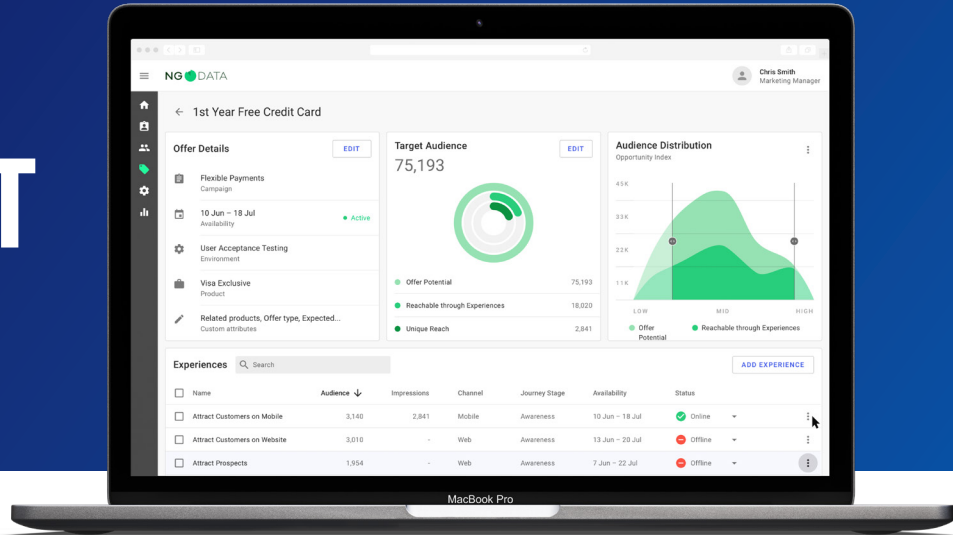


SAY HELLO TO THE

INTELLIGENT ENGAGEMENT PLATFORM

Your data scientist in a box!



A SINGLE PLATFORM TO UNIFY CUSTOMER INTELLIGENCE AND ENGAGE IN REAL-TIME

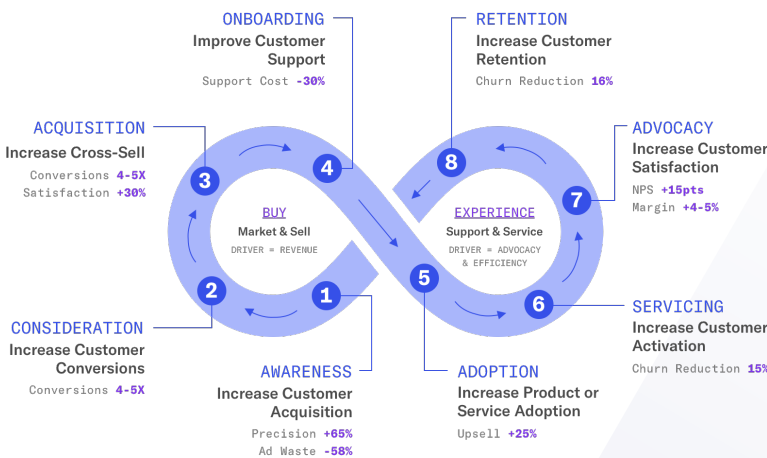
AI-Powered Orchestration
Made Simple for Marketers.
No Coding Required.
No Data Science Needed.

The NGDATA Intelligent Engagement Platform (IEP) delivers a suite of capabilities designed to simplify campaign management with always-on, customer intelligence that powers relevant recommendations with rich personalization throughout the customer experience and across all touchpoints. Because our new Engagement Platform “puts a data scientist in a box” marketers are now empowered and self-sufficient via the UI to create, launch, and see uptake for offers in real-time. No code required.

OUT - OF - THE - BOX SOLUTIONS

Deploy New Use Cases
Faster Than Ever Before

NGDATA and our partners now deliver out-of-the-box solutions by market segment encapsulating use cases with proven results in client installations to hit the ground running with immediate results.



SOLUTIONS OVERVIEW

Our Industry out-of-the-box solutions in Financial Services, Hospitality, Telcom, Media & Entertainment, Utilities, and Retail are built on top of our intelligent engagement platform and enable you to immediately create value at each stage of the customer lifecycle by providing 1:1 omni-channel and real-time engagement.

ACQUISITION & ONBOARDING

Engage Customers Early and Often to Supercharge Advocacy

Attract qualified leads, grow your customers, and increase CLTV during the initial stages of the customer lifecycle by driving audiences to owned channels and delivering 1:1 experiences that engage, inform, and promote your core offerings. Starting customers early on the path to advocacy. Our OOTB solutions leverage our real-time Customer DNA built on top of 1st, 2nd, & 3rd party data.

ACTIVATION

Increase CLTV by Ensuring Customers Are Using the Products and Services They Own

Increase revenue from your products by encouraging customers to use their underutilized products through personalized incentives and education about product features. Our solution listens continuously for changes in usage of products and services to automatically trigger personalized experiences that encourage further use.

RETENTION

Keep Customers in Your Orbit, Not Your Competitors'

Our solutions monitor customer behavior trends, speed of change and inactivity in real-time to predict and identify those customers most likely to leave. These changes in activity and trends automatically trigger the right experience tailored to retaining your customer and driving them back on the path to advocacy.

CROSS-SELL & UPSELL

Deliver the Right Offers to the Right People, in the Right Moment

Open new business opportunities and improve conversion rates through hyper-targeting consumers with engaging, relevant and personalized experiences. Our OOTB solutions use predefined DNA metrics and campaigns to always listen for markers such as life moments, product events, customer needs, and recent interests.

SERVICING & SUPPORT

Turn Customers into Advocates by Providing Personalized Services and Advice

Provide automated and personalized services and advice enabling customers to help themselves resulting in less demand on support teams, higher customer satisfaction, and increased brand loyalty. The NGDATA Platform includes Customer DNA metrics that can be used by support teams to better serve the customer.



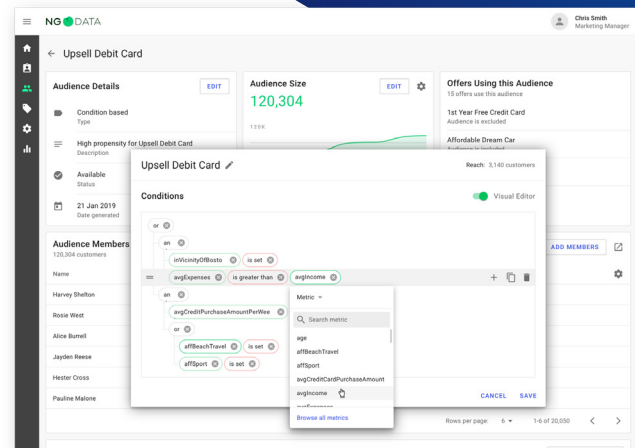
PLATFORM OVERVIEW

AUDIENCES

Deliver the Right Offers to the Right People, at the Right Time

Improve campaign efficiency with on-the-fly audience segmentation tuned to real-time shifts in customer behavior, interactions, preferences, and propensities.

- > Static & Dynamic Audiences

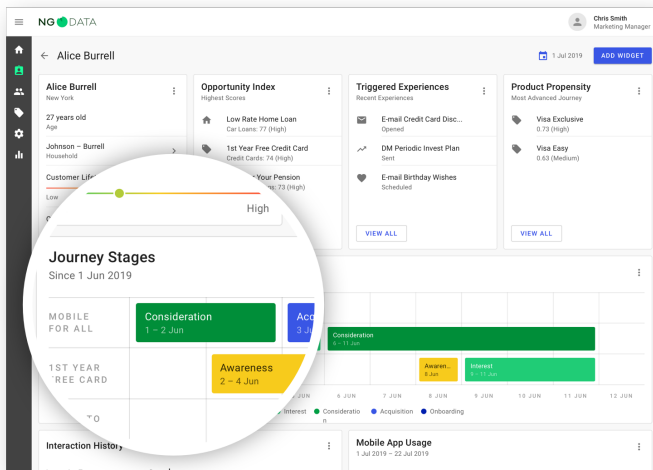


JOURNEY STAGES

Use Journey Stages to Curate Experiences Driven by Real-Time Interactions & Behavior

Map unique experiences to stages in the customer journey so you can onboard, upsell, and cross-sell smarter with meaningful, context-aware 1:1 interactions.

- > Opportunity Prioritization
- > Dynamic Customer Journeys
- > Journey Timelines

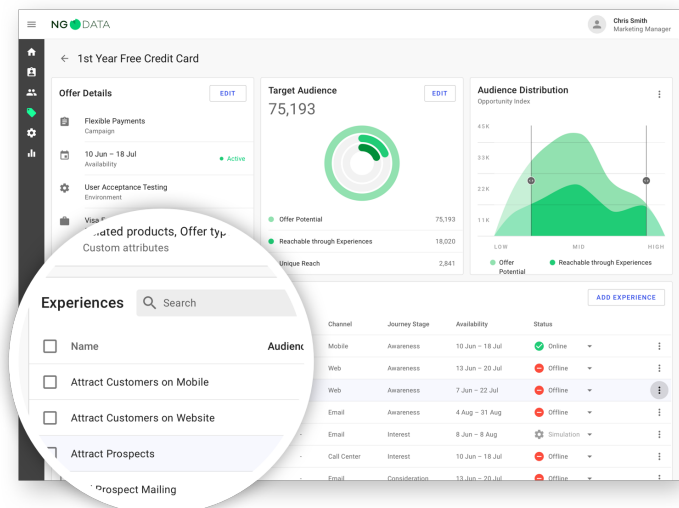


EXPERIENCES

Personalization Across all Your Integrated Channels

Increase campaign conversions & profitability by delivering the most engaging personalized message with every experience and over customers' preferred channels.

- > Dynamic Personalization
- > Context-Aware
- > Channel Orchestration



GOT QUESTIONS? DROP US A LINE.



www.NGDATA.com



sales@ngdata.com

ABOUT NGDATA

Enterprises turn to NGDATA's Intelligent Engagement Platform to uncover emerging opportunities in customer data and for the orchestration of hyper-relevant experiences. Through an intuitive UI, Marketers & business users gain unprecedented access to internal & external data and an AI-powered suite of capabilities to analyze, predict, and orchestrate dynamic 1:1 experiences across millions of customers in real-time. Enabling brands to deliver experiences as unique as the people who receive them, at the time and place they matter most.

Today, NGDATA drives the most relevant customer interactions in the world; with proven results, best practices, and out-of-the-box use-case solutions tailored for data-rich industries including financial services, hospitality, telecom, media & entertainment, utilities, and retail.

Founded in 2012, NGDATA is headquartered in Gent, Belgium and has offices in the United States, Europe, and Asia-Pacific. To learn more visit www.NGDATA.com.