MICROSOFT PARTNER: ZineOne

WEB SITE: www.zineone.com

LOCATION: Silicon Valley, CA

ORG SIZE: Less than 100 employees

MICROSOFT AZURE PARTNER PROFILE:

ZineOne uses AI to deliver intelligent customer experiences in key moments to delight customers, foster loyalty, and increase revenue.

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

Microsoft | Go–To–Market Services