



Advanced Intelligence Algorithm Engine

PERSONALIZATION

X/UP-SELL

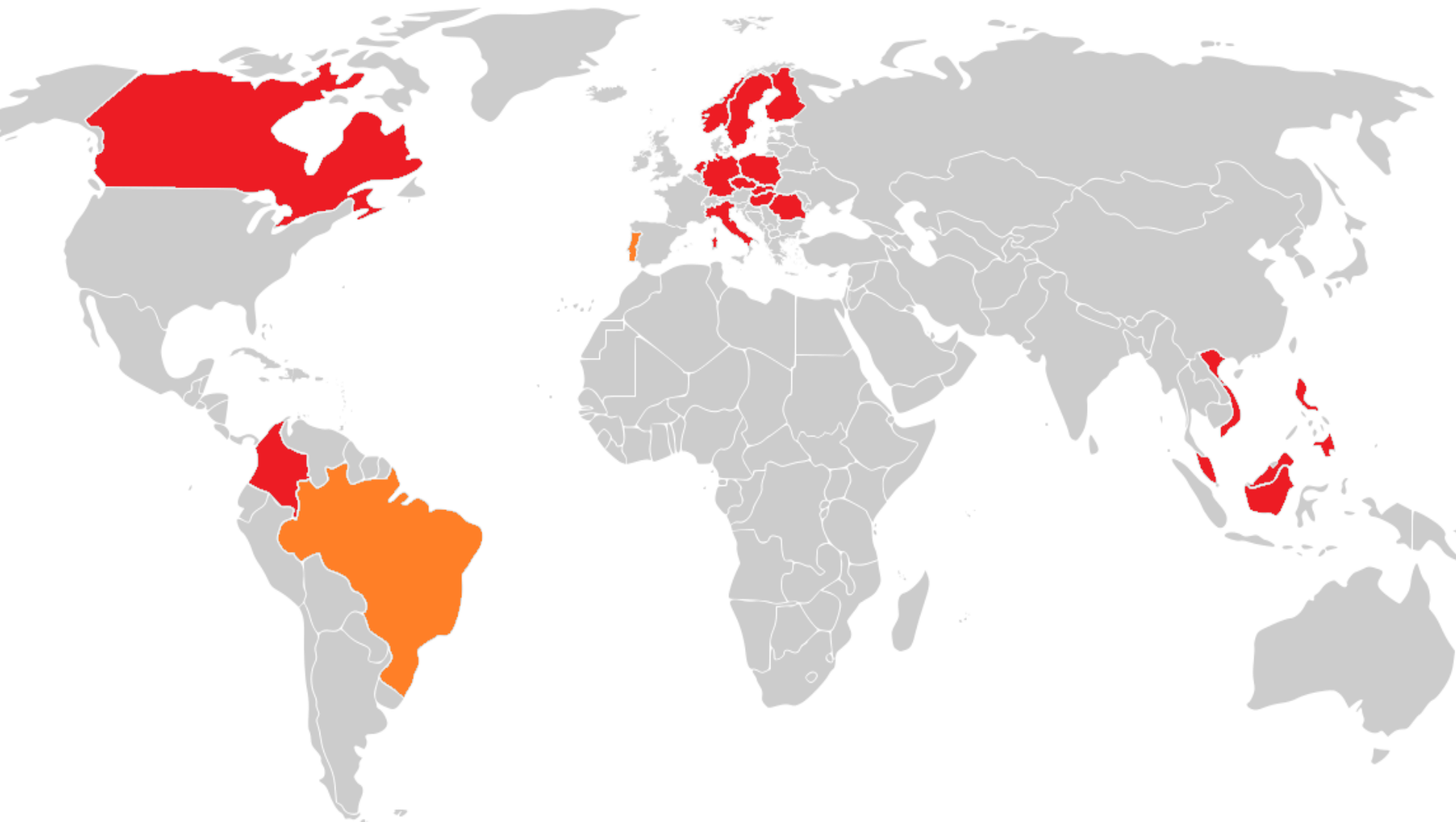
SEARCH

21% AVERAGE REVENUE INCREASE

Results based on proven A/B testing



WE ARE STRONG INTERNATIONAL PLAYER SINCE 2016



Czech company
#1 in our region

Branch in Romania
for CEE operations

Founded by
math scientist, top
expert in personalization

We are key player in
digital boost and
eCommerce



OUR AI ENGINE IS USED BY THE BIGGEST BRANDS

ECOMMERCE

Dr.Max⁺

insportline



expert



Mountfield



NESPRESSO

+ 100
others

DIGITAL



UniCredit



YVES ROCHER



SKUPINA ČEZ

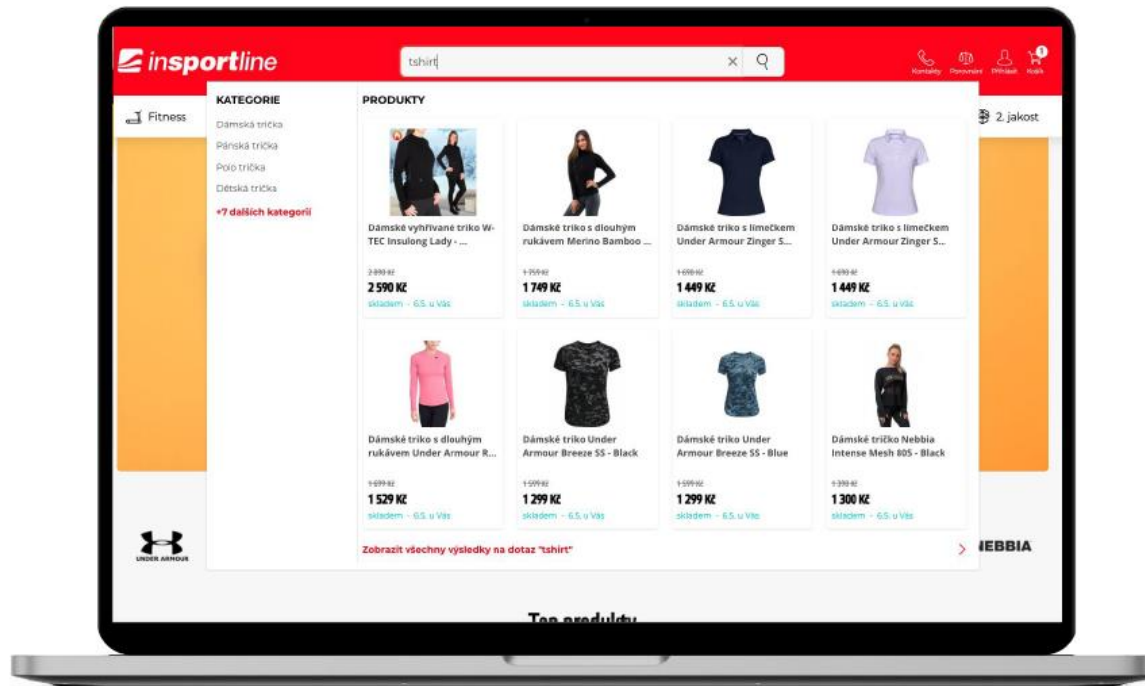
Cestovní kancelář
FISCHER

PERSOO IS AN UNIQUE TOOL TO BOOST REVENUES

About us

Persoo is advanced AI-based search & recommendation technology for e-shops and corporate websites.





It recognizes customer's needs and preferences in real time to offer truly personalized search results and allows to x/up-sell other relevant products suiting the customer needs.





OUR ENGINE IS BASED ON ADVANCED AI

WE DISPLAY WHAT IS GOING TO BE SOLD!

-  WE PROFILE YOUR CUSTOMER REAL-TIME
-  WE DEEPLY KNOW YOUR CUSTOMER
-  WE KNOW ALL HIS PREFERENCES
-  WE KNOW EXACTLY WHAT TO OFFER

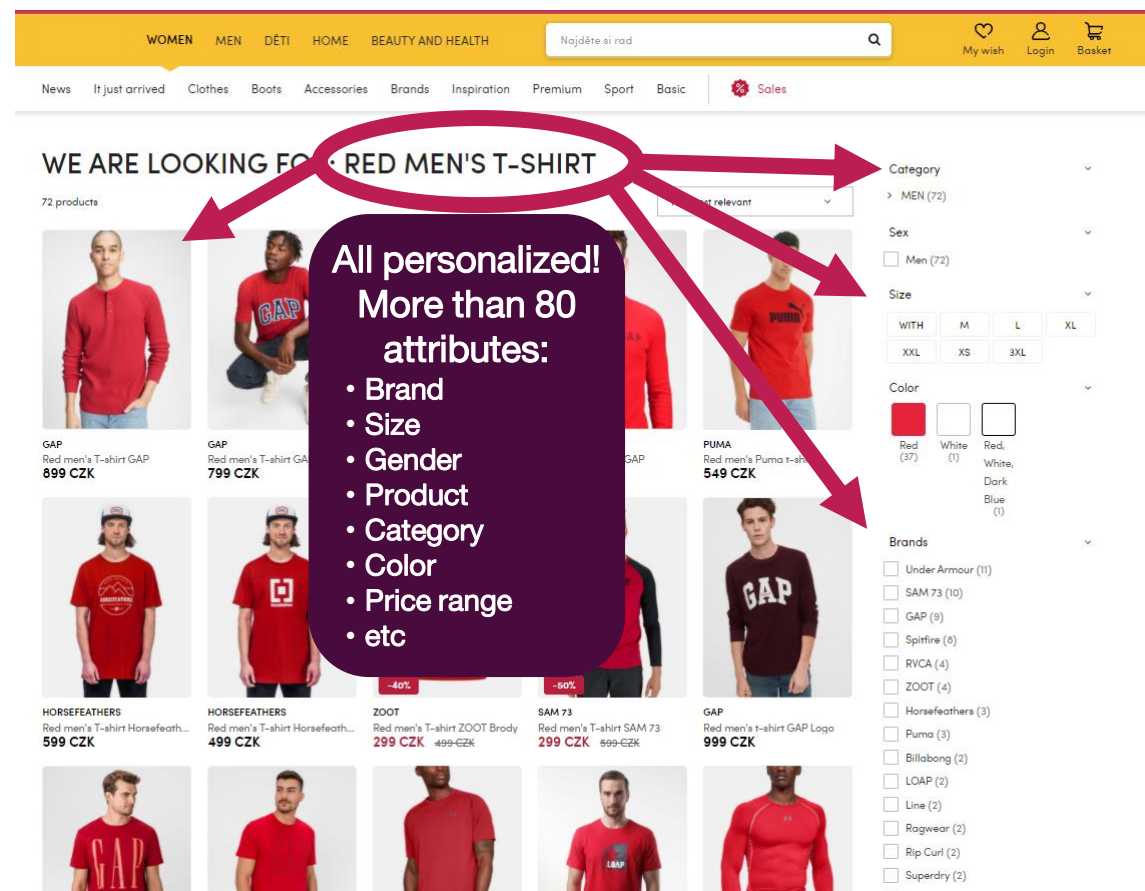
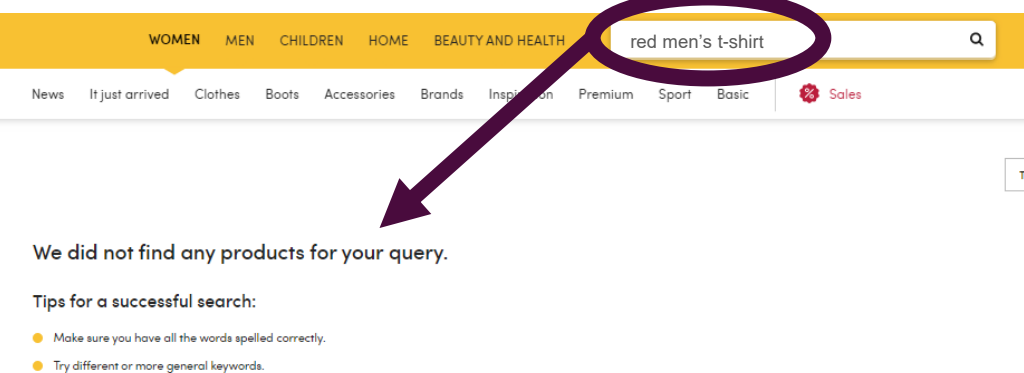
 WE INCREASE YOUR REVENUE





OUR AI BASED PERSONALIZED SEARCH IN E-COMMERCE SEGMENT

BEFORE





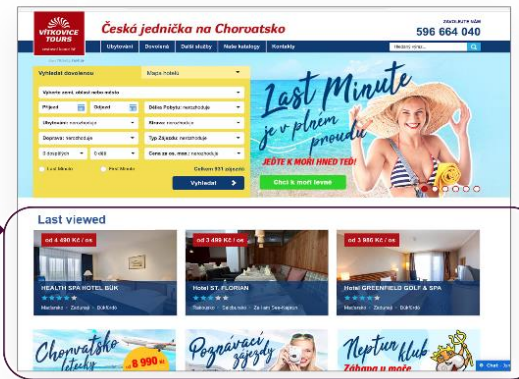
OUR OTHER PERSONALIZATION PRODUCTS HELP TO BOOST REVENUE

Top products on homepage



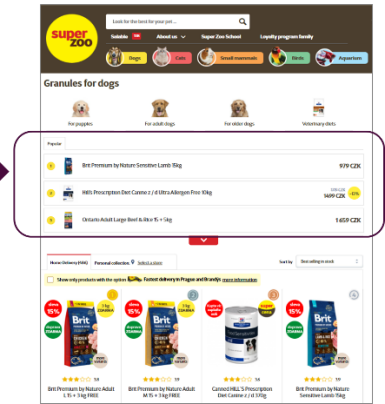
Dynamically displayed based on profiles or margin

Last viewed on homepage



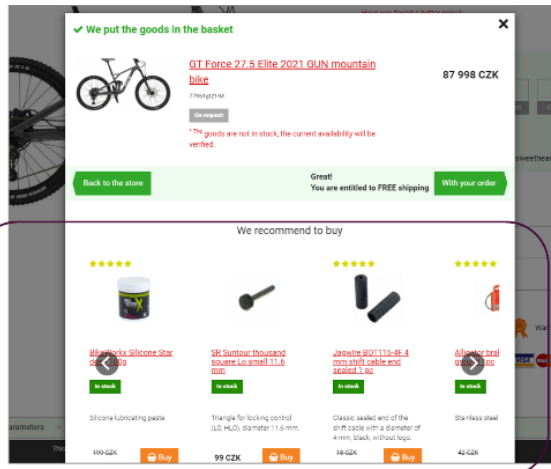
Automated powerful displaying

Popular products in categories



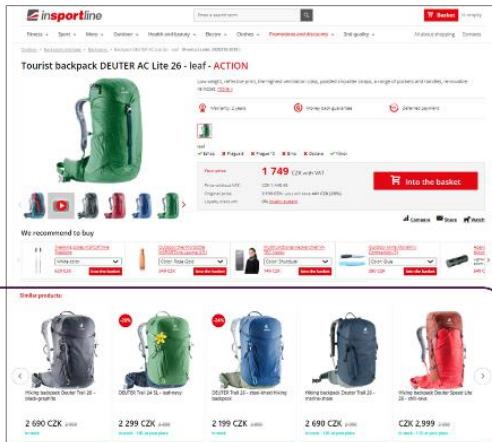
Displayed based on profiles or margin

Recommendation in (pre)/basket



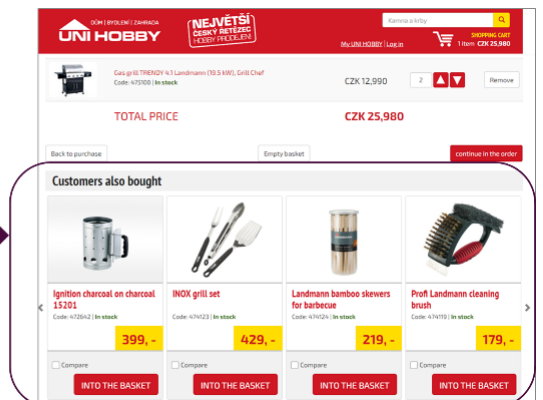
Calculated and displayed based on profiling

Alternative products



Displayed based on profiles or margin

Others buy



Dynamically displayed based on profiles or margin



EXACT SEARCH - MOST POWERFUL SALES TOOL

Recognition of customer's needs and preferences in real time to offer truly personalized search results

Dr.Max
Drogeria

Twarz Ciało Włosy



KU

Multivitamin for diety

SZUKAJ

KATEGORIE

Multivitaminy

PRODUKTY

	Multivitamin Senior Dr. Max, suplement diety, 60 tabletek	Dostępny	28,99 zł
	Multivitamin Premium Dr. Max, suplement diety, 60 tabletek	Dostępny	29,99 zł
	Viridian Fertility For Men, suplement diety, 60 kapsulek	Dostępny	75,98 zł
	Viridian Fertility For Men, suplement diety, 120 kapsulek	Dostępny	129,99 zł



TOP PRODUCTS - X/UP SELL ON HOMEPAGE

Dynamically displayed based on profiles or margin

516 770 100 E-shop E-recipe Democentra Benefits card Pharmacies Counseling Career About us Order status Log in

Dr.Max+ Enter a product name, brand, or health issue SEARCH

Promotions and discounts Dr.Max products Health and medicine Dietary Supplements Mother and baby Beauty and care Healthy food For athletes Medical supplies For animals Natural drugstore Protective equipment

Book an e-recipe online
Find the nearest pharmacy that has medicines in stock and book them.

Skin Consult AI
An algorithm for diagnosing skin aging developed with dermatologists.

V září jsme pro Vás **snížili doplatky až o 100%**
Flyer events
Valid from 1.9.2021 to 30.9.2021.

Get to know the new generation of cosmetic care.
Its main motto is respect for the environment and harmony with nature.

Top products

<p>Action -15%</p> <p>Artery 120 tablet</p> <p>449 CZK 529 CZK ⓘ</p> <p>Into the basket</p>	<p>Action -19%</p> <p>Vieste Kurkumin-piperin Plus 60 capsules</p> <p>259 CZK 319 CZK ⓘ</p> <p>Into the basket</p>	<p>Action -40CZK</p> <p>Ibalgin 400 mg 100 tablet</p> <p>119 CZK 159 CZK ⓘ</p> <p>Into the basket</p>	<p>Tena Lady Pants Plus Creme Medium incontinence panties 9 pcs</p> <p>169 CZK ⓘ</p> <p>Into the basket</p>	<p>Action -15%</p> <p>Paranit Preventive spray against everything 100 ml</p> <p>271 CZK 319 CZK ⓘ</p> <p>Into the basket</p>	<p>Action -34%</p> <p>Truelife Pulse digital pressure gauge</p> <p>790 CZK 1190 CZK ⓘ</p> <p>Into the basket</p>
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LAST VIEWED - X/UP SELL ON HOMEPAGE

VÍTKOVICE TOURS
cestovní kancelář

Česká jednička na Chorvatsko

ZAVOLEJTE NÁM
596 664 040

Ubytování | Dovolená | Další služby | Naše katalogy | Kontakty

Hledaný výraz...

člen TRAVEL FAMILIEŠ

Vyhledat dovolenou | Mapa hotelů

Vyberte zemi, oblast nebo město

Příjezd Odjezd Délka Pobytu: nerozhoduje

Ubytování: nerozhoduje | Strava: nerozhoduje

Doprava: nerozhoduje | Typ Zájezdu: nerozhoduje

0 dospělých | 0 dětí | Cena za os. max.: nerozhoduje

Last Minute First Minute Celkem 931 zájezdů

Vyhledat

Last Minute je v plném proudu

JĚDTE K MOŘI HNED TĚD!

Chci k moři levně

Last viewed

od 4 490 Kč / os
HEALTH SPA HOTEL BŮK
★★★★★
Maďarsko > Zadunají > Bükfürdő

od 3 499 Kč / os
Hotel ST. FLORIAN
★★★★★
Rakousko > Salcbursko > Zell am See-Kaprun

od 3 986 Kč / os
Hotel GREENFIELD GOLF & SPA
★★★★★
Maďarsko > Zadunají > Bükfürdő

Chorvatsko letecky od 8 990 Kč

Poznávací zájezdy

Neptun klub Zábava u moře

Chat - Jsou

Automated
powerful
displaying



POPULAR PRODUCTS - X/UP SELL IN CATEGORIES

Displayed based on profiles or margin

super ZOO

Look for the best for your pet ...

Salable 108 About us Super Zoo School Loyalty program family

Dogs Cats Small mammals Birds Aquarium

Granules for dogs

For puppies For adult dogs For older dogs Veterinary diets

Popular

1		Brit Premium by Nature Sensitive Lamb 15kg	979 CZK
2		Hill's Prescription Diet Canine z / d Ultra Allergen Free 10kg	1279 CZK 1499 CZK -13%
3		Ontario Adult Large Beef & Rice 15 + 5kg	1659 CZK

Home Delivery (486) Personal collection: Select a store Sort by Best selling in stock

Show only products with the option Fastest delivery in Prague and Brandyš [more information](#)

 sleva 15% doprava ZDARMA 3 kg ZDARMA more variants 3.8	 sleva 15% doprava ZDARMA 3 kg ZDARMA more variants 3.9	 Kupíte víc zaplatíte méně super cena doprava ZDARMA 3.6	 sleva 15% doprava ZDARMA more variants 3.9
Brit Premium by Nature Adult L 15 + 3 kg FREE	Brit Premium by Nature Adult M 15 + 3 kg FREE	Canned HILL'S Prescription Diet Canine z / d 370g	Brit Premium by Nature Sensitive Lamb 15kg



ALTERNATIVE PRODUCTS - X/UP SELL IN DETAIL OF PRODUCT

inSPORTline Enter a search term **Basket** is empty

Fitness Sport Moto Outdoor Health and beauty Electro Clothes Promotions and discounts 2nd quality All about shopping Contacts

Outdoor > Backpacks and bags > Backpacks > Backpack DEUTER AC Lite 26 - leaf (Product code: 3420316-2019)

Tourist backpack DEUTER AC Lite 26 - leaf - ACTION

Low weight, reflective print, the highest ventilation class, padded shoulder straps, a range of pockets and handles, removable raincoat. [more >](#)

Warranty: 2 years Money back guarantee Deferred payment

leaf
Eshop Prague 5 Prague 10 Brno Ostrava Viskov

Your price: **1 749** CZK with VAT
Price without VAT: CZK 1,445.45
Original price: ~~2 190 CZK~~ - you will save 441 CZK (20%)
Loyalty discount: 0% [loyalty system](#)

Compare Share Watch

We recommend to buy

 White color 629 CZK <input type="button" value="Into the basket"/>	 Color: Rose Gold 349 CZK <input type="button" value="Into the basket"/>	 Color: Shaddusk 149 CZK <input type="button" value="Into the basket"/>	 Color: Blue 280 CZK <input type="button" value="Into the basket"/>	 Light zoom 549 CZK <input type="button" value="Into the basket"/>
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Similar products:

 2 690 CZK 2-990 in stock	 -20% 2 299 CZK 2-890 in stock - 1.10. at your place	 -24% 2 199 CZK 2-890 in stock	 2 690 CZK 2-990 in stock - 1.10. at your place	 CZK 2,999 3-990 in stock - 1.10. at your place
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Displayed based on profiles or margin

RECOMMENDATION - X/UP SELL IN DETAIL IN PRE/BASKET

Calculated and displayed based on profiling

The screenshot shows a shopping cart confirmation window. At the top, it says "We put the goods in the basket" with a green checkmark. Below this, a bicycle is shown with the title "GT Force 27.5 Elite 2021 GUN mountain bike" and a price of "87 998 CZK". The product ID is "77951gt21-M" and there is an "On request" button. A note states: "* The goods are not in stock, the current availability will be verified." Below the bicycle, there are three buttons: "Back to the store", "Great! You are entitled to FREE shipping", and "With your order".

Below the cart confirmation, there is a section titled "We recommend to buy" which displays four recommended products in a grid:

Product Name	Price (CZK)	Availability
BikeWorkx Silicone Star dose 100g	199	In stock
SR Suntour thousand square Lo small 11.6 mm	99	In stock
Jagwire BOT115-4F 4 mm shift cable end sealed 1 pc	18	In stock
Alligator bral group 1 pc	42	In stock


Each product in the recommendation grid includes a star rating (5 stars), a product image, a description, and a "Buy" button.



OTHER BUYS - X/UP SELL IN DETAIL IN BASKET





UNI HOBBY DŮM | BYDLENÍ | ZAHRADA **NEJVĚTŠÍ ČESKÝ ŘETĚZEC HOBBY PRODEJENÍ!** Kamna a krby

My UNI HOBBY | Log in 1 item CZK 25,980

 Gas grill TRENDY 4.1 Landmann (19.5 kW), Grill Chef
Code: 475100 | In stock CZK 12,990 2

TOTAL PRICE CZK 25,980

Customers also bought

 Ignition charcoal on charcoal 15201 Code: 472642 In stock 399,- <input type="checkbox"/> Compare <input type="button" value="INTO THE BASKET"/>	 INOX grill set Code: 474123 In stock 429,- <input type="checkbox"/> Compare <input type="button" value="INTO THE BASKET"/>	 Landmann bamboo skewers for barbecue Code: 474124 In stock 219,- <input type="checkbox"/> Compare <input type="button" value="INTO THE BASKET"/>	 Profi Landmann cleaning brush Code: 474119 In stock 179,- <input type="checkbox"/> Compare <input type="button" value="INTO THE BASKET"/>
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Dynamically displayed based on profiles or margin



PRODUCT FOR CORPORATE

COST REDUCTION

CUSTOMER
EXPERIENCE

DIGITAL
TRANSFORMATION



OUR AI BASED PRODUCT DRIVES CUSTOMER EXPERIENCE

BEFORE

Equa bank

Personal Corporate **branch**

Current account Loans Mortgages Investment Saving Insurance Ab

What you're looking fo

We didn't find anything for this phrase

Try something from the following

- A more general phrase
- Correct typos
- Remove the filters



Equa bank

Personal Corporate

branch

222 010 222

English

Branches and ATMs (52) [Show all](#)

Příbram BRANCH Sřecká 28 261 01 Příbram **OPEN TODAY UNTIL 17:00**

Czech Linden BRANCH Berkova 107/2 47001 Ceska Lipa **OPEN TODAY UNTIL 17:00**

Hradec Králové BRANCH Gočárova třída 549/16 (opposite the YMCA Palace) 500 02 Hradec Králové **OPEN TODAY UNTIL 17:00**

Sites (1) [Show all](#)

News from bank

Account completely free and without conditions.
Now new from 15 years.

More information

Minute loan

from **3.8 %** pa

- Setting the amount of installments
- Online approval within 3 minutes
- Up to CZK 700,000 without security

Current account

0 CZK

- Free selections at home and abroad
- Free and unconditional account

Mortgage for anything

from **1.79 %** pa

- New fixation for 7 and 10 years
- Extraordinary installments free of charge



OUR AI BASED PRODUCT IN DIGITAL SEGMENT DRIVES RELEVANCY

CEZ GROUP HOUSEHOLDS ▾

Come to us | Electricity and gas | Mobile | Technology | Services

Switch to CEZ 🔍 Sustainability

SITES

I WANT TO SWITCH TO ČEZ PRODEJ WITH ELECTRICITY [ALL ARTICLES](#)

I WANT TO SWITCH TO ČEZ PRODEJ WITH GAS [ALL ARTICLES](#)

ELECTRICITY AND GAS FROM CZECH

Having energy from one supplier is more convenient, you can have everything in one place.

Accuracy
which drives
sales





OUR AI BASED PRODUCT IN DIGITAL SEGMENT DRIVES RELEVANCY

Relevancy
which drives
customer
satisfaction

The screenshot shows the KB website search interface. At the top left is the KB logo. The search bar contains the word "SEARCH" in large bold letters, with "on KB.cz" below it. A navigation menu at the top includes "MOBILE APPLICATION" and "INTERNET BANKING". Below the search bar, a list of search results is displayed for the query "refinance". Each result includes a title, a category tag, and a "SEARCH" button. The results are:

- Refinance (SEARCH)
- Loan refinancing (Articles)
- Mortgage refinancing (Citizens)
- Mortgages (Citizens)
- Mortgage We will lend you up to 100% of the price (Citizens)
- 2in1 mortgage Up to 800,000 more for anything (Citizens)

At the bottom of the results list, there is a link: [See all 35 results for 'refinance'](#)



OUR AI BASED PRODUCT IN DIGITAL SEGMENT DRIVES BUSINESS

Relevancy
which drives
new business

The screenshot shows the Banka CREDITAS website interface. At the top left is the logo. To the right is a search bar containing the word "Mortgage" with a close button (X). Below the search bar are navigation tabs for "CITIZEN", "FIRM", and "PREMIUM BANKING". The main content area displays search results under the heading "Found pages 31". The results list several mortgage-related pages with their respective interest rates and category links (CITIZEN > MORTGAGES). A "SHOW ALL RESULTS" button is located below the list. At the bottom of the page, there is a yellow banner with the text "MORE INFORMATION" and a partial image of a person in a suit holding a jar labeled "ÚSPORY".

BANKA CREDITAS

Mortgage X

CITIZEN FIRM PREMIUM BANKING

Found pages 31

Mortgages | CITIZEN > MORTGAGES

American mortgage from 3.99% | CITIZEN > MORTGAGES

Housing mortgage from 3.59% | CITIZEN > MORTGAGES

Mortgage for reconstruction and construction from 3.69% | CITIZEN > MORTGAGES

Refinancing from 3.49% | CITIZEN > MORTGAGES

Want more from your bank | CITIZEN

Site Map | CITIZEN

SHOW ALL RESULTS

MORE INFORMATION

ÚSPORY



OUR AI BASED PRODUCT IN DIGITAL SEGMENT DRIVES COSTS DOWN

Relevancy
which drives
costs down.

If customer
finds what he
wants
no calls to call
center is
needed.

The screenshot displays the Equa bank website interface. At the top, the Equa bank logo is visible, along with navigation tabs for 'Personal' and 'Corporate'. A search bar contains the text 'How to block', which is circled in red. Below the search bar, a dropdown menu shows search results under the heading 'Sites (13) Show all'. The results include two frequently asked questions: 'How do I proceed if my card is lost or stolen?' and 'How to proceed in case of loss / theft of the device with the card?'. Below the search results, there is a promotional banner for ATM withdrawals, stating 'Withdrawals from all ATMs at home and abroad for free', with a 'More information' button. The bottom section of the page features three service cards: 'Minute loan' with a rate of 3.8% pa, 'Current account' with 0 CZK, and 'Mortgage for anything' with a rate of 4.49% pa. Each card lists key features and benefits.

Equa bank
Člen skupiny Raiffeisen

Personal Corporate

How to block

222 010 222 English

Sites (13) [Show all](#)

Frequently asked question: How do I proceed if my card is lost or stolen?

Frequently asked question: How to proceed in case of loss / theft of the device with the card?

Withdrawals from all ATMs at home and abroad for free

[More information](#)

Minute loan
from **3.8 % pa**

- Free early repayment
- Guarantee of the lowest installment on the market
- Online approval within 3 minutes

Current account
0 CZK

- Free selections at home and abroad
- Free and unconditional account
- Newly established for 15 years

Mortgage for anything
from **4.49 % pa**

- New fixation for 7 and 10 years
- Extraordinary installments free of charge
- One of the lowest rates on the market



OUR AI BASED PRODUCT IN DIGITAL SEGMENT DRIVES SMART SEARCH

Relevancy
driven by
smart filters.

We do search
in documents
too.

search results
Here you will find what you need

We found this search term
at
45 pages

Price list **SEARCH**

Filters (1) ^

- Documents (45) ✓
- Citizens (40)
- Entrepreneurs and small businesses (13)
- Companies and institutions (7)
- About the bank (4)
- Other (2)
- Support (2)
- Prices and rates (1)
- Articles (1)

KB

[Fund price list - Amundi fund price list pdf](#) **.PDF**



CONSIDER IT DONE!!!

1

INTEGRATION ON
CLIENTS SIDE LESS
THAN
5 MINUTES

2

NO IT CAPACITY
NEEDED, JUST
INPUT SHORT
SCRIPT INTO WEB

3

LAUNCH IN JUST 2
WEEKS TO GET THE
BEST SEARCH ON
THE MARKET



+ 24%

Clothing revenue boost



+ 5%

Electronics revenue boost



+ 34%

Revenue boost in travel

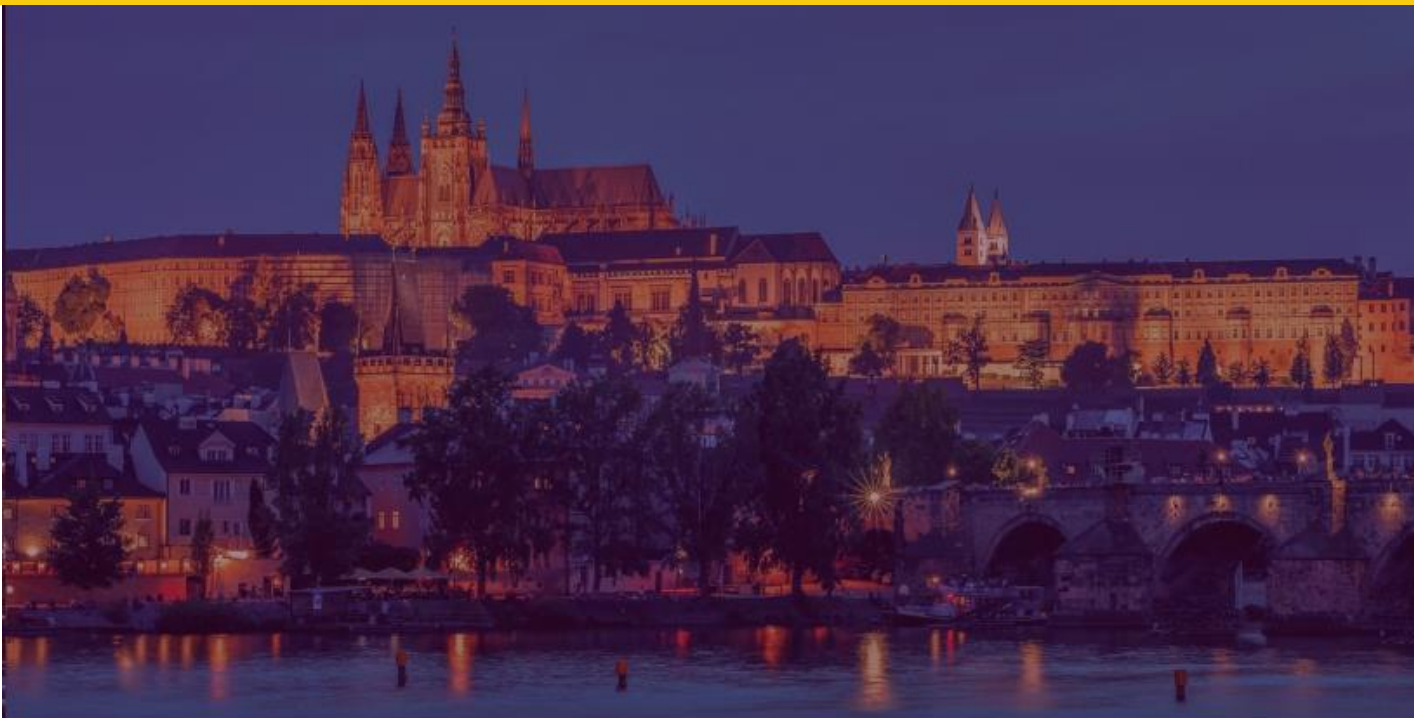


+ 35%

Books revenue boost



CONTACT US!



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120 00