

4-Tell Sales Enablement

4-Tell's **Smart CommerceSM Platform** allows your sales team to engage customers in highly personalized, 1:1 communication driving customer loyalty and ultimately increased sales revenue. Powered by machine learning, our platform unifies omnichannel customer, sales and shopping behavioral data into comprehensive customer profiles and actionable insights.

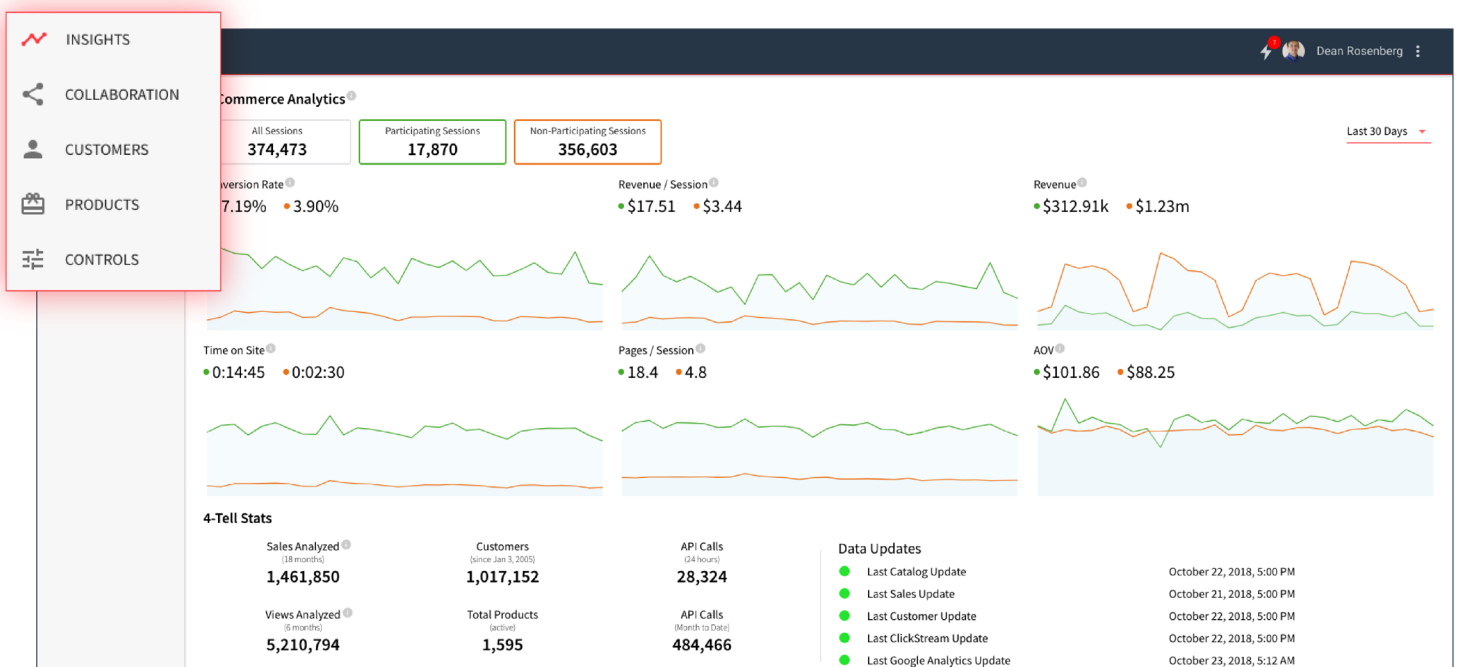
In addition, B2B and B2C sales teams gain access to a new channel in which to engage and collaborate with online shoppers, known as **Your Store**. Residing on your ecommerce website, 4-Tell's innovative **Your Store** provides customers with real-time product and content recommendations relevant to their unique shopping behavior and history. Through **Your Store**, salespeople, call center agents, customer service reps and ecommerce teams are able to start a conversation with a customer through personalized product boards. Customers can then give feedback establishing a stronger relationship.

Overview

The **Smart CommerceSM Platform** consists of 5 high-level functions:

1. Insights - Review Google Analytics metrics to measure 4-Tell's onsite impact
2. Collaboration - Build and manage personalized product boards
3. Customers - Learn from browsing behavior & purchase history
4. Products - Analyze product performance data
5. Controls - Optimize 4-Tell's technology

Together these functions help businesses to **Identify**, **Learn** and **Engage** their customers.



Identify

4-Tell's 'Customers' tab identifies and segments customers based on real-time shopping trends and behaviors:

- Top Spenders
- Highest AOV
- Buying Less, YOY
- Viewed Didn't Buy
- Inactive Buyers
- Has Items in Cart
- Has Wish Lists

The screenshot shows the 4-Tell Customers dashboard. At the top, there are navigation tabs: INSIGHTS, COLLABORATION, CUSTOMERS (selected), and Following. Below the navigation, there are two main sections: Customers and Segments. The Customers section shows a total of 10,000 customers, with an average order value of \$64 and an average conversion rate of 4.78%. The Segments section shows a list of segments: TOP SPENDERS, HIGHEST AOV, BUYING LESS, YOY, VIEWED DIDN'T BUY, INACTIVE BUYERS, HAS ITEMS IN CART, and HAS WISH LISTS. The TOP SPENDERS segment is highlighted, showing a list of customers with their names, emails, types, spend, and last order date.

NAME	EMAIL	TYPE	SPEND (12 MO.)	CHANGE IN SPEND	% CHANGE	LAST VISIT DATE	LAST ORDER DATE
Pamela Hartz	wehartz10@yahoo.com	Consumer	\$639	-\$180	-28.00%	Dec 19, 2017	Jan 17, 2018
Anthony Federico	afederico@earthlink.net	GTBA	\$589	-\$148	-25.00%	May 17, 2018	May 17, 2018
Jason Thomas	jthomastag@icloud.com	GTBA	\$526	-\$132	-25.00%	May 24, 2018	Dec 11, 2017
MONICA MARIQUIN	mariquin@gmail.com	GTBA	\$521	-\$131	-25.00%	Dec 11, 2017	Dec 11, 2017
josh standley	joshstandley@gmail.com	Consumer	\$376	-\$94	-25.00%	Jan 25, 2018	Jan 25, 2018
DEVON R LONE	devon_r_lone@raytheon.com	Consumer	\$424	-\$106	-25.00%	Jul 5, 2018	Jul 5, 2018
William Fandriat	wfandriat@gmail.com	GTBA	\$431	-\$108	-25.00%	Dec 18, 2017	Dec 18, 2017
Sandy Seid	sseid@unews.com	GTBA	\$421	-\$106	-25.00%	Dec 18, 2017	Dec 18, 2017
Laur Lally	lallay@livingup.com	GTBA	\$140	-\$35	-25.00%	Apr 12, 2018	Apr 12, 2018
Joe Putman	jputman@att.net	GTBA	\$389	-\$100	-25.00%	Dec 15, 2017	Dec 15, 2017
Lisa Thompson	lthompson@erica.com	GTBA	\$395	-\$99	-25.00%	Jul 26, 2018	Jul 26, 2018
Alexander Liman	alexliman@gmail.com	GTBA	\$330	-\$80	-25.00%	Dec 7, 2017	Dec 7, 2017
Timothy H Ingls	timh@comcast.com	GTBA	\$268	-\$67	-25.00%	Jun 15, 2018	Jun 15, 2018

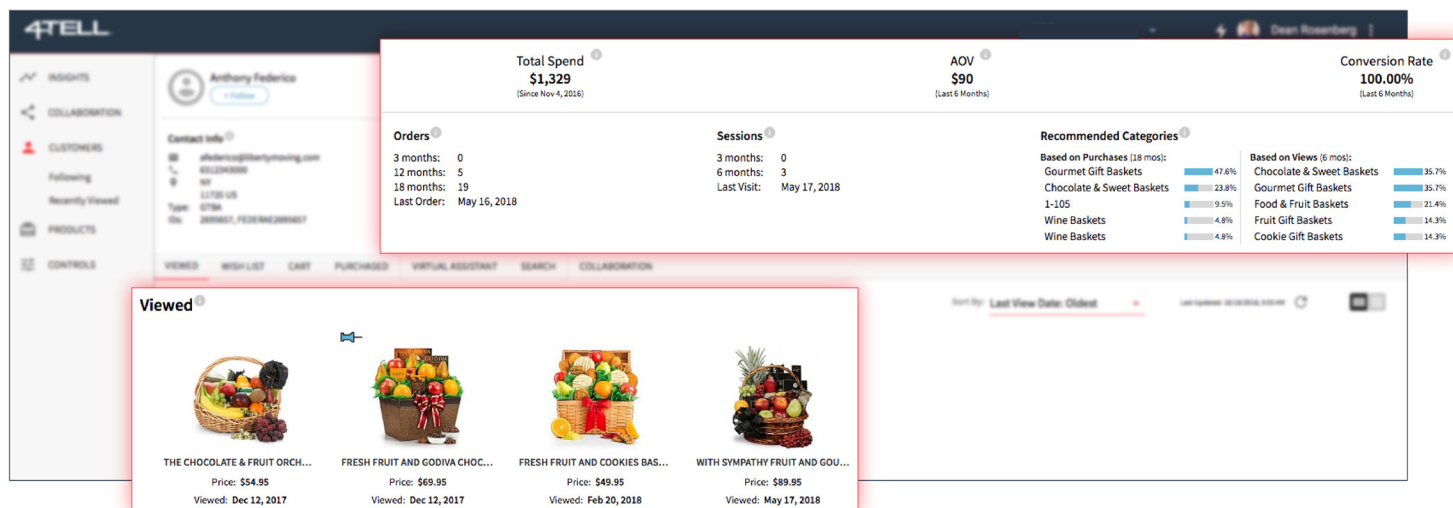
Follow your best customers, using the Activity Feed, for live updates on their real-time shopping activity. Additionally, the Activity Feed can be integrated into your Salesforce dashboard enabling an even more seamless sales process.

The screenshot shows the 4-Tell Customers dashboard with the Activity Feed for Tina Towers. The Activity Feed shows three entries: Tina Towers (50) Viewed Vintner's Elite Selection + ... about 2 hours ago, Tina Towers (3) Viewed All About Truffles Gift + 2 ... about 4 hours ago, and Tina Towers (47) Viewed Enchanted Cottage + 46 m... about 18 hours ago. Below the Activity Feed, there is a list of customers with their names, emails, types, spend, and last order date. The list is filtered by the segment TOP SPENDERS, showing a total of 80 profiles and a total group spend of \$1,150,339.

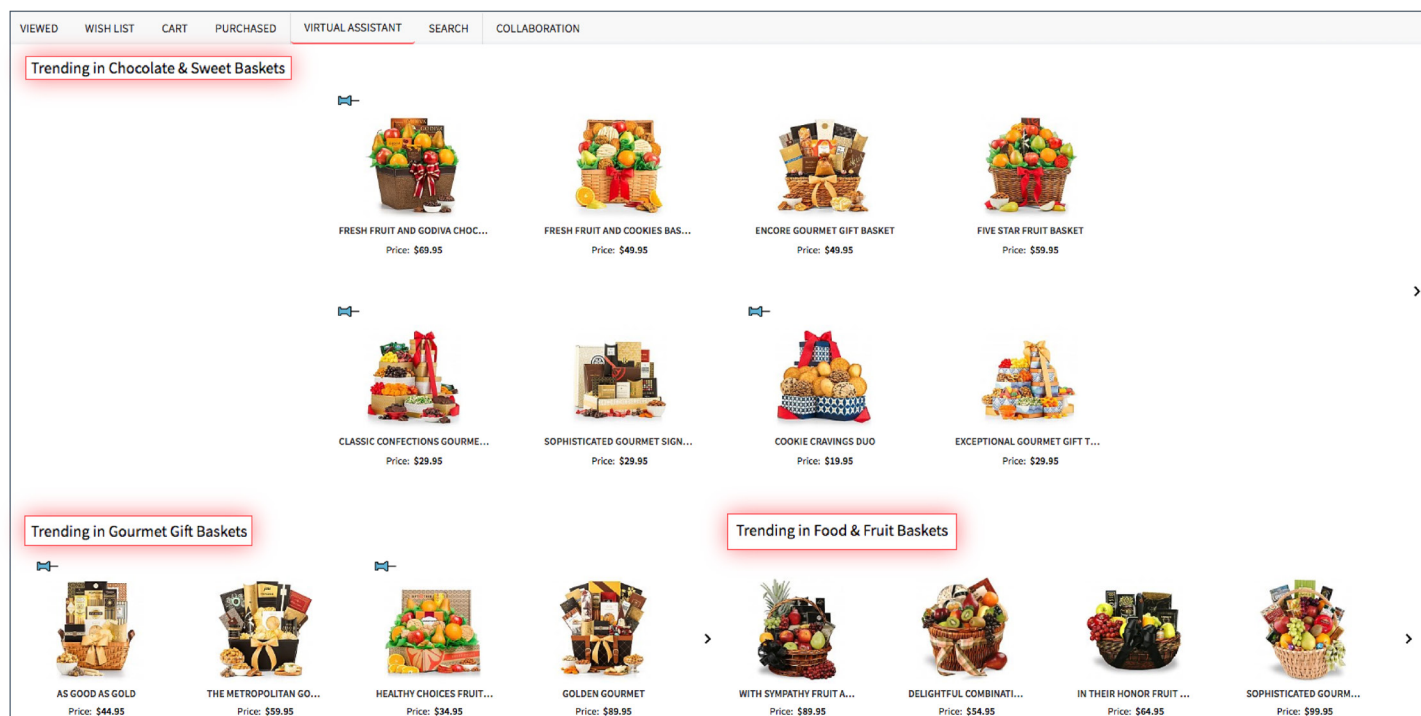
NAME	EMAIL	TYPE	SPEND (12 MO.)	TOTAL SPEND	LAST VISIT DATE	LAST ORDER DATE
Wendy Gills	wgills@empirestatecitytrust.com	GTBA	\$127,120	\$128,940	Sep 25, 2018	Sep 25, 2018
Nicole Clarke	nclarke@univille.com	Consumer	\$27,000	\$27,000	Oct 5, 2018	Oct 5, 2018
Steve Rowland	strowland@fermatone.com	GTBA	\$7,396	\$13,883	Sep 26, 2018	Sep 26, 2018
Alice Hugel	alice.hugel@wellfargo.com	Consumer	\$7,011	\$7,304	Oct 3, 2018	Oct 3, 2018
Thea B Few	erand@erlingf.com	Consumer	\$5,308	\$614,733	Oct 14, 2018	Oct 16, 2018
Michael Hartman	hartmanm@coas.com	GTBA	\$5,421	\$6,718	Sep 26, 2018	Sep 24, 2018
Michelle Goulet	michellegoulet@wellfargo.com	Consumer	\$4,476	\$7,011	Oct 3, 2018	Oct 3, 2018
Lisa Curtis	lisa.curtis@wellfargo.com	Consumer	\$4,134	\$10,044	Oct 3, 2018	Oct 3, 2018
Jerry Henry	jerry.henry@coas.com	GTBA	\$4,084	\$5,225	Oct 16, 2018	Oct 16, 2018
Srikant Chellappa	sanku@engagefly.com	GTBA	\$3,602	\$3,760	Oct 5, 2018	Oct 2, 2018
Venu Gupta Krishna Gupta	maria@megapharma.com	GTBA	\$2,496	\$2,496	Oct 5, 2018	Sep 18, 2018
Howard Grenat	howard@springcounters.com	Consumer	\$2,253	\$11,994	Oct 11, 2018	Oct 11, 2018
Nancy Turker	nturker@springcounters.com	GTBA	\$1,800	\$1,800	Oct 16, 2018	Oct 15, 2018

Learn

For more personalized 1:1 collaboration, drill-down to individual comprehensive profiles. View a snapshot of purchase history and navigate through real-time click patterns and shopping behavior in categories like Viewed, Wish List, Cart and Purchased.

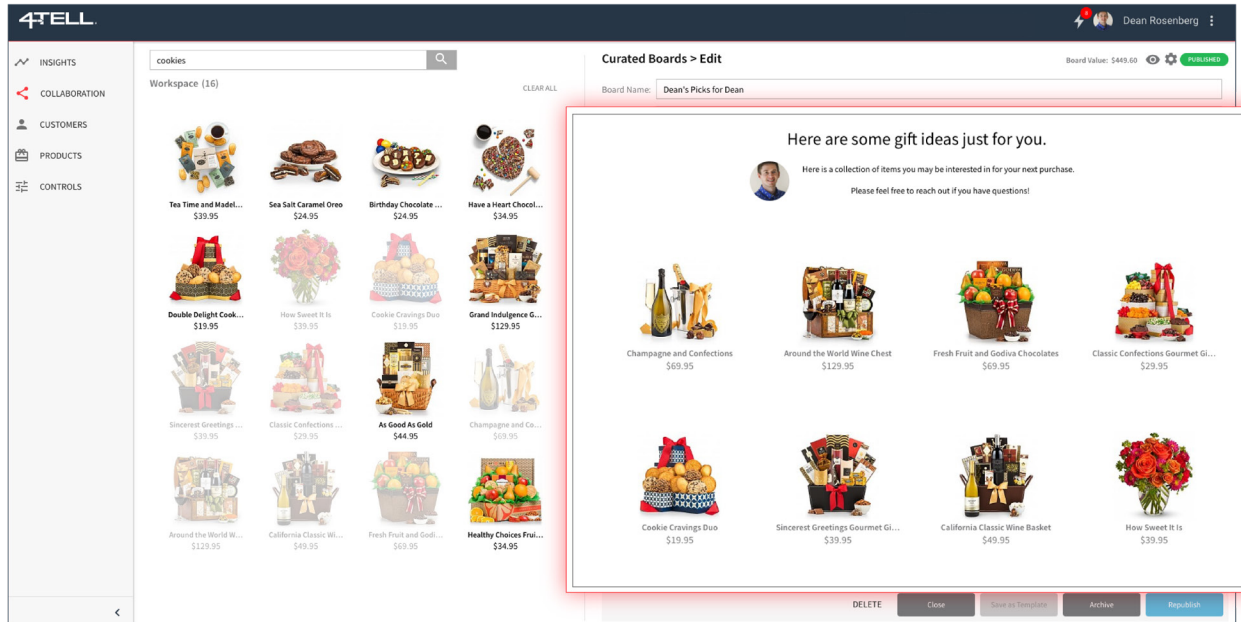


Need inspiration? Quickly research products to suggest using our Enhanced Search tab, or let our Virtual Assistant automatically recommend products based on customer behavior and preferences.



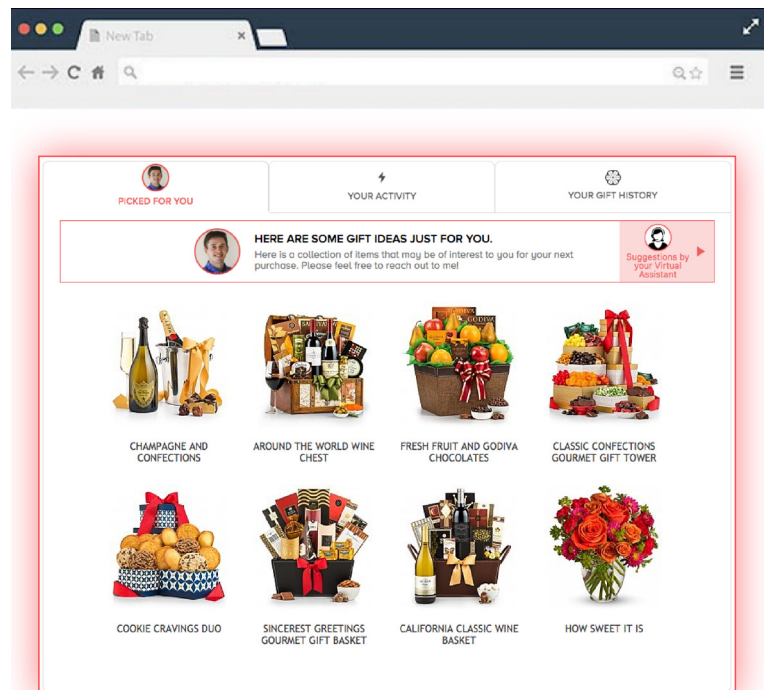
Engage Customers

4-Tell allows sales teams, in-store sales associates and customer service agents to join the digital conversation by engaging with customers through personalized product boards in the *Your Store* microsite on your ecommerce website.



Your Store microsite

Personalized product boards can be built for a single customer to enhance 1:1 collaboration or a group of customers who show similar interests. Products are pinned in the *Smart CommerceSM Platform*, then curated into a board and published to the *Your Store* microsite within your ecommerce site. A link to the board can be shared with customers via SMS, chat or email. While in 'Your Store,' customers also have access to product recommendations from the Virtual Assistant, their activity, and purchase history.



4-Tell is an innovator in omnichannel personalization technology striving to help brands build long-term customer relationships while ultimately increasing revenue. 4-Tell offers B2B & B2C retailers real-time product recommendations, enhanced site search, comprehensive data collection & analytics, and our proprietary 'Your Store' microsite with personalized product board functionality.