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Mobile user experiences

Drive up customer lifetime value, Increasing transaction value & offer uptake by reaching customers in the moment via smartphones



1. Transform your mobile app into a strategic business asset



2. Drive up the lifetime customer value of the people who use it



3. Improve KPIs including frequency, average transaction value and margin



4. Create unique customer experiences wherever your customers may be

See mobile experiences in action

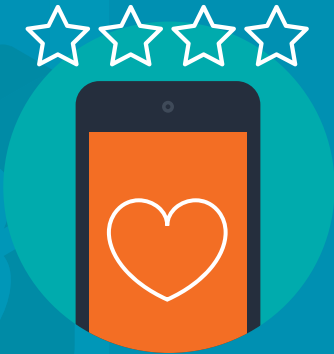
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(+1) 844-866-2548
info@plexure.com

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Loyalty & engagement

Next generation loyalty programs with IoT-driven CRM encourage and incentivize valuable customer behaviors



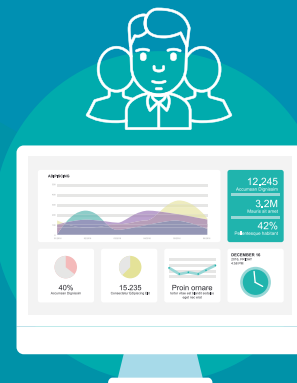
1. Choose a platform that allows you to select the kind of behavior you want to build loyalty for



2. A platform that identifies customers who occasionally exhibit this behavior and turns them in to customers who frequently exhibit this behavior



3. A platform that measures the uplift in the overall number of loyal customers as a proportion of active users



4. A platform that can drive long term value and quantify ROI using control groups to measure incremental transactions

See next generation loyalty in action

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IoT orchestration

Connect with your customers on a personal level by combining the Internet of Things with live data and real-time context



1. Connect with your customers more often in a more relevant, more personalized way



2. Based on realtime events triggered by connected devices: beacons, WiFi, screens, kiosks, POS and more.



3. And contextual data points: location, weather, local events, transport information and more.



4. Engage customers with relevant content based on purchase behaviour, visit frequency, dwell time, product search and more.

See IoT orchestration in action

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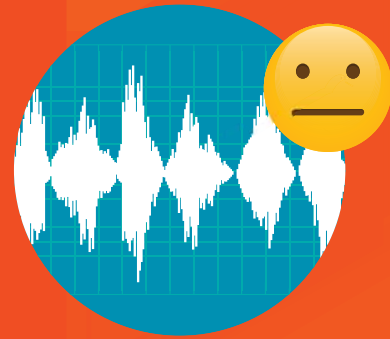


Intelligent drive-thru

Increasing the amount spent in a drive-thru purchase transaction.



1. Capture the audio of the customer's initial order.



2. Machine-based AI detects the customer's mood based on their voice.



3. The digital display in front of the car recommends the product the customer's most likely to add to their order based on their mood.



4. Combine this information with point of sale data to prove the value of optimized vs non-optimized transactions.

See the intelligent drive-thru in action

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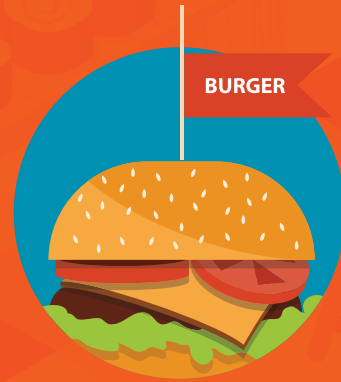


Optimized offers with MWT

Multi-world testing allows brands to adapt marketing to real-world conditions on the fly, optimizing campaigns in real time.



1. Using MWT brands track the behavior of customers under different conditions and adapt offers on the fly:



2. Offering cheeseburgers to students will usually result in good sales because that's what past data tells us will work: students buy cheeseburgers



3. But students will buy fewer cheeseburgers and more sundaes if it's hot. So when it's hot, we offer sundaes instead of cheeseburgers to this segment.



4. By adapting offers to reflect real-world, real-time conditions we optimize transactions and maximize sales.

See MWT optimization in action

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Connected store experience

The connected instore experience increases the conversion rate for a promoted product, showing immediately the effect on revenue.



1. The customer clicks on a Lego Star Wars ad in the retailer's mobile app



2. When they visit the store the app triggers a beacon, sending an alert that the customer has walked close to a digital sign.



3. The digital sign retargets the customer, showing them an ad featuring the Lego Star Wars product



4. Anyone not in our target group (ie, who didn't click on the ad) won't trigger the beacon to display this ad



5. We can identify people who saw the ad and purchased the product, proving influence.

Experience the connected store in action

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info@plexure.com



Intelligent chat bot

Intelligent chatbots engage customers with real-time inventory information to increase the conversion rate of customer enquiry to store visit



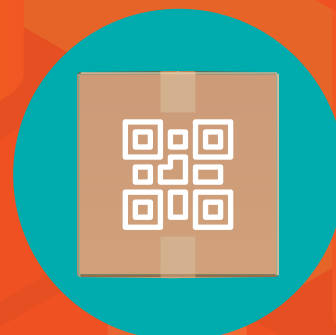
1. The customer posts a Facebook message asking about a specific product.



2. The chatbot engages the customer, providing an immediate response while working on the request:



3. Looking up the customer record in CRM to find the preferred store.



4. Checking the inventory database to see if the store has the product in stock.



5. Letting the customer know and asking if they'd like the product reserved for them.



6. Confirming the store details & telling the customer who the on-duty manager is.



7. Letting the store manager know the customer's coming in for the product



8. Brands can then measure the conversion rate of this channel by seeing who's requested what info, and how many have been redirected to the store

See intelligent chat bots in action
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info@plexure.com