Top US-based retailer increases revenue by tens of millions through use of dynamic offers

**CUSTOMER SITUATION**

One of the largest American department store retail chains with more than 100,000+ employees, 1000+ stores and $15+ B in revenue. This company has one of the most sophisticated omni-channel operating models among US retailers.

**SOLUTION**

- ZineOne implemented more than 100 Machine Learning-based use cases over a 3-year program. Its key objectives was to personalize incentives to encourage visitors to do the following:
  - Add items to the cart
  - Make a purchase
  - Increase store visits
- The personalization platform was implemented across the retailer’s channels including web, mCom, native mobile app, and tablet.

**BENEFITS**

Real-time offer campaigns powered by ML have returned the following benefits:

- 50+% redemption rate for personalized offers
- 12% net revenue lift based on in-session, margin-aware offers