

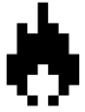


# Corporate Profile with Analytics Services Deep dive



# 01. Introduction

A blurred office scene with people working at desks and a large window in the background. The image is overlaid with a semi-transparent purple gradient on the left side. In the foreground, the back of a person's head and shoulder is visible on the left. In the middle ground, a man in a teal shirt and a woman with blonde hair are sitting at a table, looking towards the right. In the background, another person is working at a desk near a large window. There are several potted plants in the office.



An internationally awarded digital agency focused on driving conversions via digital transformation best practices


2006 Establishment

2010  sitecore®  
Strategic Partnership

2012 1<sup>st</sup> Personalization-ready site in Greece

2015 Expansion in the MENA region

2017 Establishment of development Hub in Cairo, Egypt

2019  **Kentico**  
Strategic Partnership

2020   
Acquisition of Business Analytics company

2022 <sup>Gold</sup> Microsoft Partner  
Gold in Azure Services

# Our Mission

We are a **dynamic leader** in the digital market. We aim to set the standards of excellence in the services we provide. We are building a business in which high **professionalism, quality, creativity and innovation** permeate all aspects of our company.

We strive to **serve clients** who are thrilled with our work and happy to recommend us to their peers. We are a team of people who are **passionate** about their work and are **proud** to be part of the Linakis.digital **team!**



# We focus and specialize



Enterprise portals &  
Intranets



e-Commerce  
stores



Data analytics &  
customer loyalty



Native mobile  
applications



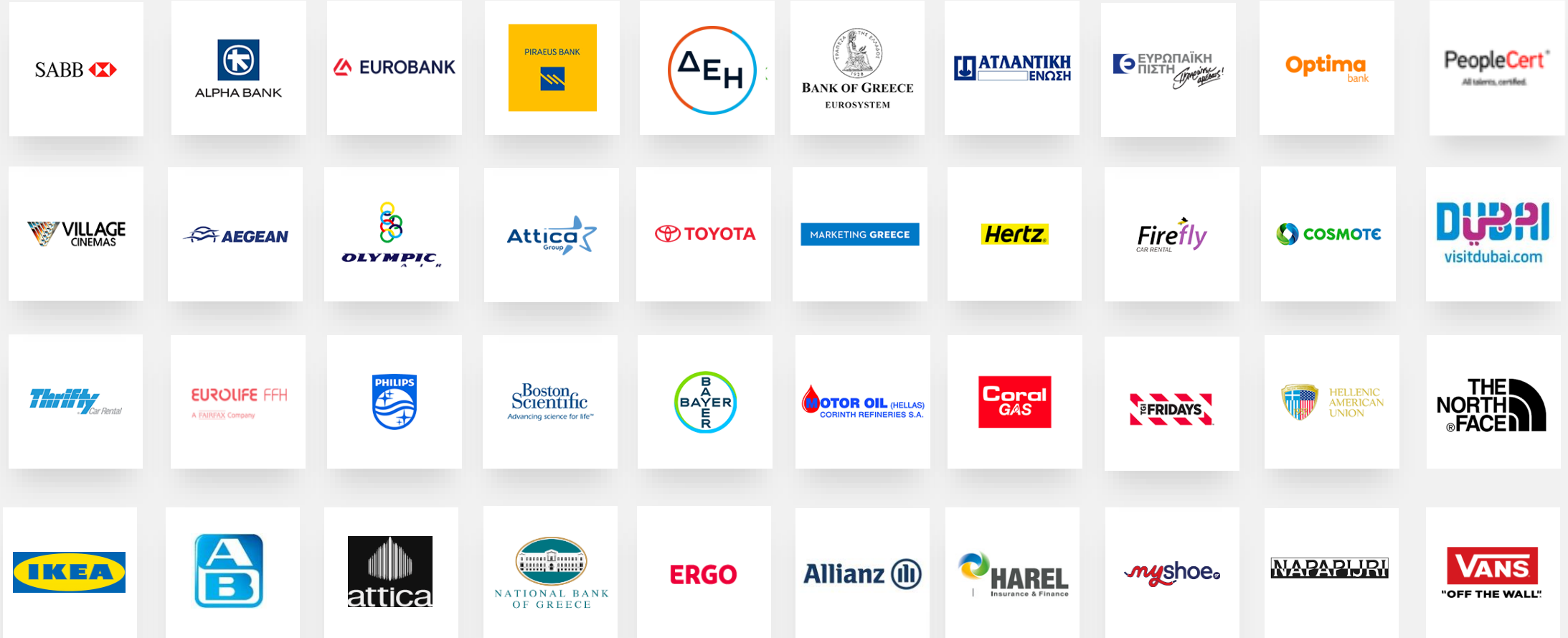
Transactional system  
integrations



Personalization &  
context marketing



# We build long-lasting relationships



# We are proud of our international distinctions

sitecore  
Experience  
Awards

3

Sitecore  
Experience  
awards



reddot award  
winner

5

Red Dot  
communication  
design awards



GERMAN  
DESIGN  
AWARD

1

German  
Design  
award

\*  
EDAWARDS

7

European Design  
awards



EBFE

14

EBFE  
Graphic design &  
Illustration awards

ERMIS  
AWARDS



25

Ermis  
digital design  
awards



We serve  
brands  
Internationally

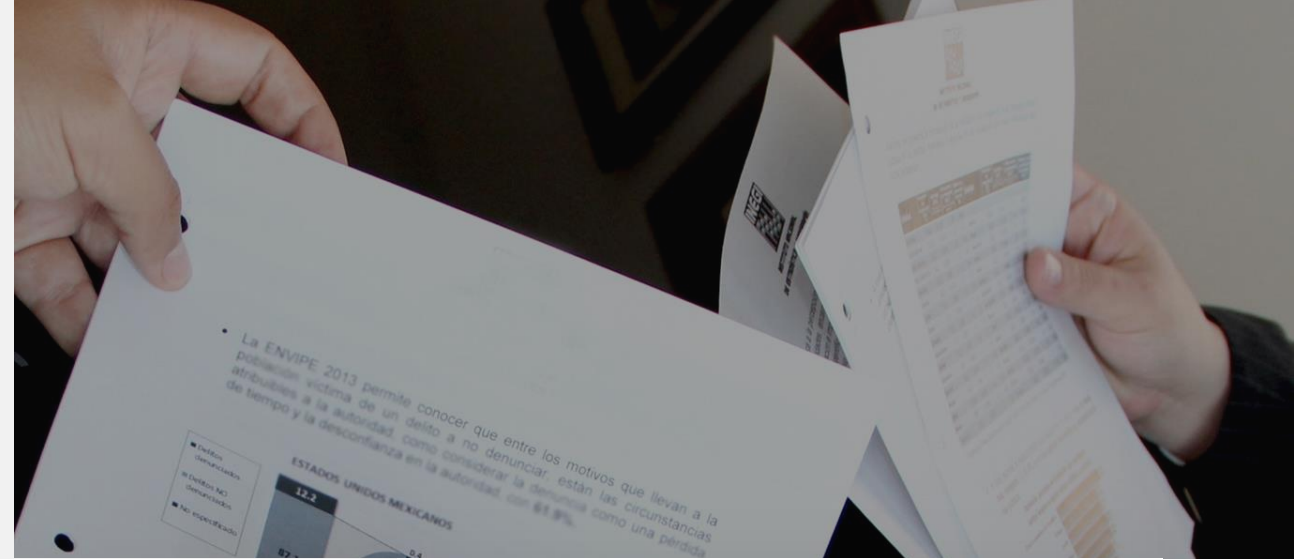




## 02. Portfolio Analytics & Customer Loyalty Services

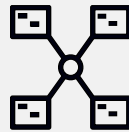


# Linakis Digital as your Portfolio Analytics & Customer Loyalty Partner



We have 20+ years of experience in:

- **Customer analytics**, ranging from data structure & reporting to machine learning decision making & data-driven strategy
- **Customer portfolio management & loyalty program evaluation**

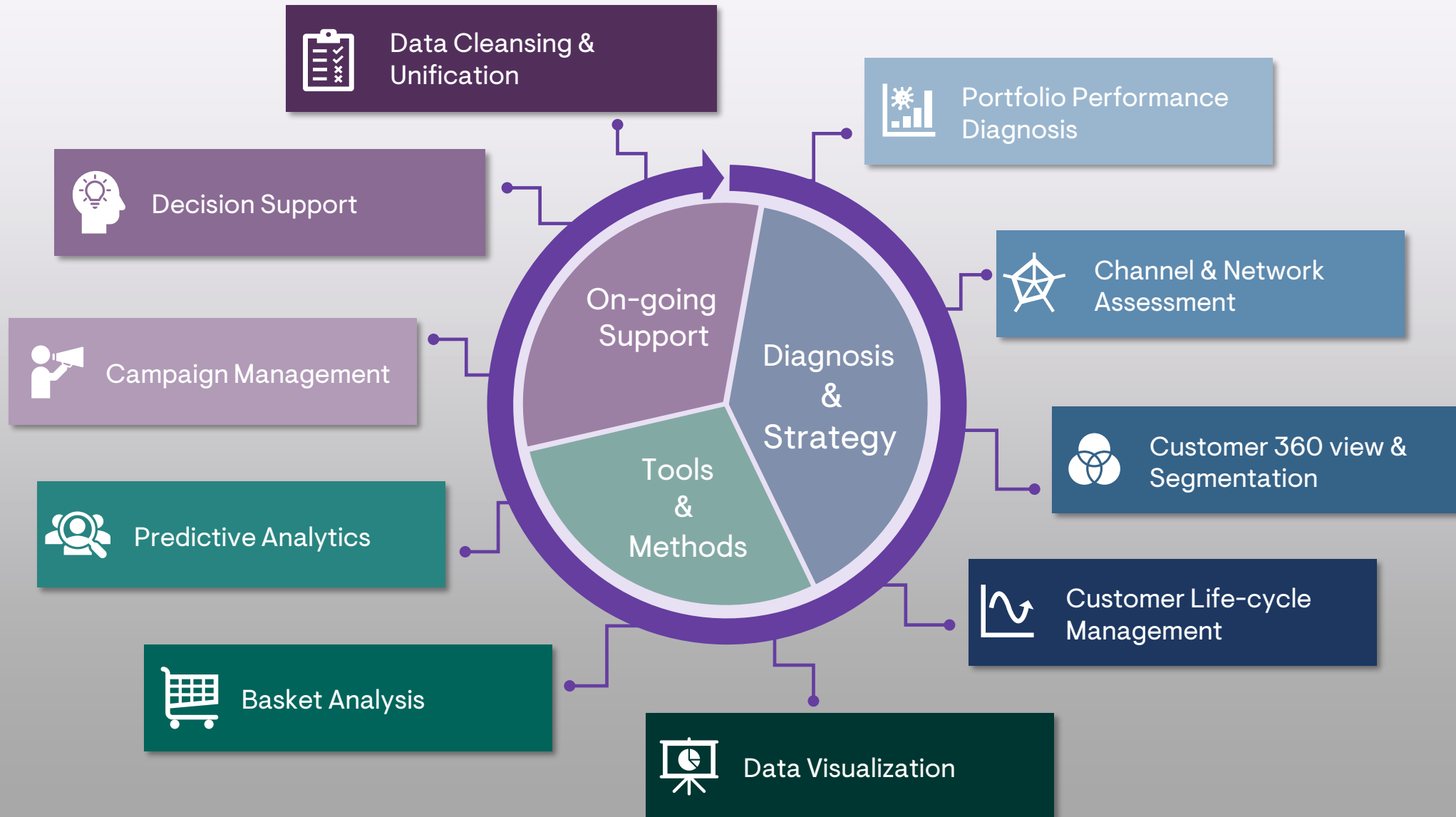


We have the ability to work with a variety of **analytics' tools, data environments** and on **large scale structured & unstructured data**



**We have Multi – sector & multi-cultural experience in complex projects**

# Out 360° philosophy for an effective **Portfolio Management** in 3 areas of focus



# Support Areas in Portfolio Diagnosis & Strategy

Having our Consulting Experience at the forefront, we can help your business:

- understand your customer audiences,
- identify opportunities & risks and define the correct priorities
- propose the right portfolio strategy to increase Customer Equity.



Portfolio Performance  
Diagnosis

## Activities

**Net Customer growth**  
proper silent churn definition & monitoring against new acquisitions

**Vintage analysis**  
new acquisitions' quality tracking by channel, & future performance forecast

**Activity monitoring**  
customer interactions analysis (visits & sales, basket characteristics, seasonality trends & ad-hoc events)

**Loyalty scheme usage**  
Brand loyalty assessment (point accumulation & redemption, point expiration rate, reward cost etc.)



Channel & Network  
Assessment

## Activities

**Acquisitions evaluation**  
size & quality of new acquisitions, early engagement by store & channel

**Channel usage**  
digital vs. physical trends, store preferences, customer profile & activity differentiation & channel contribution

**New stores/channel opening**  
true impact and cannibalization effect, forecast & corrective actions.

**GIS Analysis**  
customer distance from stores & competition, closest store, area characteristics integration.



Customer 360 view &  
Segmentation

## Activities

**Transactional activity**  
frequency & channel preference, time intervals, churn factor, RFM etc.

**Customer brand loyalty**  
LTV & potential, NPS score, loyalty scheme usage, brand ambassadors

**Basket Analysis**  
customer needs, spending diversity, features selection, price sensitivity

**Customer Profile**  
demographics, family & income inference, GDPR etc.

**Communication activity**  
Channels, open rates, promo response



Customer Life-cycle  
Management

## Activities

**Structured Portfolio Monitoring & Portfolio strategies towards:**

- adjustments to improve onboarding & Early engagement
- Further growth of Maturity segments with potential
- reward high value customers to maintain high customer equity.
- re-activation of disengaged segments with proper triggers
- win-back of Inactive customers focusing on segments with higher probability to reactivate

# Support Areas in Portfolio Analytics Tools & Processes

Having Customer Analytics & ML algorithms at the forefront, we can help your business:

- create personalized content to increase relevance & brand loyalty
- target the right customer for the right offer & optimize marketing budget
- monitor business performance through data visualization



## Predictive Analytics

### Activities

Use Machine-Learning regression & classification algorithms to:

- Identify x-Sell & up-Sell opportunities in the business
- Measure & address disengagement & churn risk
- Propose next best action, based on customer preferences, & expected margin
- Optimize available marketing budget to maximize ROI, through timely personalized content
- Customer LTV calculation



## Basket Analysis

### Activities

Perform basket analysis to identify product associations to drive:

- Recommendation of products & product categories
- Trigger marketing campaign with personalized offers



## Data Visualization

### Activities

Design & Implement, modern, interactive dashboards to:

- Streamline data integration across various sources, with necessary security & privacy
- Create scalable data models to address business needs
- Accurately & timely monitor Business KPIs, highlight opportunities & drive business decisions.
- Create tailor-made visualizations, allowing for the needed depth of analysis, depending on the role.

# Support Areas in On-going Support

During an on-going collaboration, we can help your business:

- Monitor & improve the entire campaign management process
- deep-dive in business challenges, understand the root causes & make data-driven decisions.
- continuously improve data quality



## Campaign Management

### Activities

Proper design & implementation of the entire Campaign management cycle:

- Targeting with the use of predictive models
- Proper control groups & Champion/Challenger monitoring
- A/B testing on communication channel, frequency & timing of contact & offering mix.
- Detailed evaluation across segments, communication channel & offer for continuous improvement



## Decision Support

### Activities

Decision making through business analytics:

- Communication strategy optimization (choice of channel, personalized content creation, contact frequency by scope, open rate & opt-out rates)
- Development of specific business units through wholistic marketing strategies
- Increase new channels, features and applications' penetration by identifying related audience & targeting activities
- Pricing strategy optimization
- Sales & traffic forecasting & Covid 19 impact



## Data Cleansing & Unification

### Activities

Ad-hoc customer base cleansing ensuring:

- streamlined data ingestion from various data sources and channels.
- data input cleansing, standardization & enrichment with proper log of activities.
- customer unification & aggregation, with necessary tracking of GDPR changes
- Customer base assessment through detailed report & sizing of data quality improvement
- Proposed Enhancements in data collection process
- 360 customer view across the entire business



02.

Why choose Linakis.digital

# Why choose Linakis.digital



## Platform agnostic

### We are platform agnostic

We can work with multiple data analytics tools & Platforms

- On-premises
- Azure cloud
  
- Azure Databricks, Azure ML
- SAS
- SPSS
- Python
- PowerBI

### Specialized Analytics team.

Business Insights & Analytics team consists of Azure data-science associates and Microsoft certified analysts



## Flexible operating model

### We work in multiple operating models

- **In-house**  
Work in your premises with existing infrastructure & tools
- **Fully Outsourced**  
Work remotely using Linakis digital Infrastructure & tools
- **Mixed**  
Work in your premises with existing infrastructure & use Linakis digital recommended tools



## Multi-sector experience for 20+ years

### We have worked in many industries across various projects

- **Retail:** Customer segmentation & profiling, Marketing Strategy Optimization, Predictive Analytics, Loyalty program evaluation, campaign management, Trigger marketing, Network Analytics, Communication Strategy
- **Banking:** Customer segmentation & profiling, Portfolio & Life-cycle management, Predictive Analytics, Next best action, campaign management
- **e-Commerce:** Customer base cleansing & unification, Customer segmentation & profiling, Life-cycle management, Marketing Strategy Optimization, Predictive Models
- **Energy:** Portfolio diagnosis, Loyalty-Scheme assessment, Customer segmentation & profiling
- **Insurance:** Customer base cleansing & unification





04.  
Portfolio Analytics &  
Customer Loyalty Credentials

# Indicative Portfolio Analytics & Loyalty credentials



**Re-designed the targeting mechanism** for the direct marketing campaigns of a multination retailer

40%

Increase in the revenue per targeted customer

70%

Increase in the response rate

45%

Higher Margin



**Designed of the marketing plan of a business unit** for a multinational retailer, based on advanced analytics

6%

Revenues growth

13%

Increase in the number of transacting customers at the BU

5%

Customer Basket Increase



# Indicative Portfolio Analytics & Loyalty credentials



Designed & executed the **Long-term Inactive customers' reactivation strategy**

3%

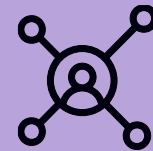
Times higher re-activation rates vs. self re-activation

165%

Net margin Increase per customer

12%

Growth of revenues



Redesigned the **end – to – end churn management strategy** for a credit card issuer

10%

Increase in the save rate

19%

Increase in the saved equity

30%

Increase in retention strategy profit



# Indicative Portfolio Analytics & Loyalty credentials

We designed and Developed the Loyalty solutions for an Insurance Company, achieving:



11%

improvement in the customer retention

7%

increase in the overall business profit

50%

reduction in customer servicing costs net of reward costs



# Thank you!

## CONTACT

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## Linakis.digital

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