



genetiks Ai

Ai Recommender Engine

PATTERN
RECOGNITION

ARTIFICIAL
INTELLIGENCE



AUTOMATION

MACHINE
LEARNING



NEURAL
NETWORKS

100110
1.10\1
0\01\1
01010

DATA MINING



ALGORITHM



PROBLEM
SOLVING



what is a
recommender
engine?

01

1.1 Create a personalized customer experience

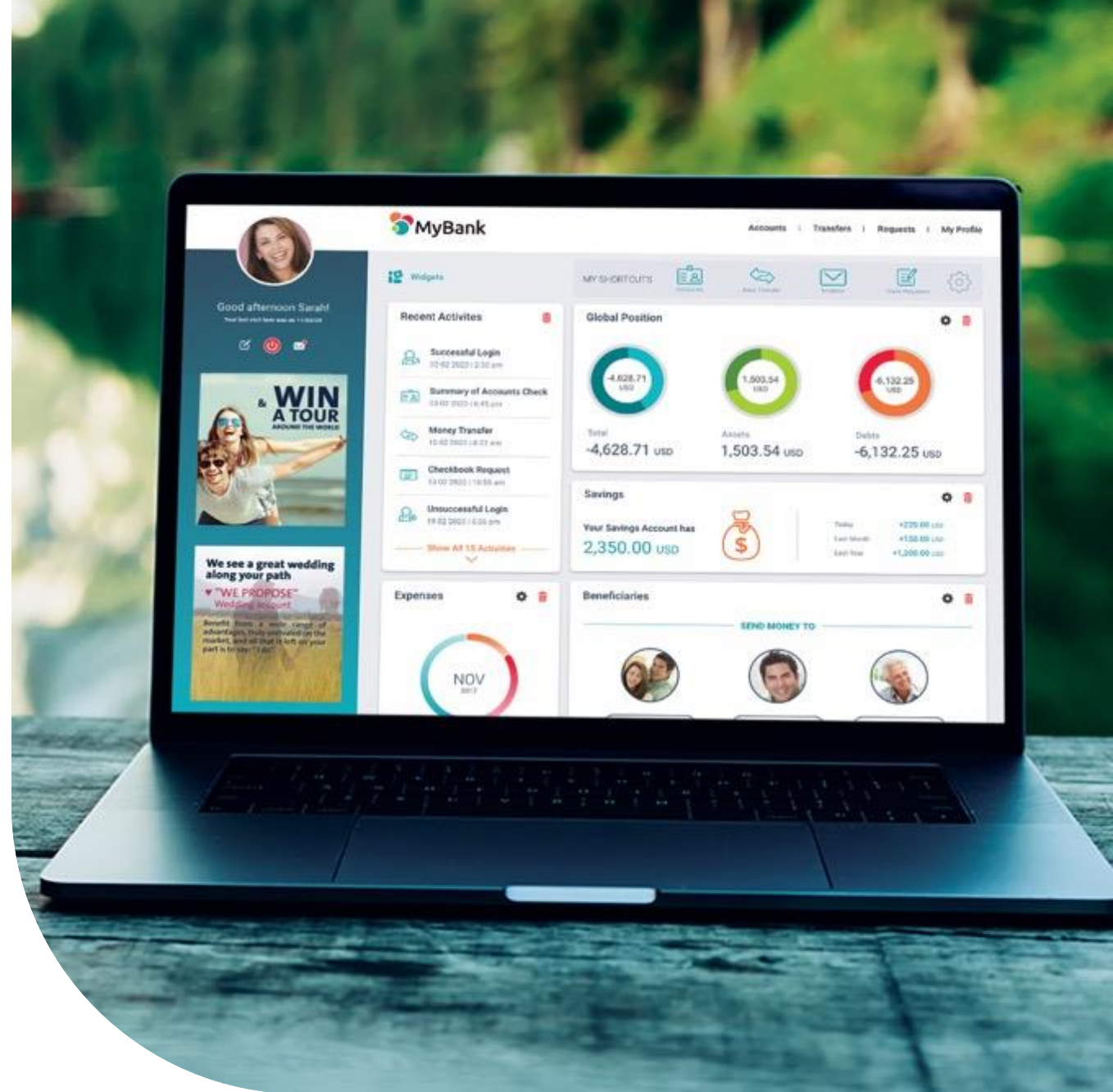
by recommending the right product to the right customer



01. what is a recommender engine?

1.2 Effective and relevant marketing campaigns

Personalize advertisements and push notifications to increase the frequency of visits by repeat users



1.3 Seamless customer experience through the POS, Mobile App and physical visits



1.4 Increased customer loyalty through 1 to 1 attention



1.5 Cross-selling and Upselling performance insights



A man and a woman are sitting at a wooden table in a meeting. The man, on the left, has a beard and is wearing a red and white checkered shirt. He is smiling and looking towards the woman. The woman, on the right, has her hair in a bun and is wearing a blue sleeveless top with a white collar. She is also smiling and looking towards the man. On the table in front of them are a green mug, a laptop, some papers, and a pen holder. The background shows a window with a view of a city.

why
Genetiks Ai
recommender?

02

2.1 Genetiks Ai could fit any business



Retail



Banking and Finance



Insurance



E-Commerce

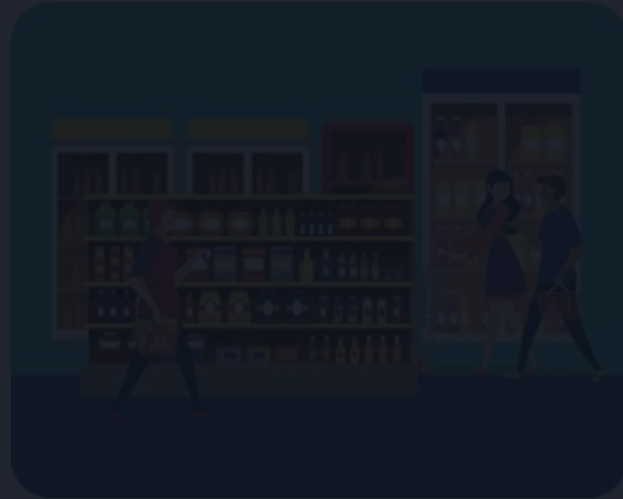


Tourism



Real Estate

2.1 Genetiks Ai could






Retail






E-Commerce

Your Grocery Store




Vegetables

		
2.50	1.00	1.50

Beverages

		
3.00	2.50	2.00

Items you might like

		
5.00	4.50	3.50

ADD TO CART

Tourism

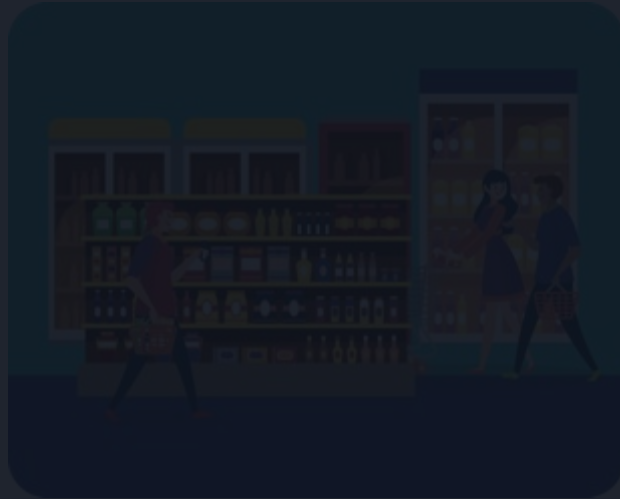


Insurance



Real Estate

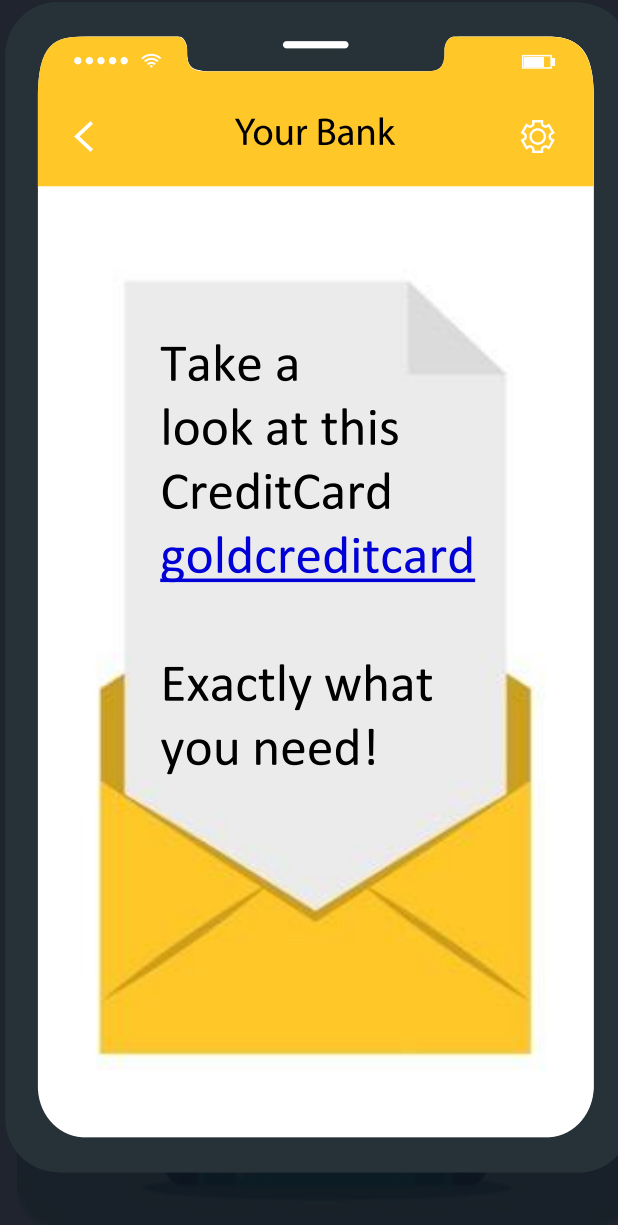
2.1 Genetiks Ai could



Retail



E-Commerce



Tourism



Insurance



Real Estate

2.2 Genetiks Ai is designed to easily integrate with any existing solution

When paired with extensible APIs, this allows seamless integration into any ecosystem



2.3 Genetiks Ai provides an easy to use setup



Step 1

Create an Account



Step 2

Upload your Data



Step 3

Integrate with your Solution

what are
recommend-
ations based
on?

03



Recommendations are based on



User's transactions history



User's profile
(age, gender, marital
status...)



Product details
(supplier, category,
brand...)



Transactions' Locations



Transactions' Period of time

Recommended merchants based on Sarah's purchase history.

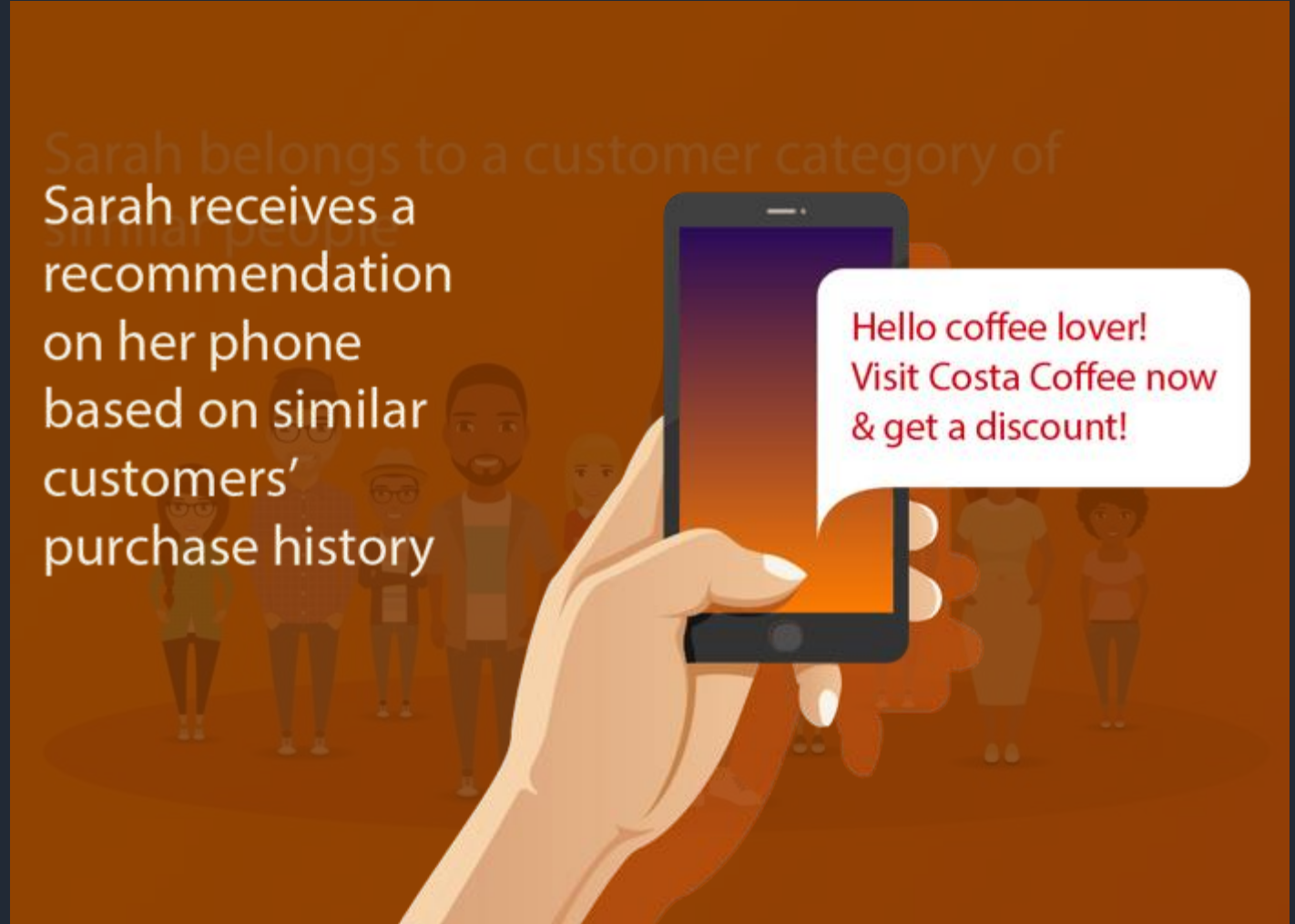
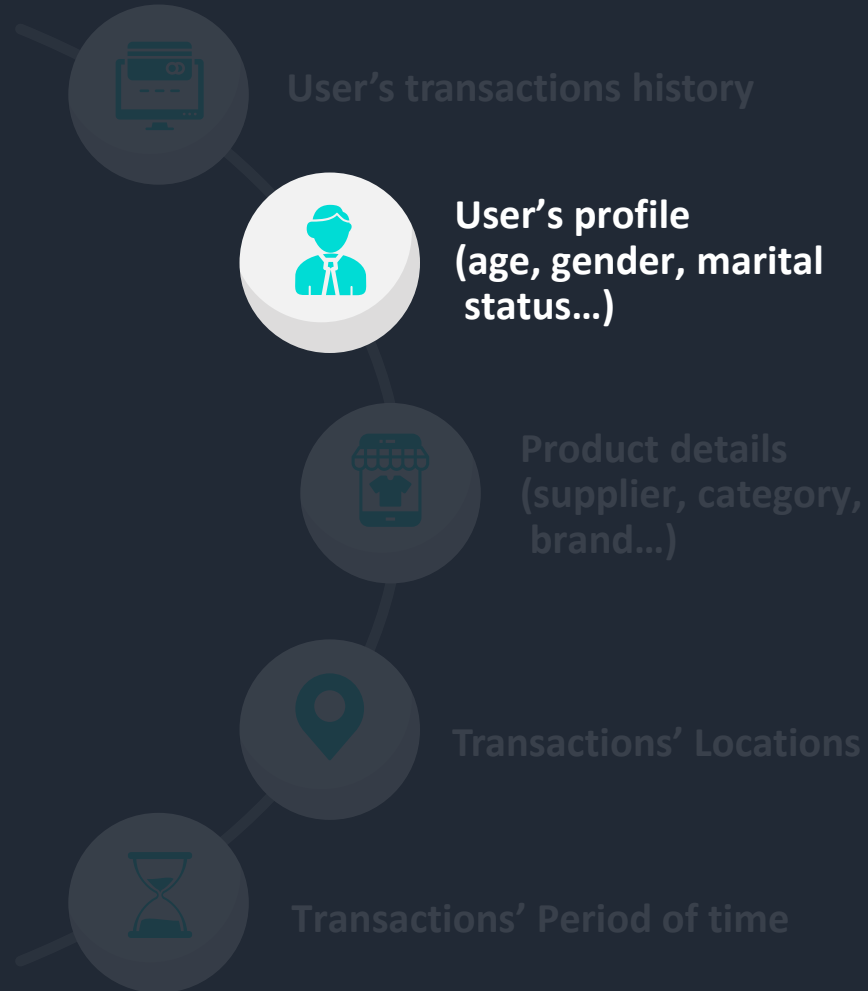
TIFFANY



U.S. POLO ASSN.



Recommendations are based on



Recommendations are based on

User's transactions history

User's profile
(age, gender, marital
status...)

Product details
(supplier, category,
brand...)

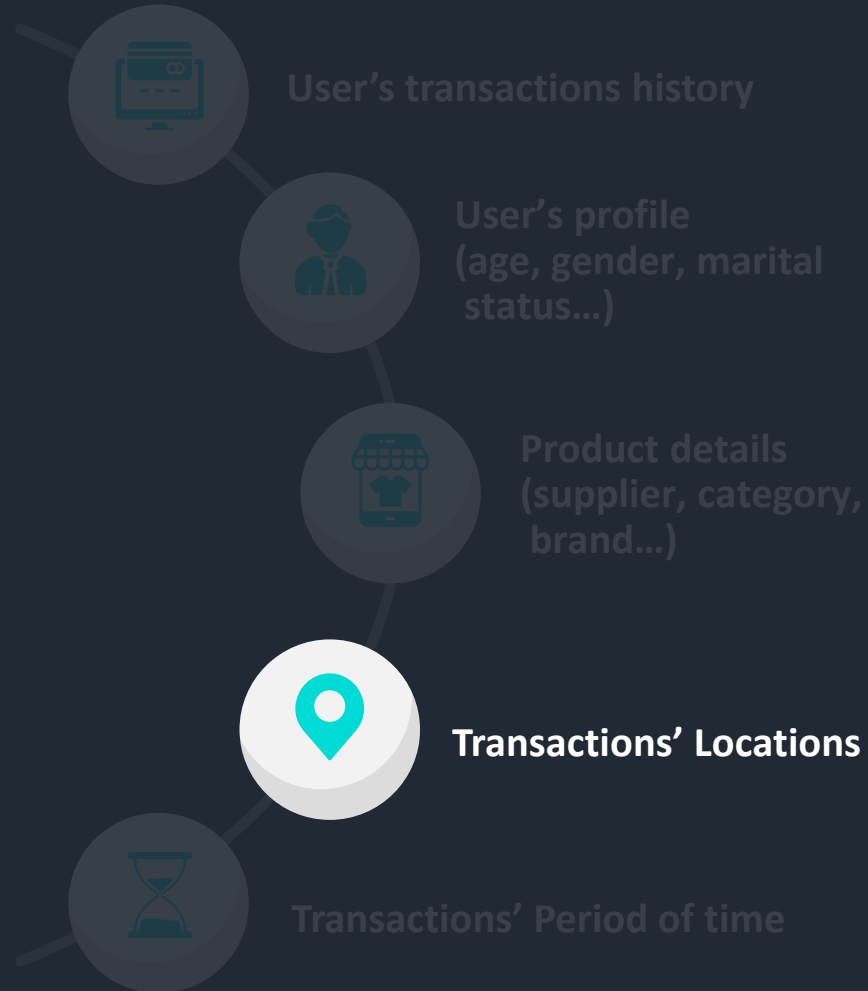
Transactions' Locations

Transactions' Period of time

Improve the
recommendation
accuracy, enhance
the
personalization
and increased
diversity of
recommendations



Recommendations are based on



Sarah is going to Istanbul

Recommendations are based on her profile and on the preferences of similar people when in Istanbul

The illustration shows a hand holding a smartphone. The screen displays two promotional offers in speech bubbles:

- 20% off at US Polo. Benefit Now!**
- 15% off at Tiffany's. Hurry Up!**

The background of the illustration features a silhouette of a woman and a stylized cityscape with a tram, representing the location of Istanbul.

Recommendations are based on



User's transactions history



User's profile
(age, gender, marital
status...)



Product details
(supplier, category,
brand...)



Transactions' Locations

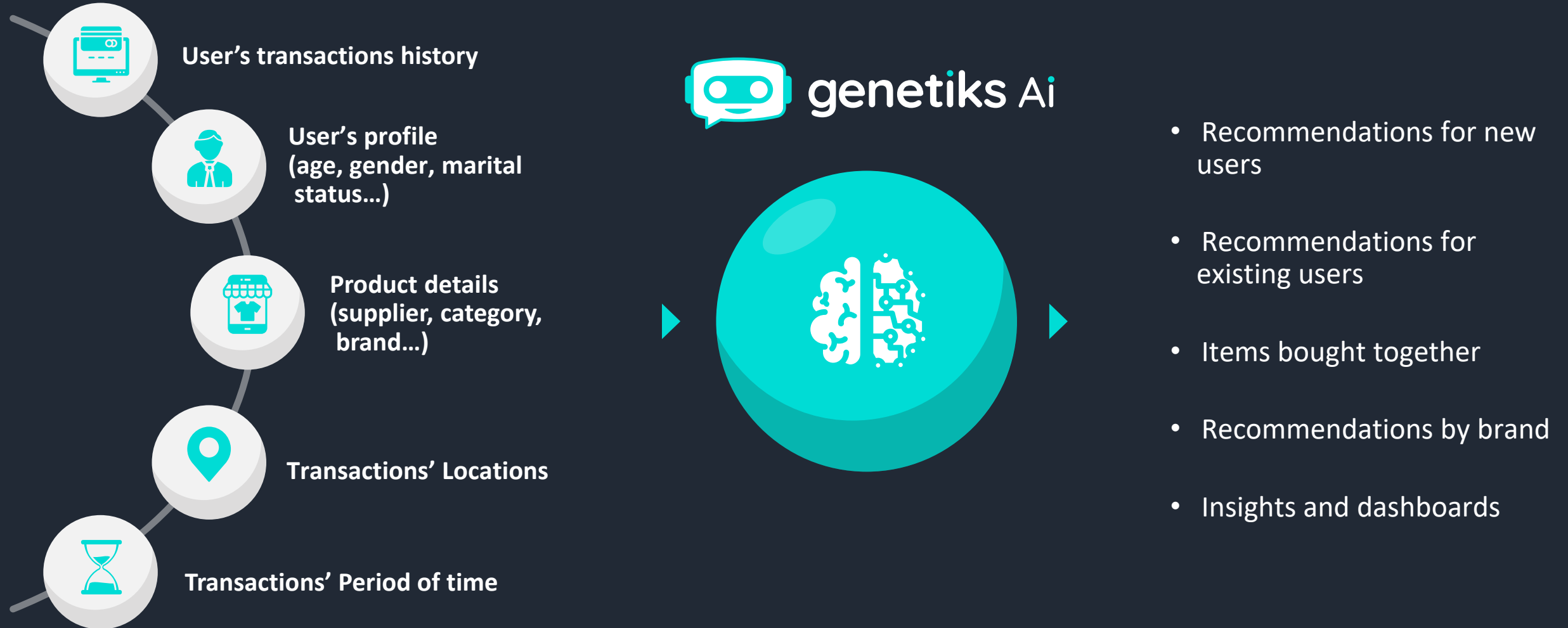


Transactions' Period of time

Sarah goes
on holiday
with her kids



Recommendations are based on



Genetiks Ai Recommender allows you to



Recommend the right product to the right customer which means **'satisfied customers'**



Provide a **personalized experience** for your customers, increasing **the frequency of repeat users**



Base your recommendations on **relevant criteria** (transactions history, profile, location...)

Let's view the



DEMO



upcoming
AI-driven
features

04



04. upcoming AI-driven features

As we move forward, our platform is introducing exciting new features that harness the power of AI to enhance your business operations and drive better results.

Here are the upcoming features:

1

Sales Prediction and Inventory Management Optimization

AI algorithms accurately forecast demand, minimize overstocking and stockouts, and streamline supply chain operations.

2

A/B Testing with AI

Increase conversation rates marketing promotional material (banners, campaigns..) to drive higher engagement and revenue.

Stay ahead with our upcoming AI-powered features for data-driven decisions and business growth.

don't get left behind...

get

Genetiks Ai Recommender

for your business!

Innovate. **NI**TIKS Deliver. Delight.
INTERNATIONAL

Thank you for your attention!