

Drive more revenue and  
improve conversion rates

# THROUGH A MORE PERSONALIZED EXPERIENCE

driven by intelligent use of data



## EPICA PLATFORM

### ALL-IN-ONE PACKAGED MACHINE LEARNING CUSTOMER PREDICTION PLATFORM

Build audiences, learn from them and deliver real-time predictions automatically integrated with personalized customer experience solutions.

### ▶ WHAT EPICA PLATFORM OFFERS?

Enables seamless experiences driven by intelligent use of transactional and behavioral data processed with Machine Learning algorithms with no coding requirements, 100% legally compliant.

▲ **15%**

#### REDUCTION ON ABANDONED CARTS

Relevant Recommendations that build confidence by recommending products based on shoppers' needs, preferences and fit.

▲ **25%**

#### REVENUE BUMP

Differentiated Personalization that allows digital portals recognize customers to create relevant displays for every interaction.

▲ **30%**

#### CONVERSION RATE INCREASE

Real-time engagement that customizes experience to reflect current context, previous purchases and shopping behavior.

## WHAT OUR CUSTOMERS ARE SAYING



EPICA PLATFORM HAS HELPED US TO **IMPROVE OUR RE-MARKETING STRATEGY,** NOW WE ARE REACHING MANY MORE CLIENTS THAT WE WERE LOOSING BEFORE



**ANDRÉS CALVO** / ecommerce manager / Samsung

**FACTS:** +1M users ID were captured, with over **300% CTR improvements.**



SAMSUNG



BestDay

Rappi

## HOW IT WORKS - ONE PLATFORM FOR MULTIPLE STAGES.

### HISTORICAL DATA

#### CAPTURE

*Data Collection*

Every visitor provides valuable data from the first click until it leaves.

#### UNIFY

*Audience Clusterization*

Most of current data is spread and out of control, making the learning process impossible.

### PREDICTIVE DATA

#### PREDICT

*Machine Learning*

Algorithms trained by over a million stores to find patterns on your owned data.

#### PERSONALIZE

*Real-Time Recommendations*

Display products that the customer is most likely to purchase.

**EPICA**  
SHORTLY

Captures every piece of data even if landing in a third party store from a URL you own.

**EPICA**  
JOURNEYS CDP

Integrates and clusterize audiences from siloed data channels.

**SOPHIA**<sup>®</sup>  
PREDICTION ENGINE

Determines the customer's next likely purchase on your store.

**EPICA**  
RECOMMENDER

Delivers automatically personalized offers suggestions.

## EPICA All in One

EPICA Platform is a Microsoft Azure native platform which makes the data transfer highly secured, easy to integrate with Microsoft clients and reduces costs of infrastructure for data storage.

**EPICA**  
POWER OF PREDICTION

**LEARN MORE**

Send an email to [info@epica.ai](mailto:info@epica.ai)  
or schedule a **DEMO** in our webpage [www.epica.ai](http://www.epica.ai)