



mindbox

Integrated Platform

for Value-Based
Marketing

About Us



**Launched
in 2006**



**Profitable
and Growing**



**85 Employees
(40 — R&D)**



**136 Billion Profiles
Processed Monthly**

200+ customers

50 published success stories

FMCG



Fashion & Beauty



Electronics



Furniture & DIY



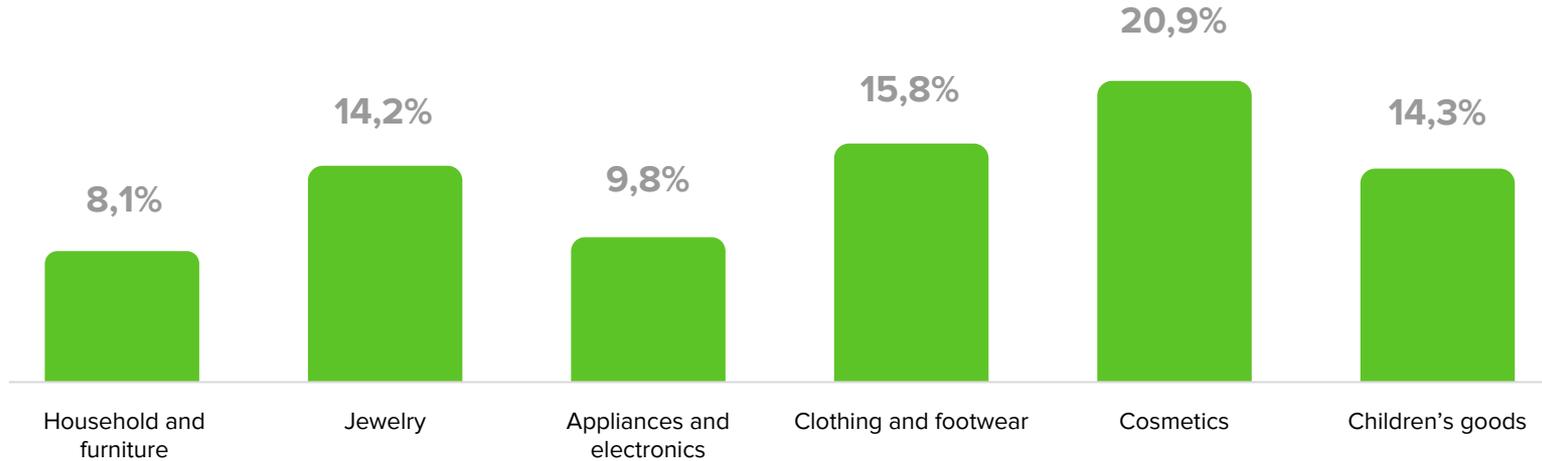
Jewelry



Other



10,3% turnover increase with marketing automation*



*average %, based on Mindbox customers data

Often it starts like this

Well, we need to be more efficient with our existing customers



CEO



*You're right!
But before we need to:*

- 1. Stop spamming customers*
- 2. Integrate data and channels*
- 3. Provide targeted discounts, only when it makes sense*
- 4. ...*



CMO



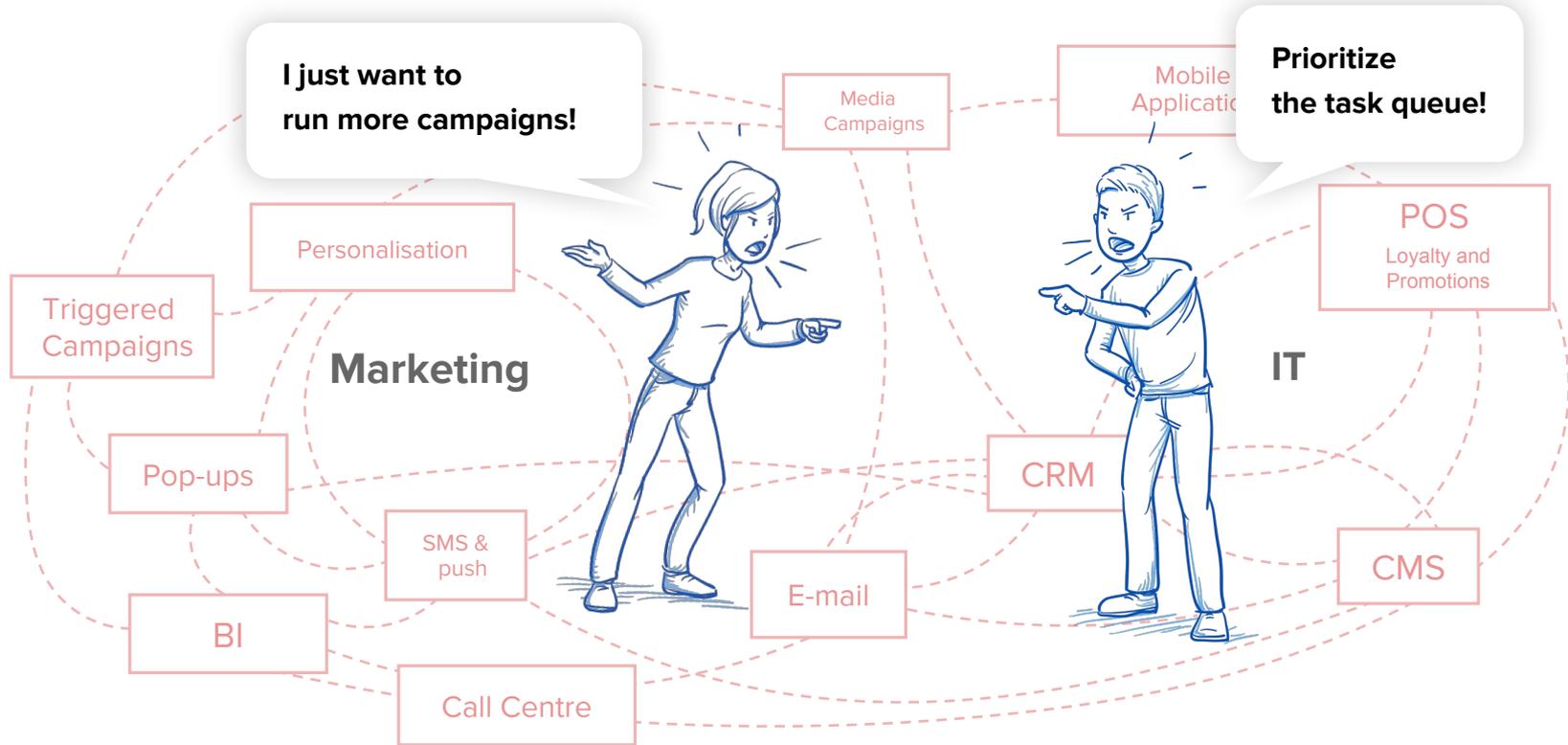
Prioritize tasks, please



CIO

It's hard to do

Marketers want to run more tailored campaigns,
IT runs out of time and resources



How does Mindbox

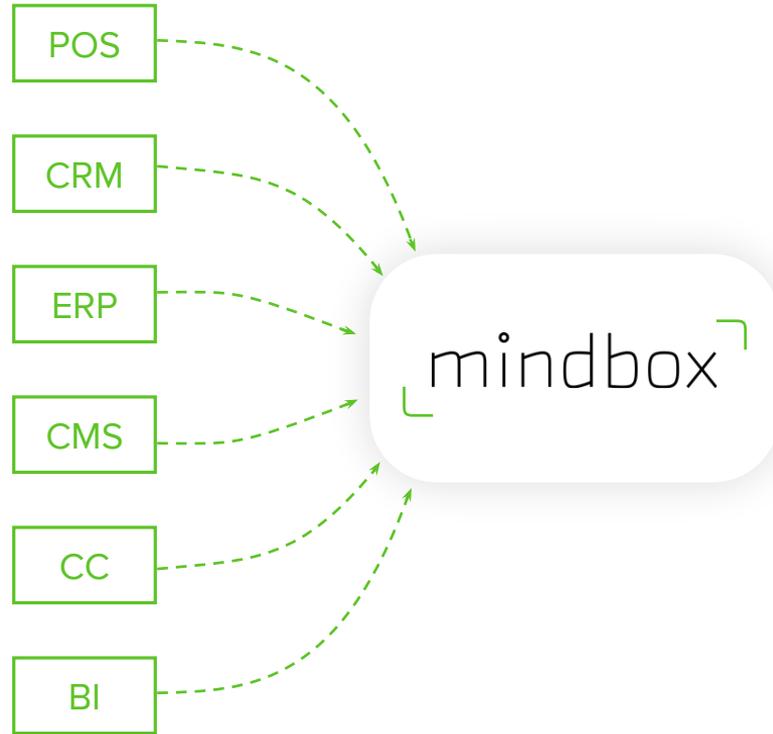
make life easier for IT

and **help marketers**

run tailor made campaigns



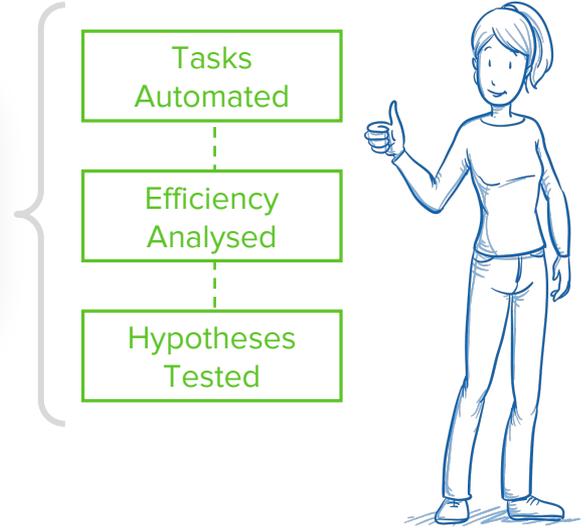
First of all IT
is performing
one-time
data integration



Results



mindbox



IT are working on **their own** tasks

Marketers are **launching** Targeted Campaigns

Marketer gets the first value: Unified Customer Profile



Now I can start building
Targeted Marketing!



- Multichannel personal page and back-end
- Integrations: Customers; Orders; Products
- Cross-channel data merging and cleaning
- Events
- Segments
- Reporting

Campaigns | The campaign 'Abandoned basket (with a product blocks, template automation demo)' → Edit mailing

Send now | Schedule the mailing | Send test | Save and Exit | Clone | Delete

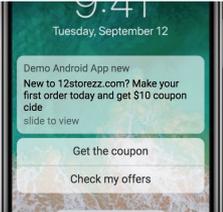
Welcome coupon chain

Mailing in development | Channel: MobilePush | Tags: Add | Topic: Without subjects | Application: Demo Android App

- ✓ **Mailing Profile**
Standard
- ✓ **Dispatch time**
Sending hours: from 11:00 to 16:00
Unlimited sending speed.
- ✓ **Mobile Push**
Text: New to 12storezz.com? Make your first order today and get \$10 coupon
Push click link: https://www.mindbox.cloud
Link to picture: https://mindbox.ru/wp-content/themes/onyx/assets/images/logo.svg
- ✓ **Mobile Push**
Text: New to 12storezz.com? Make your first order today and get \$10 coupon
Push click link: https://www.mindbox.cloud

Button 1
Text: Get the coupon
Url: https://www.mindbox.cloud/couponcode

Button 2
Text: Check my offers
Url: https://www.mindbox.cloud/check



Recipients
By segment | By filter | By file
New customers with first purchase and club me...
Emails will be sent only to those who has subscription

Add option for AB testing

Unified Backend:

What, how & whom to talk to



And useful tools.



Communications

- Email
- Web Push
- Mobile Push
- SMS
- Viber
- In-app
- Website Personalisation
- Tips and Suggestions to Staff



Promotion & Loyalty

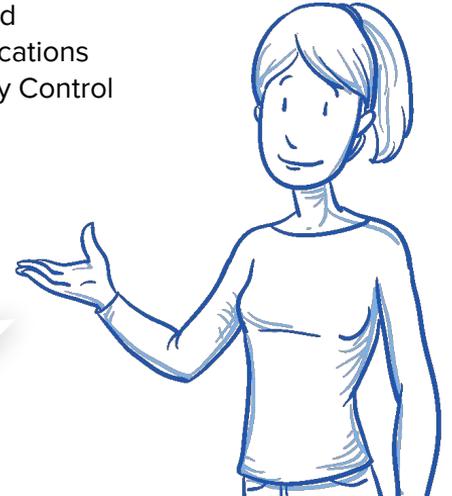
- Discounts
- Bonuses
- Prize Draws
- Promotional Codes



Algorithms

- Product Recommendations
- Automated Communications
- Frequency Control

IT is not needed:
Marketers can launch
Targeted Campaigns
by themselves



That's it!

*Done! You've got
+ 10,3% turnover*



CEO



CMO

mindbox

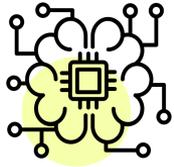


CIO

Strategy



Personalised marketing strategy



Automation

- Less Manual Services
- Less Dull Routine
- Less IT Workload
- Less Human Errors



Quality Growth

- Omnichannel:
no duplicates in contacts and communications
- Precise, valuable communication:
more segments and campaigns
- Right way of measuring business
and enabling fast experiments



Customer Happiness

- Loyalty growth: less churn
and unsubscriptions
- Value growth: average
order values; frequency
of purchases; and
conversions



How can Mindbox help improve marketing

Online

 Media and context buying optimisation (LTV, LAL)

 Product recommendations: Next Best Offer; 'Often Bought Together'

 Segmented and personalised cross-channel communications

Website personalisation

 Triggered communications

 Automated lead capture

Remarketing and retargeting, based on segmentation



Acquisition

Conversion

Retention

Offline

Personal data collection at POS or tablets

Public promotions and promotional codes

Omnichannel:

Offline <> Online
Unified Customer Profile

Cascaded Communication Chains:
Push > In-app > Email > Messenger/
SMS

Bonus Points Rules Engine:
personalised offers; gifts; prize draws

Targeted discounts



= Machine Learning

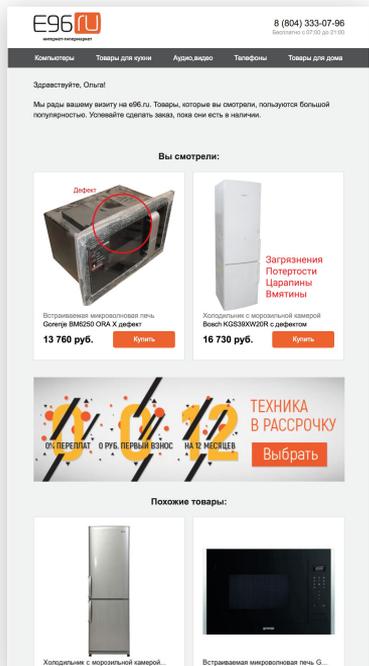
View now



In mailings

Персонализированные
email, SMS, Viber, web&mobile push

B email



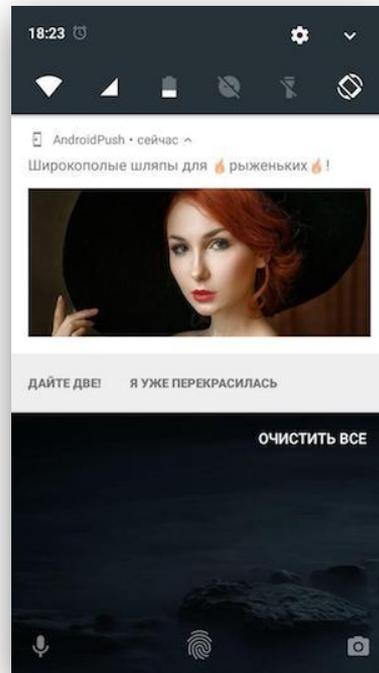
Personalised
Messaging

Personalised
Prices and Bonuses

Relevant
Promotions

Personalised
Product
Recommendations

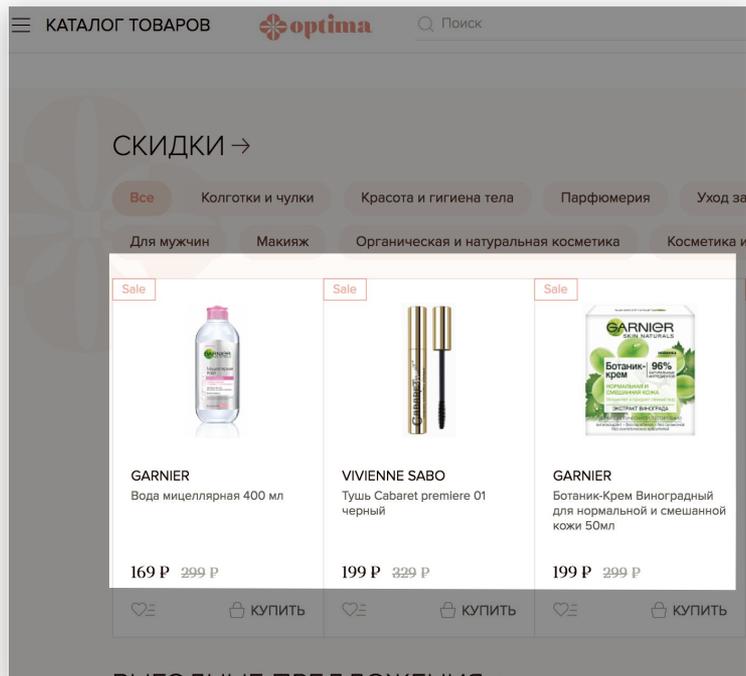
B SMS, Viber & Push



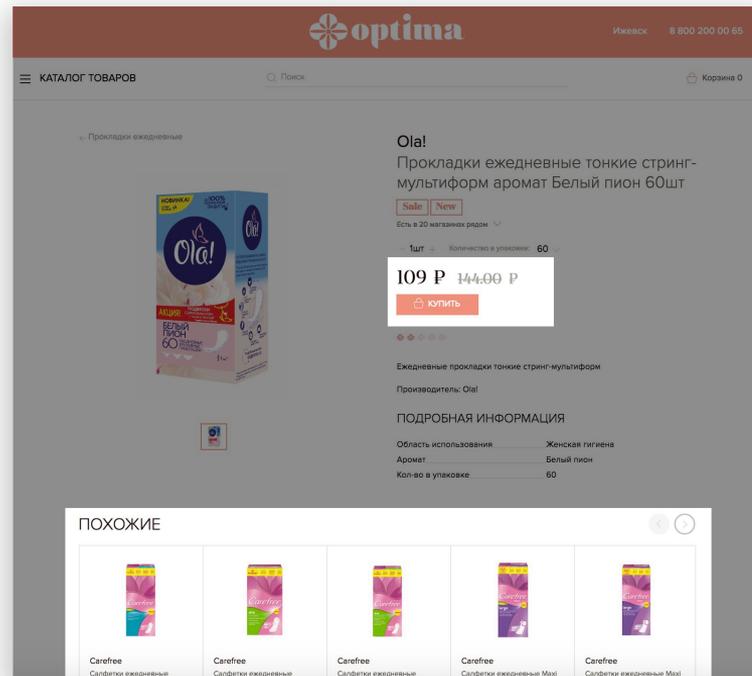
Catalogue & Checkout

Personalised Discounts
and Bonus Offers

Promotional product highlighting, old v. new prices, bonuses, product recommendations



Prices are recalculated with personal discounts, promotion suggestions and tips



Bricks-and-Mortar Stores

Personalised Communication Tips for Staff

Tips for the cashier at Point Of Sale (POS)

Please suggest John to take part in the following promotions:

10% discount for care products

Add any product from Care Category to current order



30% discount for second item from the set

Add other item from The "Autumn" set



200 extra bonus points for share order in media

Suggest the John to share his order From email to earn extra bonus points



Tips for the call center employee

Please recommend to Mr. John the following products:



11 590 Р

Размер 15,5



23 290 Р



КУПИТЬ КОМПЛЕКТ >

Сумма комплекта (+ скидка 3% за гарнитуру, 5% за заказ гарнитура в производстве)

34 880 Р

Reports, Analytics & Dashboards

Everyone on the same page

Average monthly revenue and share of revenue from newsletters for the period

Direct communications are profitable with confidence probability 95%

Average income, attributed to mailings for the period chosen: **27 704 535**

Minimal confident monthly revenue: 15 643 029

Average monthly income for the period chosen: **27,45%**

Minimal confident average monthly revenue: 15,50%

Control groups active from Apr 17 2018
Period 01.05.18 - 01.08.18

Channel
Offline
Online

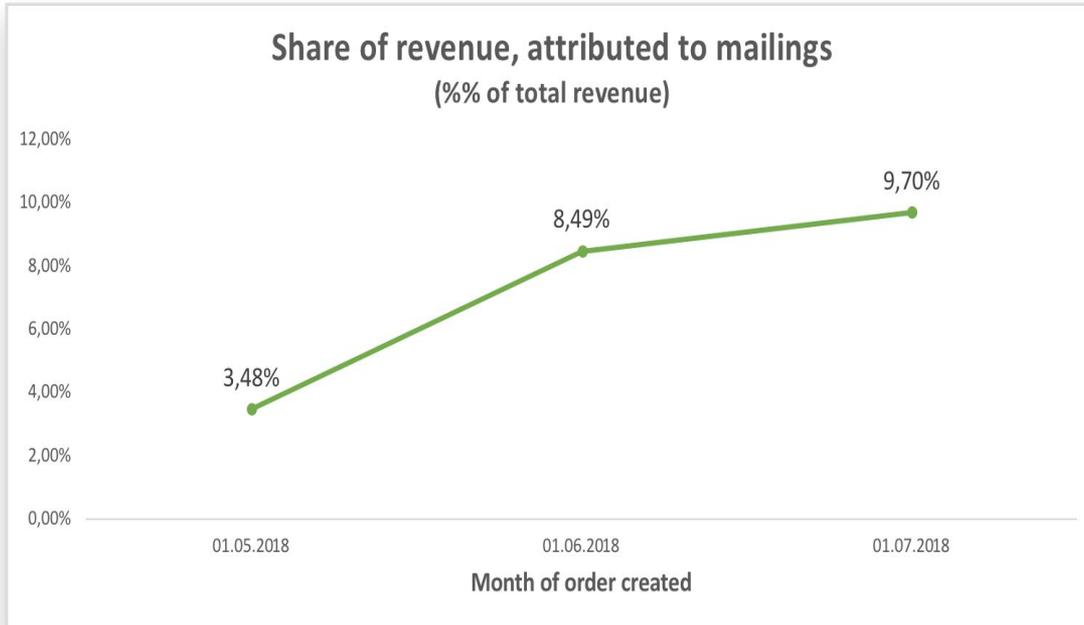
For Management

*Income and Profits,
calculated in a transparent way*



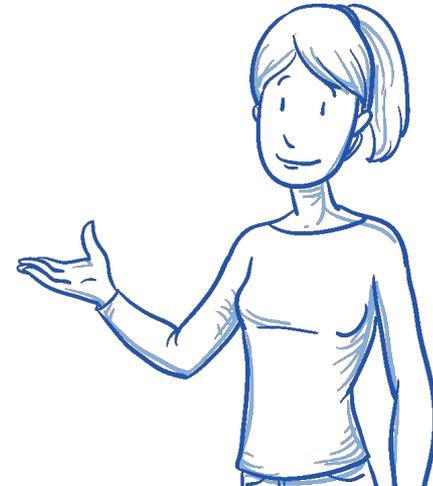
Reports, Analytics & Dashboards

Everyone on the same page



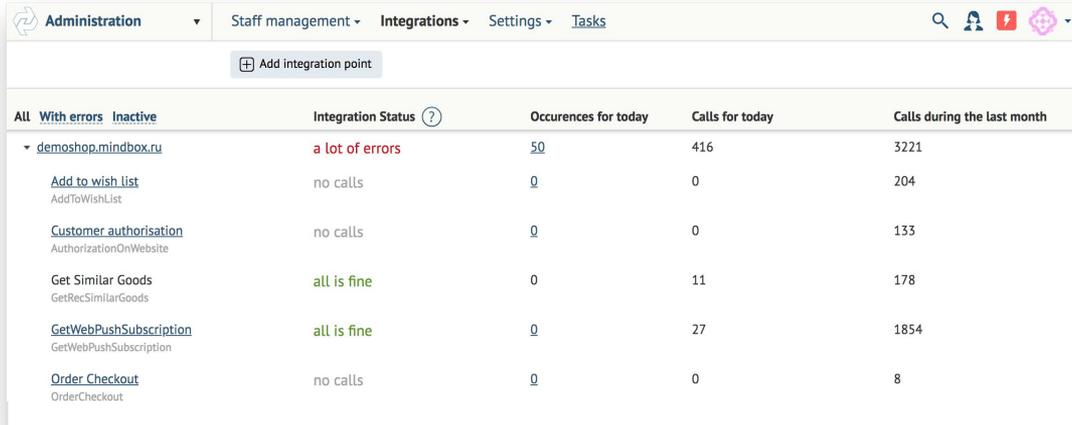
For the Marketers

Campaign and channel marketing efficiency is increased



Reports, Analytics & Dashboards

Everyone on the same page



All	With errors	Inactive	Integration Status ?	Occurrences for today	Calls for today	Calls during the last month
▼	demoshop.mindbox.ru		a lot of errors	50	416	3221
	Add to wish list AddToWishList		no calls	0	0	204
	Customer authorisation AuthorizationOnWebsite		no calls	0	0	133
	Get Similar Goods GetRecSimilarGoods		all is fine	0	11	178
	GetWebPushSubscription GetWebPushSubscription		all is fine	0	27	1854
	Order Checkout OrderCheckout		no calls	0	0	8

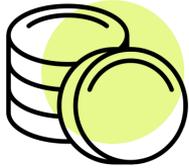
For the IT Guys

*Integration and data
integrity is assured*



Prices and Timings

No long-term commitments
or set-up costs



Pay only when value is delivered

2 200 EUR per month average check

- **Minimal one-month advance payment**
- **Free 6 months for integration and tests**



Step-by-step flexible integration

Average full-scale integration - 2 months

- **Personal customer success manager**
 - Leading integration: Specs and project management
 - Data migration
 - Campaigns set-up
 - Free education and best market practices
- **Adaptive email template design and mark-up**
- **Support & customer success**

And more ...



**Hundreds of Ideas
and Market Best
Practices**



**Safe and Legal:
GDPR, SLA**



Continuous Development

- 2017: 200+ New Features
- 2018-2019: Enhanced UI,
Automated Algorithms

WORK HARDER !!



**We'd love
to hear from you!**

www.mindbox.cloud



**Have
questions?
Email us.**

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Alexander Gornik
CEO

Look at Product Video



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