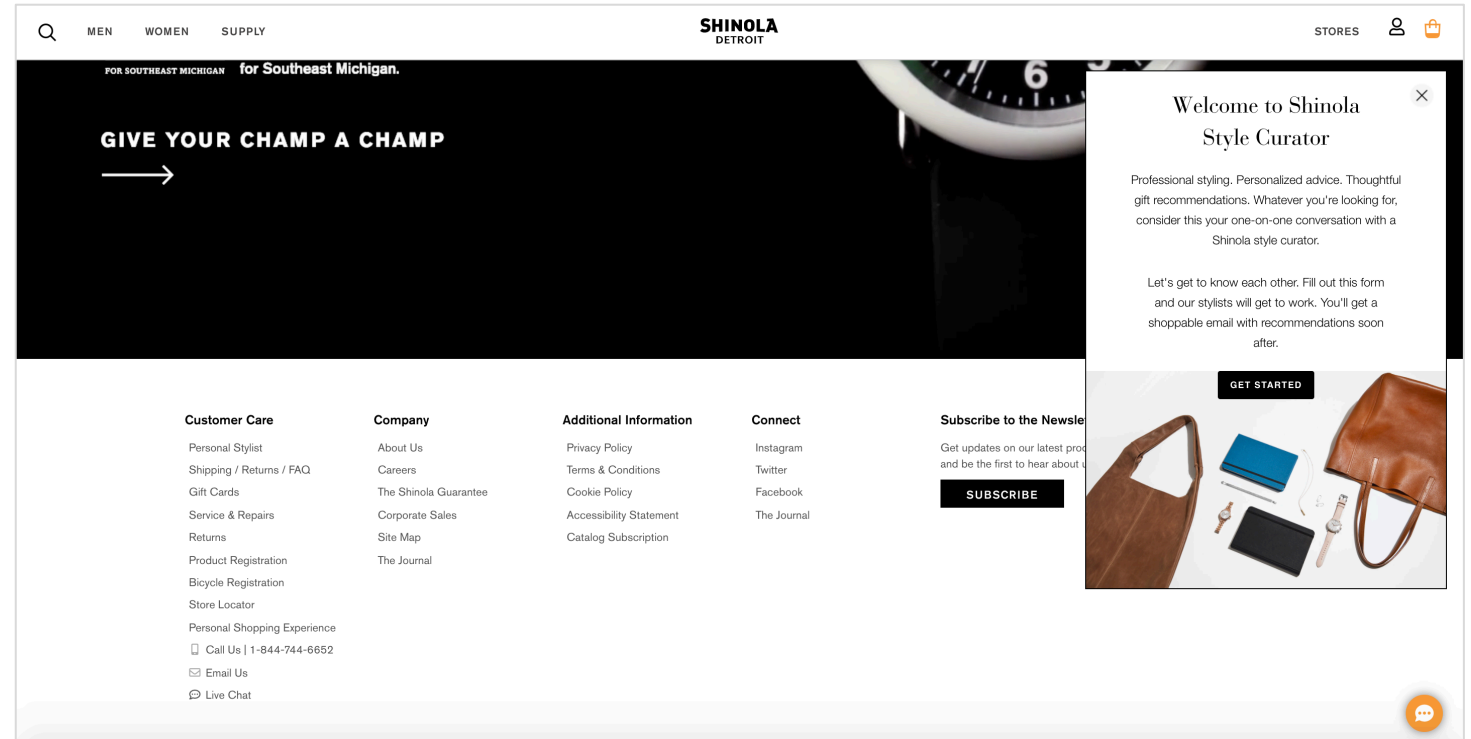
- Curated Campaigns allows Associates to engage and follow up with their customers
- Transactions are completed on ecommerce site
- The figure to the right shows a draft of a Curated Campaign. All customer data captured in this journey is available for integration with CRM.
- Associates send out messages, 1:1 or 1:many, that their customers receive via a clickable, visually, personally, curated email.
- The customers can respond directly to the Curated Campaign to begin a 1-1 conversation- just as they would if in-store, but now from a safe distance. The end of the "Do Not Reply" emails.



- Place the RemoteRetail QR code in the windows of your stores as you begin to reopen and have limited customer capacity
- As a customer comes by the store, they launch the QR code which will take them directly to the CEW request to fill out their preferences and items they are interested in during their time in the store
- Experts prepare and optimize the limited time they have with their customers in the store.
- Customer gets notified when their time in-store is ready



- Deploy a Customer Engagement Widget (CEW) on your ecommerce site
- RemoteRetail provides an agency quality draft of creative for brand feedback and quick launch
- The CEW lives on the eCommerce site and provides a way for a customer to request guidance from Associates. As part of the request, the customer is presented with key questions that provide enough information to help create a visually curated response.
- All customer data captured in this journey is available for integration with CRM.



Case Study:

The Power of Personalization: eCommerce Sales Growth

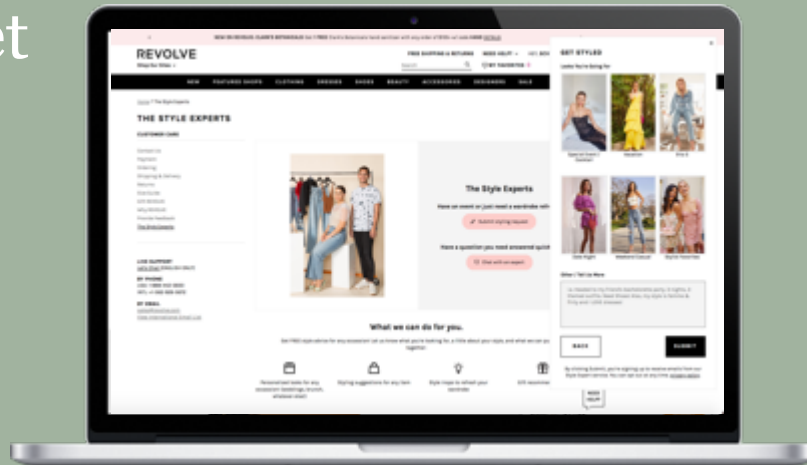
REVOLVE

the next-generation digital fashion retailer for
Millennial and Generation Z consumers.

Opportunity

- Drive incremental ecommerce sales with a higher AOV and conversion rate.
- Leverage personalized recommendations to build a deeper set of self-declared data from its customer base.

Solution: Customer Engagement Widget



Results: Increased Sales, Lower Return Rates

48% Unique Open Rate

66% Higher AOV

20% Average Sales Conversion Rate

10% Reduction in Return Rate

Our Platform Helps Brands:

- Increase digital commerce
- Accelerate shift from offline to online
- Increase Average Order Value (AOV)
- Increase Units Per Transaction (UPT)
- Decrease Returns
- Build up a large amount of actionable self declared customer data
- Increase customer life-time value

Our Executive Team



Anna Jensen
Co-Founder + CSO

- Leads brand and partner relationships, and customer success
- Previous experience, including marketing, PR, sponsorships at ObjectVideo, Monumental Sports & Entertainment and Fight for Children
- Achieved new revenue high of \$5MM for Fight Night in 2014



Gary Myers
Co-Founder + CTO

- Leads technology development and IT operations
- Technology veteran with 25 years of development expertise including 15 years leading Machine Learning/Computer Vision R&D team at ObjectVideo and 9 years of mobile app development



Colleen Babul
Director of Operations

- Recruits and manages the daily styling operations for brand clients
- Founder of City Luxe Style, a personal styling company and fashion & beauty blog
- More than 15 years of marketing experience, including branding, website development and advertising
- Previous experience leading the development of innovative solutions to support pharmaceutical companies

REVOLVE

bloomingdale's

ELOQUII

A U | RATE
NEW YORK

MICHAEL KORS

ADDISON BAY
FASHION × FITNESS

SHINOLA
DETROIT

COSABELLA

journelle


MONUMENTAL

"RemoteRetail is truly a game changer for us. In the past six months, when a consumer submitted a request using RemoteRetail on our site, 30% of the time it converted to a sale, with a larger AOV than those who didn't."

- Guido Campello, CEO, Cosabella

"As a brand that prides ourselves in adding the personal touch every step of the way, the RemoteRetail platform is another opportunity for us to add value to our customer's experience. Compiling a personalized response tailored to a customer's request establishes a much stronger connection between us and the customer than was previously possible."

- Senior Customer Service Manager , Shinola



RemoteRetail

Thank you,
and next steps:

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