



Turn visitors into **customers**

January 2020

Ecommerce businesses' twin challenges

Marketing ROI

- \$517B/yr investment in digital advertising (Global, 2020)
- Conversion rates range from 1-4%
- Bounce rates
 - Ecommerce: 20-45%
 - Content: 35%-60%

'Cold Start' & Private Browsing

- Little to no data for many visitors (no profile, purchase history, etc)
- 20%++ of users use 'Private' modes for shopping (2017)
- Browser extensions for privacy (Privacy Badger, Ghostery, Blur)
- Privacy focus will lead to default private modes and additional blocking

Personalization drives Conversion

Cold Start Problem



**96% no
conversion**

Solution

Create a unique **1:1 personalized** experience

Help customers find what they want **quickly**

Increase conversion & revenue by **25-50%**

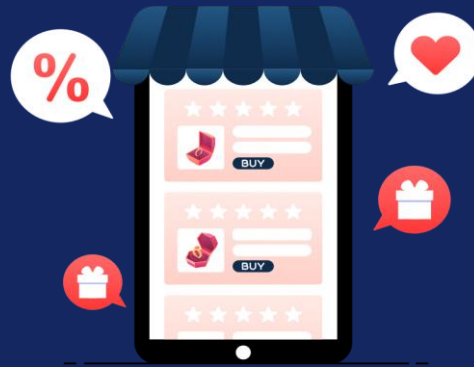
Pique Personalized Recommendations

Unique 1:1 product recommendations in **real time**, turning even **first-time visitors** into customers.



**Accelerates
revenue growth**

Up to 50% more sales, from
the very first month



**Tailors to
your business**

Adapts uniquely to your
website and each shopper



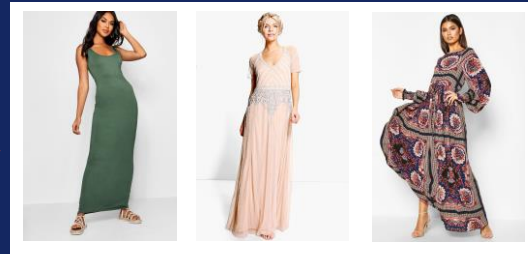
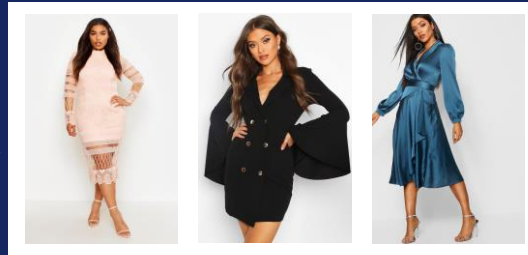
Integrates quickly

No long learning process,
straight to serving your customers

How Deep Learning powers Personalized Recommendations



Maya



❖ Understand what Maya likes from her behaviors on the website by taking her **stream of clicks** into consideration

❖ Display in **real time** product recommendations she is most likely to buy

The perfect dress!

Pique Personalization

DESIGN YOUR
GLAMIRA PENDANT ADARA

CENTER STONE [?]
Ruby

View All Stones

Selected quality will not appear on product image.
Select Quality Option [?]

A AA AAA AAAA

Select Heat Treatment Option [?]
Heated Unheated

High intensity in colour along with high brilliance. May contain very small inclusions that are visible to naked eye.
View 3D - AAA Heated Compare Quality Options

Dimension Guide

Glamira Pendant Adara
585 White Gold / Ruby & Diamond
Style Solitaire - Show all

This price is up to 55% lower in comparison to traditional jewelry shops. [?]
\$572.00 excl. TAX
Free Shipping
60 Day Return Policy

Interest-Free Installments [?]
Select your Payment

Estimated Delivery Time:
Thursday, 5 Sep. [?]
View Delivery Options

ADD TO SHOPPING BAG

YOU MAY ALSO LIKE

GLAMIRA Pendant Maria
\$539.00

GLAMIRA Pendant Lenora
\$701.00

GLAMIRA Pendant Leanna
\$601.00

Glamira Pendant Azura
\$459.00

View All

Turn visitors into customers

1:1 personalization throughout the ecommerce journey

- Product detail pages
- Landing pages
- Search results
- Sorting page
- Listing page
- Email marketing
- Mobile apps

Product Roadmap



Launched

Pique Personalization

Product recommendations

- Personalized product recommendations for medium-sized ecommerce
- Smart search
- Smart email marketing



Preview

Pique Lens

Computer vision, image processing

- Smart product recommendations using image and video content
- Multi-modal AI recommendations



Pique Omni

Omnichannel solutions *(Expected 2020)*

- Cross-channel personalized recommendations (online-to-offline)
- Software-as-a-service (SaaS) recommendations

Customer Success



GLAMIRA



+40%

**click-
through
rate**

+26%

**successful
purchases**

\$30m+

**recommended
revenue**

Pique Personalization's impact was so significant we expanded it globally to more than 60 country sites. With the revenue growth we are investing even more into our ecommerce business.

Adem Topaloglu

CEO

Leadership Team



**TUAN
TRINH**

**Founder &
CTO**



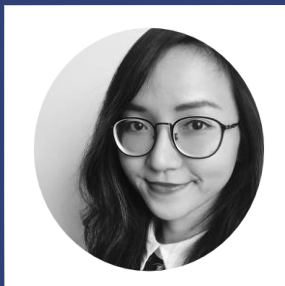
**HOA
LE**

**Lead Data
Scientist**



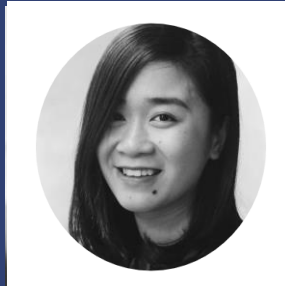
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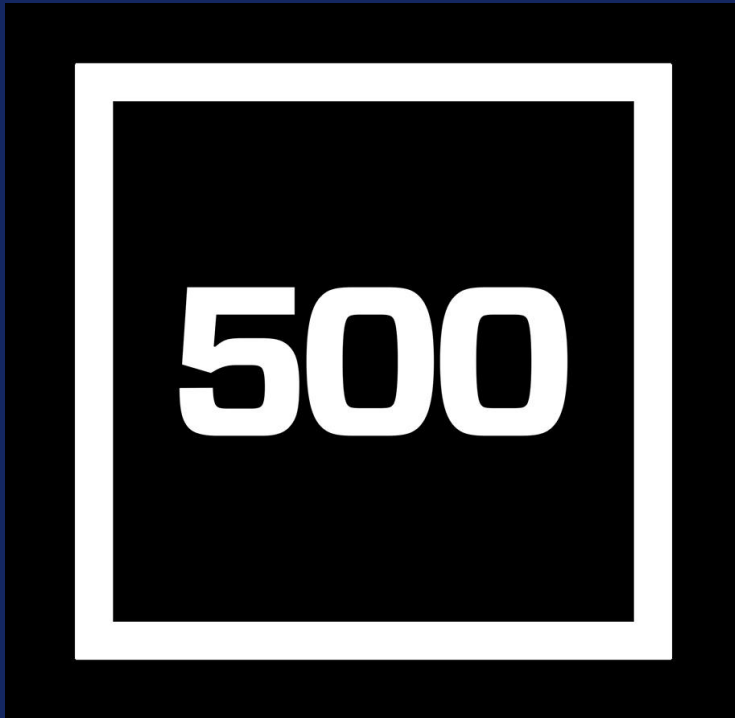


**GIANG
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Marketing



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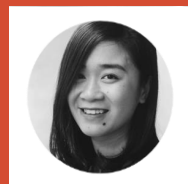
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Thank you!

