



### Deliver the right offer, to the right customer, in the right place, at the right time

*The industry's leading AI-powered personalization platform, automating your way from insights to activation to measurement*

#### What is it

Personalized Offer Management makes **personalization at scale** possible by enabling you to take personalization data, to insights, to activation all in one fully automated, end-to-end SaaS platform – NIQ Activate.

**Identify winning strategies** and marketing objectives for each customer, build a robust bank of offers and ads to support them, then match and **deliver the right offers to the right customers across all channels** in an optimized, collaborative way.

#### How it works

NIQ Activate delivers AI-based technology that **automates an end-to-end personalization workflow** to:

- ✓ Create customer segments on the fly
- ✓ Identify strategies for each customer
- ✓ Build a bank of offers and ads
- ✓ Activate offers across all channels
- ✓ Measure ROI on all offer levels

Create effective, efficient strategies for each customer and **activate them all in one platform** – all with the option to collaborate directly with your suppliers any step of the way.

#### Key benefits

- Deliver individualized customer experiences to boost their loyalty
- Generate offers and ads that meet your customers unique needs
- Increase supplier funding with collaboration and measurement tools
- Reduce resources and costs with automation and scalable technology
- Leverage Microsoft Azure's flexible and secure cloud environment for business growth

#### Proven results

*KPI's from recent client wins*



### +35%

increase in revenue



### +19%

increase in customer visits



### 3x ROI

for every \$1 spent, shoppers spent \$3

\* Results refer to personalization shoppers