supermarkets' cross-selling optimization

Many supermarkets are interested in improving their cross-selling conversion. Currently, their cross-selling audiences are mainly generated taking into account expert criteria.

Some of our clients have multiplied its conversion rate by 6 regarding cross-selling campaigns in specific categories by replacing expert criteria with this AI-based audience generation system.

This solution is 100% compatible and can be integrated with any e-commerce, CRM or Marketing Automation tool.

It is capable of improving conversion rates because it draws on all the information related to tickets, customers, products, prices, stores and offers, based on which it generates hundreds of thousands of characteristics of each customer, allowing supermarkets to make an individual behavior prediction and get the best audience.

By analyzing the best clients of a certain category, considering their characteristics and their behavior pattern, the solution selects other clients with a very similar profile that do not usually purchase products of that category.

The solution finds, among customers who do not buy regularly in a category, those most likely to start buying in it on a regular basis.