

World's First Prediction as a Service Platform



Understand
customers

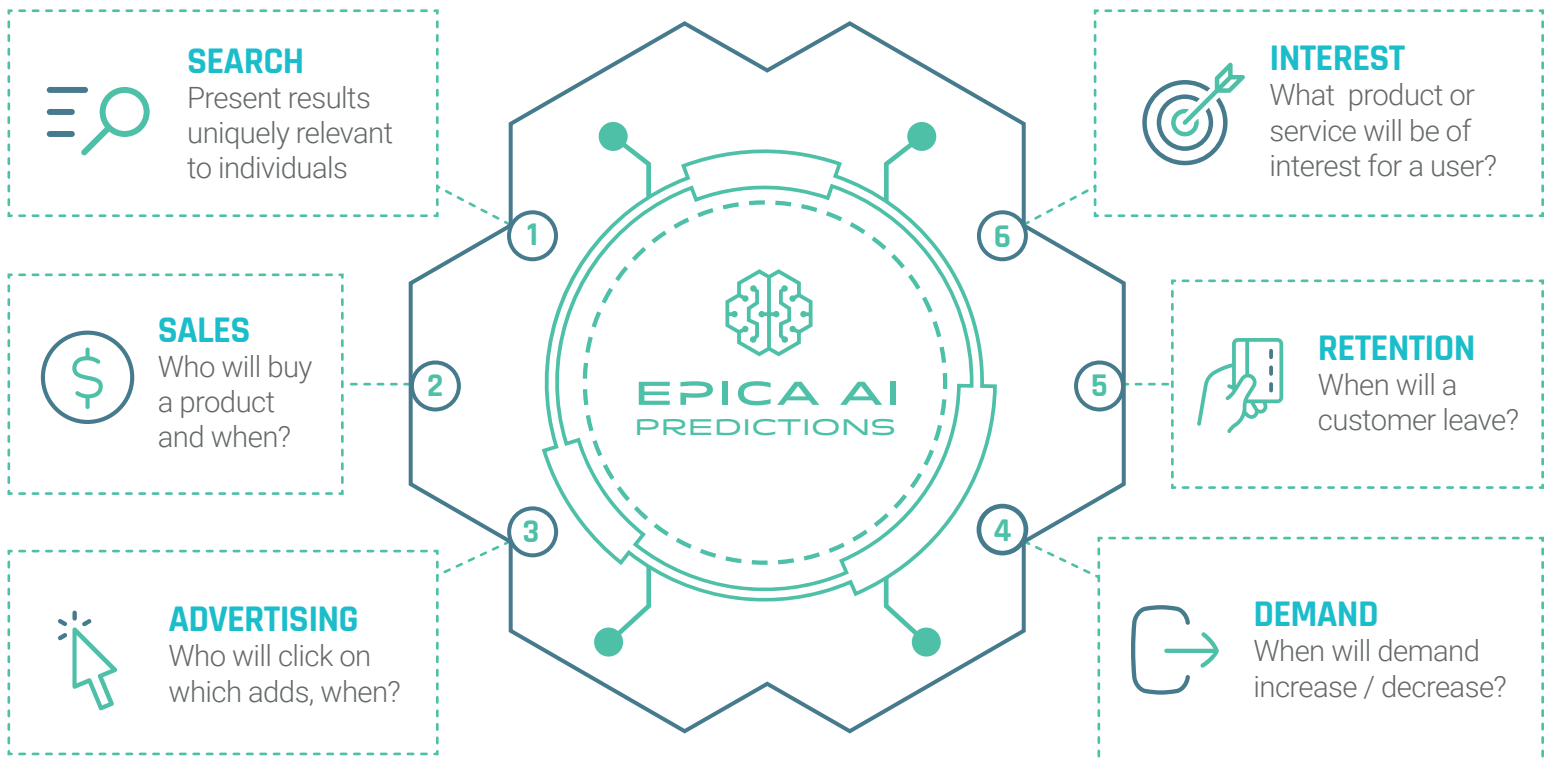


Predict
behaviors



Increase
sales

EPICA is a **Prediction as a Service** platform that uses online and offline data to track, analyze, and predict customer behavior “journeys” with unprecedented granularity and multi-dimensional relevance, yielding dramatic business results for retail, travel, e-commerce and CPG companies.



Product Features



ALL CUSTOMER(S) DATA IN ONE DYNAMIC PLACE

Consolidate all customer(s) data creating a persistent, unified database accessible by other systems.



PREDICTIVE CLUSTERS

Segmentations based on both present and future behavior, interests, funnel stage, channel, device and more.



KNOW WHO, WHAT, WHEN AND HOW

Detect patterns and anticipate customer behavior with high accuracy level predictions.



PREDICTION ACTIVATIONS

Activate predictive data through different channels.

Business Cases



Customer profiles unification



Customer behavior prediction



Site search enhancement



Sales increased



Unilever

▲ **25%** Campaign Efficiency



▲ **12%** Conversions



▲ **75%** Prediction Accuracy

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EPICA
POWER OF PREDICTION