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Overview

Who we are

preezie is on a mission to bridge the gap between online and in-store shopping experience

SaaS Solution founded in 2017

Based in Melbourne, Australia

900,000+ monthly shoppers

Australia, UK, USA & Asia

Global leading brands

Le Specs

ADOREBEAUTY

LORNA JANE
ACTIVE LIVING

BabyBunting

EVERLAST

SHAVER SHOP
TRANSFORM YOURSELF™

Raised $5.5M

Afterpay-backed

touchventures

TEN13

SKALATA
VENTURES

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Search, Merch & Personalisation tools over promise and underdeliver

- Scroll, scroll, scroll
- Poor navigation
- Over complex filters
- Poorly segmented
- AI still generic

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The elephant in the room.
How do you adapt to a cookieless world?

Death of third party cookies

Customers are aware that data holds value

Brands need to find new ways to gain zero & first party data

We're here to help when the cookie crumbles

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The future of retail is powered by...

Individuality

Shared values between brands and individuals
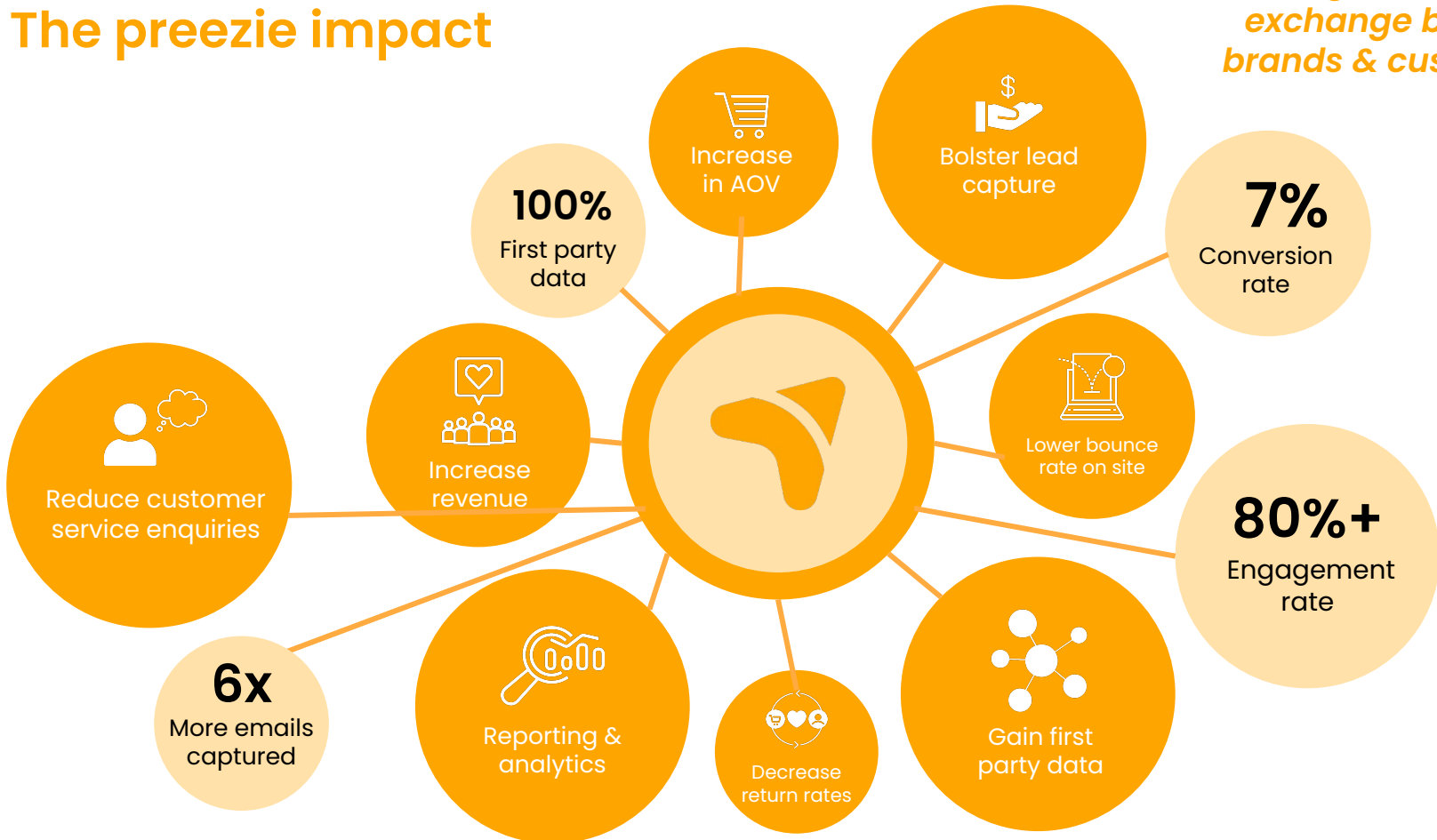
Data transparency

Unique experiences

Shoppers are not just users, they are people with their own identity

Retailers are not just companies, they are brands with a message, story and responsibility

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The preezie impact

Increase in AOV

Bolster lead capture

7% Conversion rate

100% First party data

Lower bounce rate on site

Increase revenue

80%+ Engagement rate

Reduce customer service enquiries

6x More emails captured

Reporting & analytics

Decrease return rates

Gain first party data

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Retail Partners

We've launched preezie experiences across 100+ brands

Fashion	Beauty	Homeliving	Jewellery	Sports & Hobbies	Other
LORNA JANE ACTIVE LIVING	SHAVER SHOP TRANSFORM YOURSELF	GODFREYS	SHIELS HOME OF THE 1 CARAT	SPALDING	BabyBunting
BLUE BUNGALOW	ADOREBEAUTY	Snooze	MOCHA	EVERLAST	Le Specs
CURVY A - K CUP	CURRENTBODY THE BEAUTY DEVICE EXPERTS	Miss Amara	OPALS DOWN UNDER	bayside	DALSTRONG
BLACK PEPPER	OZ HAIR & BEAUTY	ICON BY DESIGN		Guitar Center	matchbox
Triumph				NICKS WINE MERCHANTS	

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The preezie product stack

1

preezie Journeys

Interact with shoppers at the right moment, time and place

2

Analytics Dashboard

Transform data analytics & insights into business growth

3

Profiler

Captures more emails with hyper segmentation, profiling & personalisation
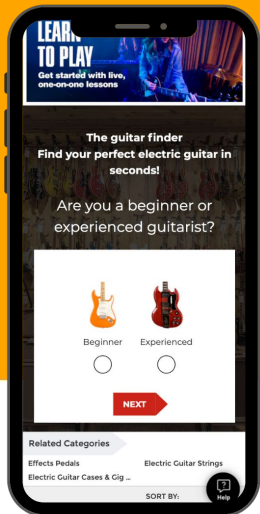
4

In-store Concierge

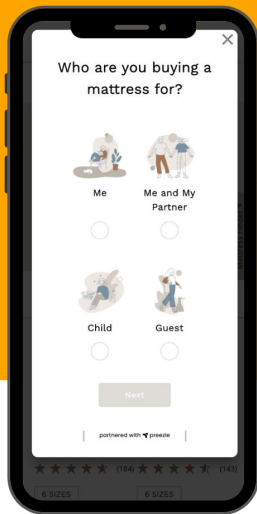Make it a memorable in-store experience with self-guided assistance

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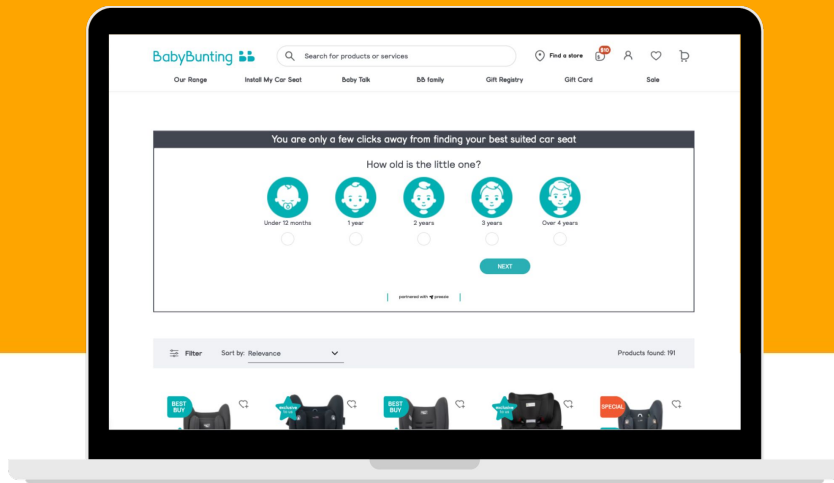# Build personalised journeys to individualise every customer experience

Gain expert advice
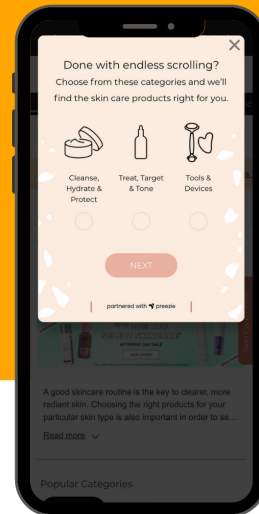
Choose from a large suite of design templates

Secure your own first party data

Guitar Finder

Mattress Assistant

Baby Car Seat Finder

Skincare quiz

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Individual Lead Information

Lead Name:	Michael Tutek
Lead Mobile Number:	+61 401 356 174
Lead Email:	michael.tutek@preezie.com

Results

Rank	Product	Score
1	Classic slim fit black shirt	100%
2	black fancy shirt 300	92%
3	Slim comfort black shirt	78%

Lead Answers & Responses

Question	Answer	Duration
What are you looking for?	Shirt	3 seconds
What fit do you fancy?	Slim Fit	2 seconds
What is the occasion?	Weekend	3 seconds
What kind of person are you?	Social	6 seconds
What colour?	Black	5 seconds

Profiler

Capture meaningful customer data with a customer first approach and uncapped hypersegmentation.

Connect all questions, answers, product recommendations, scores and more to a shoppers profile and your marketing automation platform.

Take personalisation to a new level with genuine & authentic interactions
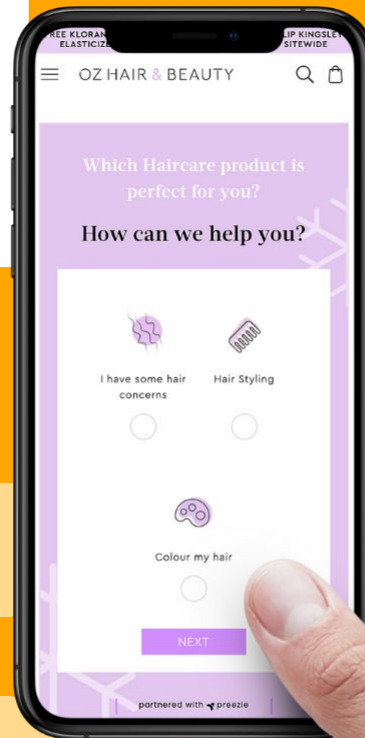
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Customer service, done differently

In-store concierge

Engage with your shoppers through a device (mobile, tablet or iPad), and understand their needs to create a memorable in-store experience

OZ HAIR & BEAUTY   Canon

Digitise additional CS in store

Unify omni-channel data

Cost effective to you

Value adding to your customers

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Get started

01
Meet your dedicated preezie team

Discovery & onboarding with customer success & technical support

02
Get started & import your data

Choose your first category & share your data feed with preezie

03
Build your journey

Create, style & mockup your journeys

04
Launch

Copy & paste your JS into your website

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Implementation

From 2 – 6 weeks

Dedicated CSM Team

Industry knowledge to build customized journeys
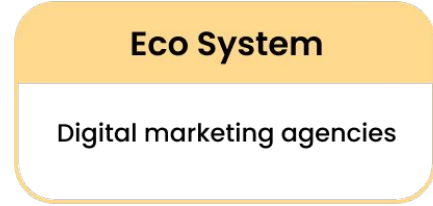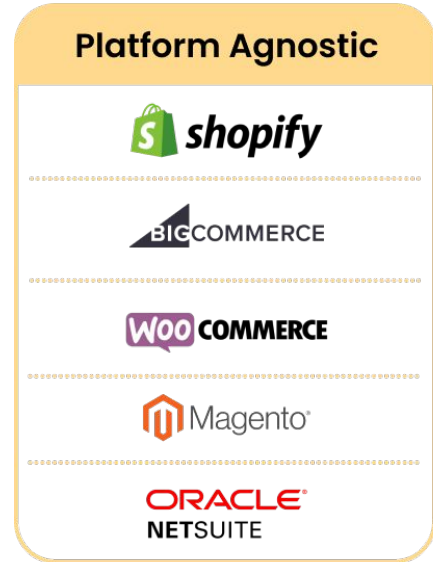
Fortnightly & Monthly Reviews

On-going support

Customized journeys

Continuous optimization, advanced analytics, best practice, psychological behavioral approach

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Commercials & Packages

	Bronze	Silver	Gold	Platinum
Usage				
# of Completions	3,000	10,000	30,000	Unlimited
# of Domains	1	2	3	Unlimited
# of Journeys	Unlimited	Unlimited	Unlimited	Unlimited
# of Users	Unlimited	Unlimited	Unlimited	Unlimited
Onboarding				
Setup & intergration	✓	✓	✓	Custom
Journeys built by preezie	Up to 2	Up to 5	Up to 10	Custom
Platform training	✓	✓	✓	Custom
Behavioral psychology	✕	✕	✓	Custom
Service & Support				
Review cadence & resource	Quarterly Dedicated CSM	Monthly Dedicated CSM & AM	Fortnightly Dedicated CSM & AM	Custom
Best practice reviews, email & phone support	✓	✓	✓	Custom
Advanced & strategic support	✕	✕	✓	Custom

Licence, service and maintenance cost subject to terms of service

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Features

	Bronze	Silver	Gold	Platinum
FEATURES				
Email captures	✓	✓	✓	✓
Pop-ups/Exit intents	✓	✓	✓	✓
Calls to action	✓	✓	✓	✓
DATA & REPORTING				
Dashboard	✓	✓	✓	✓
Q&A, results & lead reporting	✓	✓	✓	✓
Pixel integration	✓	✓	✓	✓
Advanced analytics*	✕	✓	✓	✓
INTEGRATIONS				
Klaviyo API	✓	✓	✓	✓
Zapier API	✓	✓	✓	✓
Advanced integrations**	✕	✓	✓	✓

Licence, service and maintenance cost subject to terms of service
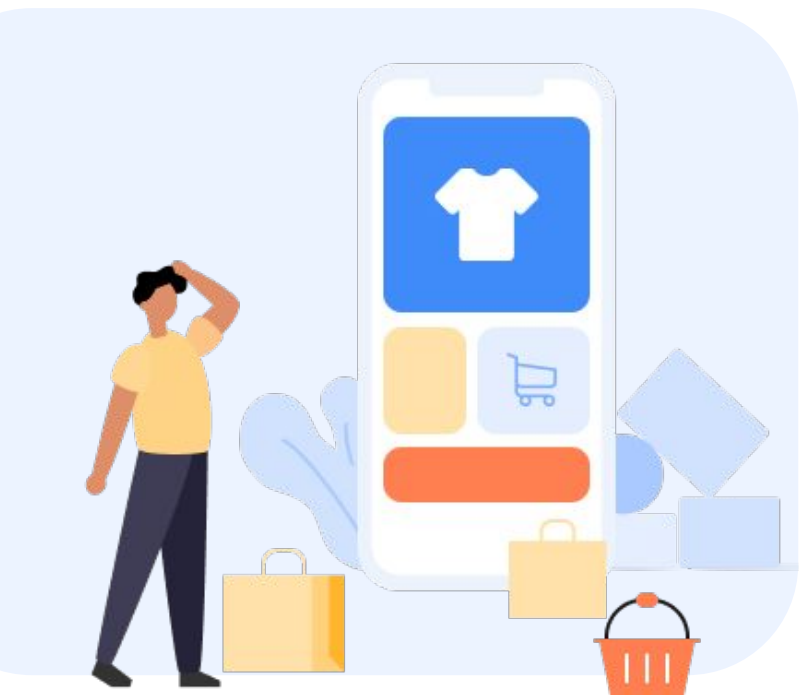
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The future of retail is powered by individuality

Q&A
Got any questions?
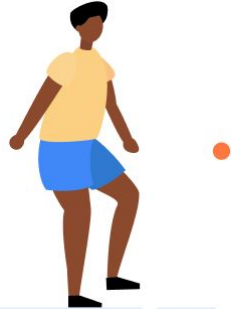
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Thank you

Let us help you build your first journey

Contact us

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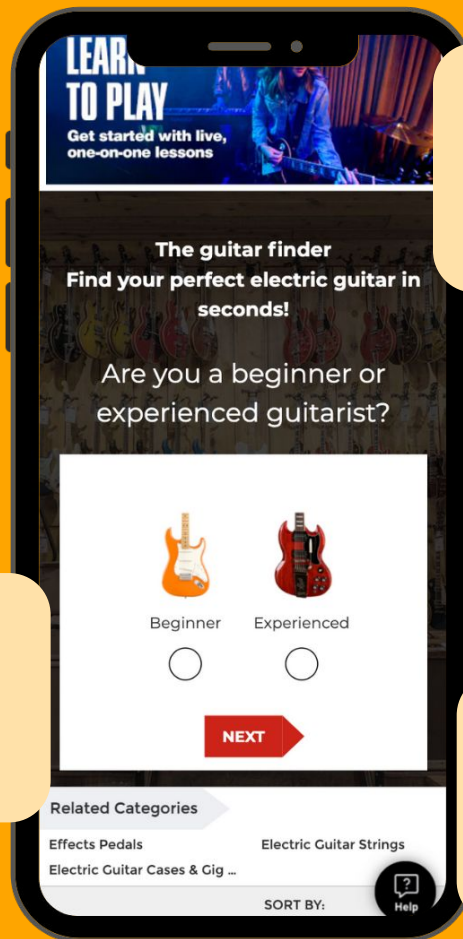
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Case Study Guitar Centre

Challenge
Help online customers select the type of instrument, software or recording gear they need to achieve their musical goals.

377%
uplift in Conversion Rate

21%
Revenue through preezie

106x
Return on Investment

"It has enabled us to create journeys that deliver individualised experiences, as a result we have discovered that beginner musicians spend up to 25% more when using preezie."

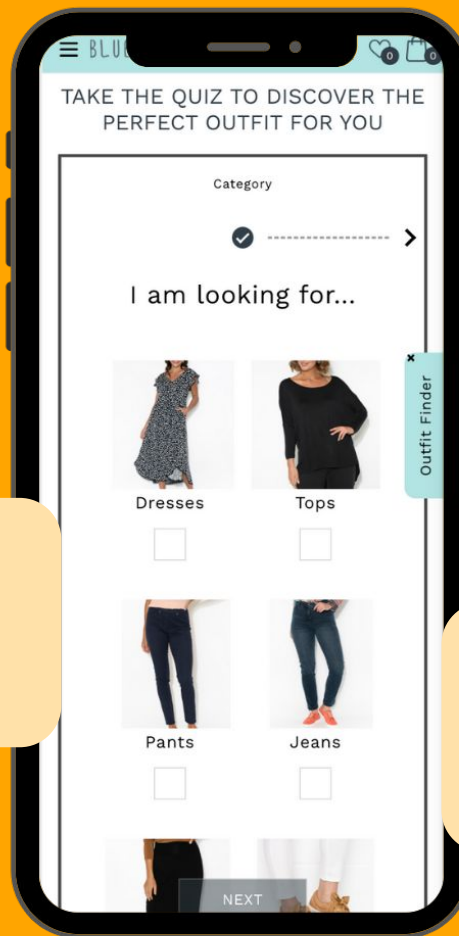*-David Lawrence, eCommerce Strategic Initiatives Director of Guitar Center.*

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Case Study
Blue Bungalow

Challenge

Help their core market demographic discover their perfect product from a range of 5,000+ offerings.

TAKE THE QUIZ TO DISCOVER THE PERFECT OUTFIT FOR YOU

Category

I am looking for...

Dresses

Tops

Pants

Jeans

NEXT

377%
uplift in Conversion Rate

21%
Revenue through preezie

106x
Return on Investment