

**intouch.com**

AI-POWERED PERSONALISATION PLATFORM THAT DRIVES STORE SALES



Promotion success shouldn't be  
reliant on **chance**.

Less than **50%** of trade promotion spend  
ever reaches consumers, and only **9%** of  
those are the target audience.

BAIN & COMPANY 





## BRINGING ONLINE RELEVANCY INTO STORES

Our AI-powered platform enables retailers to utilise data to rank and display the **right product** to the **right customer** at the **right time**



# SHOPPERS LOVE IT

75%

Of consumers prefer to buy products from retailers that personalise their offering

accenture

49%

Of shoppers purchase products they did not intend to buy after receiving a personalised promotion

salesforce



# A Bottom Up Approach to Store Relevancy

Driving value through personalisation, one step at a time

Increased tech investment

Increased Sales Impact

## Behavioural

**Mixed data streams** - Promotions displayed to a specific individual in the store based on his/her real-time behaviour and events

## Personalised

**Individuals** - Promotions displayed to a specific individual at a relevant time

## Segmented

**Demographic-driven** - Promotions displayed to a relevant demographic at the relevant time

## Basic Relevancy

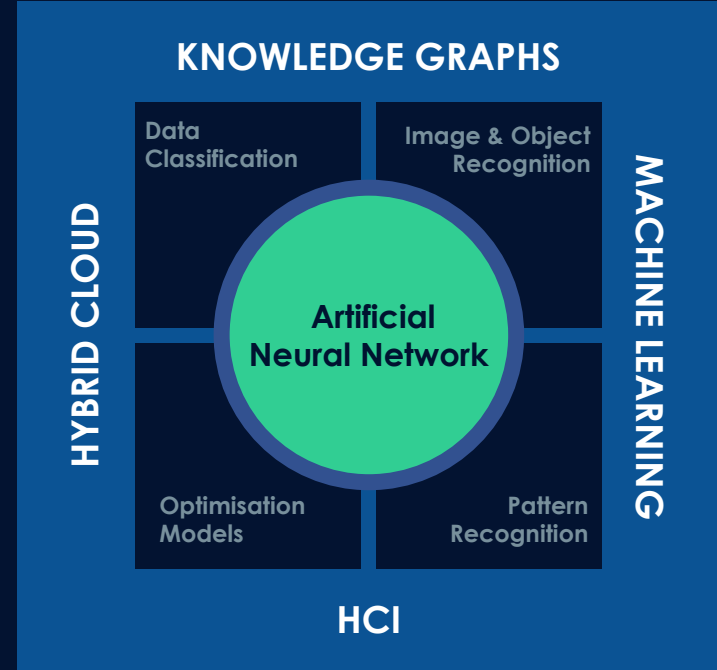
**Store-level personalisation** - Promotions displayed based on store location at a relevant time and event



# IS IT MAGIC?

NO, JUST SCIENCE AND MATH

Our platform is powered by the Intouch Product Recognition Engine (I-PRE), which examines millions of retail datasets on a daily basis, then re-trains its audience association models to provide the **world's most accurate in-store targeting experience.**





Case Study:

# Forecourt

## → Challenge

- Making customers aware of relevant in-store promotions
- Increase customer spend for higher margin / non-fuel items

## → Solution

- Deployed the Intouch Edge platform to directly target customers in-store
- Provided analytics in the cloud to maximise return on in-store promotions

# 347%

Incremental  
ROI over 3-years

# 39%

Sales uplift on  
promoted goods

# €68k

Increase in gross profit  
per store over 3-years





Case Study:  
**Retail**

→ **Challenge**

- Promote the loyalty program, linked partners and associated deals
- Increase overall basket spend

→ **Solution**

- Deployed the Intouch promotion planner
- Prioritised the CTAs for onboarding customers to the loyalty program
- Improved contactability for targeted promotions

**67.1%**

Increase in partners  
engagement

**41%**

Uplift in loyalty  
registrations

**€151k**

Incremental profit  
per store, per year







Show the right **promotion**,  
to the right **customer**, at the the  
right **time**.

Let's discuss getting intouch into your stores





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