

# Personalizing your world

AI-powered product & content recommendations,  
uniquely 1:1 in real-time

Investors



GS SHOP

Programs / Partners



# Ecommerce businesses' twin challenges

## Conversion & Engagement

- \$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 (first time visitors, no profile, purchase history, etc)
- 30-40%+ + of users use 'Private' modes for shopping (2017, 2019)
- Privacy browsers (Brave) and browser extensions (Privacy Badger, Ghostery, Blur)



**Pique Personalized  
Recommendations**

**Pique Lens**

Computer vision, image processing

~~Historical data~~  
~~Shopper profile~~  
~~Purchase history~~

- ✓ **First-time visitors**
- ✓ **Anonymous users**
- ✓ **Multi-modal AI**
- ✓ **Hybrid use for privacy**

# Uniquely, at the right time in real-time

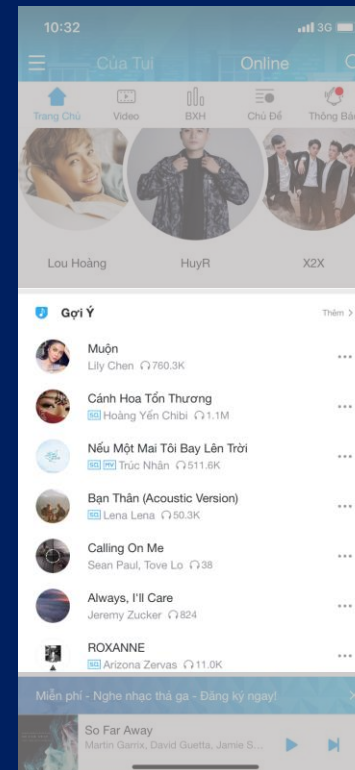
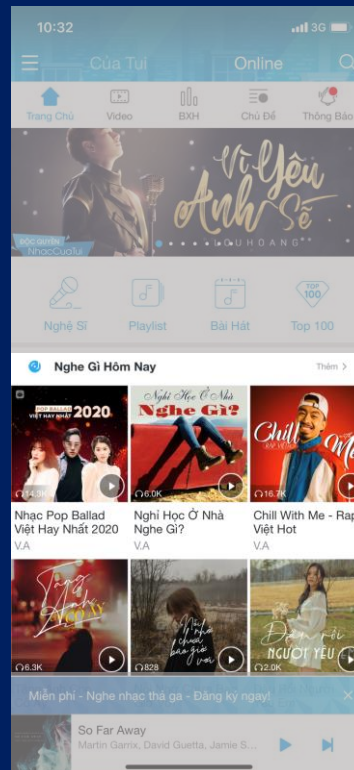
Our vision is true 1:1 recommendations for all digital interactions: search, on site, in app, via bot, in email, notifications, etc.

## AI-powered product & content recommendations,

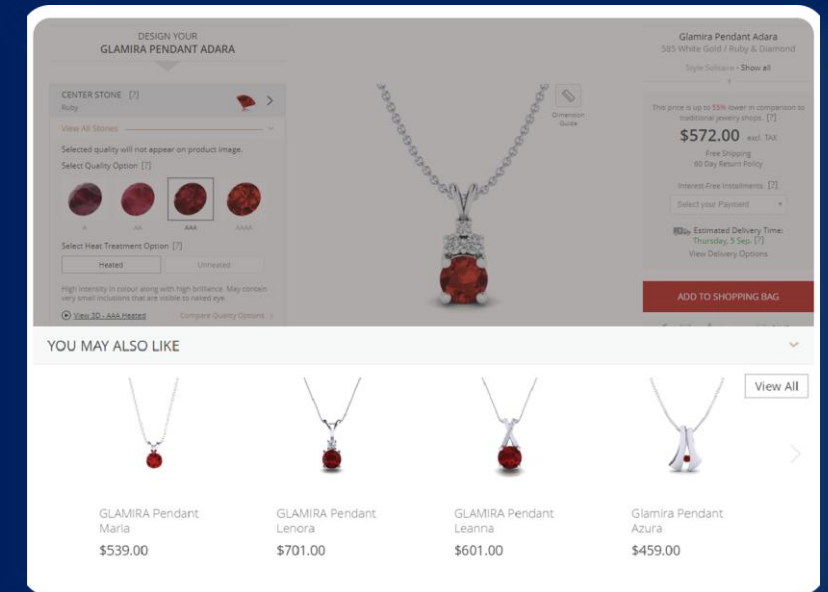
across the digital journey

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

### Digital Content



### Ecommerce



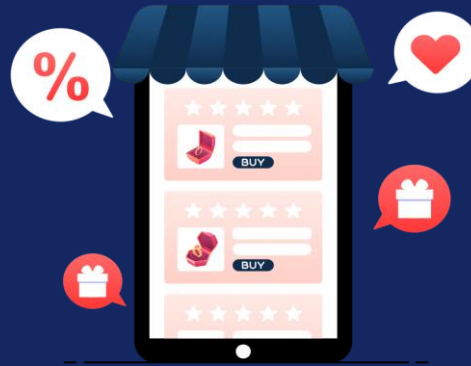
# Pique Personalized Recommendations

**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

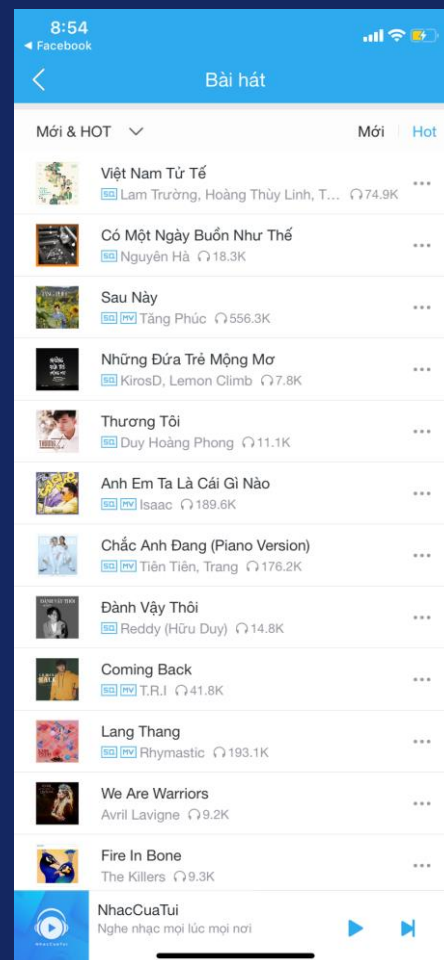
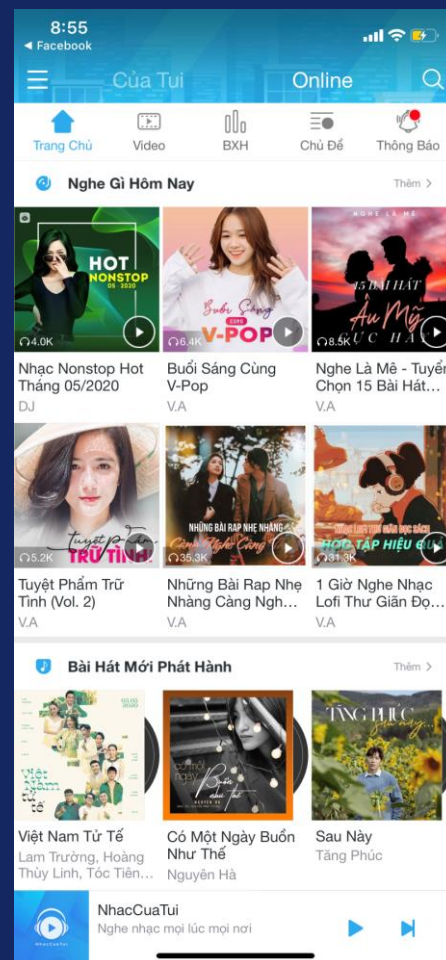
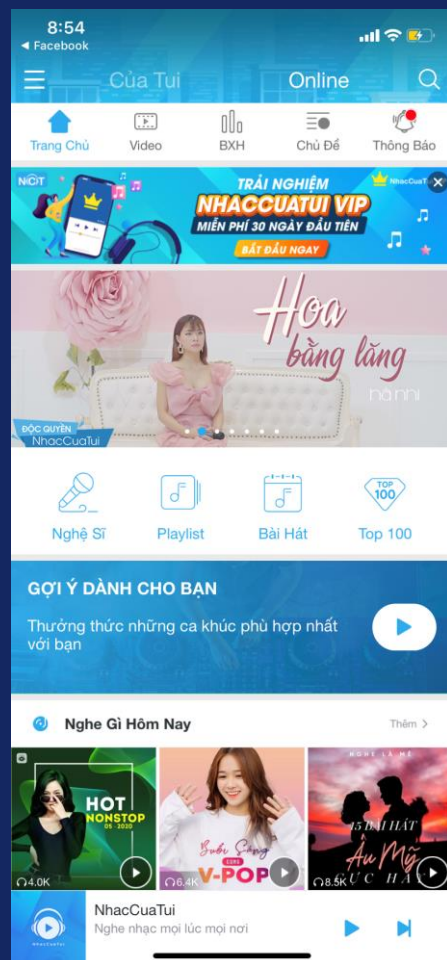


## Integrates quickly

No long learning process,  
straight to serving your customers



# Vietnam's biggest music streaming service



*The best songs and playlists, most relevant to each unique music lover*

**11 million**  
monthly recommendations

**64%**  
satisfied users

**21%**  
repeated users



# GLAMIRA



## Global fast-growing jeweller

**+40%**

**add-to-  
cart rate**

**+26%**

**purchase  
rate**

**\$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

# Pique Leadership Team



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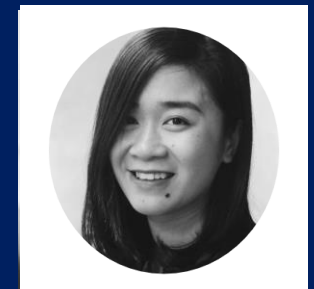


*Pique – Azure AppSource*



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# Thank you!

