

AI-Driven Personalization in Retail

Strategies for relevant 1:1 customer interactions that yield results

Meet Sarah. She is an avid shopper at ZStore and loves to shop and browse both the online and the physical store. She has ZStore's app on her mobile phone and is part of their loyalty program. However, Sarah is a picky shopper and price-conscious.

Let's see how ZineOne engages Sarah as she prepares for a fun-in-the-snow vacation with meaningful information that is personalized just for her tastes and preferences.

In-session intent prediction for meaningful nudges

ML models predict purchase based on past and current behavior



Sarah, this product has a 4.7 star rating. 11 people have purchased this product today!

90%

of brands will practice at least one form of personalization by 2020³

90%

accuracy of purchase prediction within 5 clicks¹

9%+

in revenue per visitor by influencing customer behavior through social proof²



Drive traffic to the store

Contextual cross-channel engagement

Hi Sarah, these pants are available for buy-online-pick-up-at-your-local-store today.

10x

higher response rates with personalized loyalty reward reminders⁴

50%+


of all major new business systems will incorporate continuous data to improve decisions

Increase the value of your loyalty programs

Authentic location-based assistance

Welcome to the New York ZStore, Sarah. You have \$50 ZRewards in your wallet that will expire in 2 days.

 ZineOne



Sarah, the jacket you like is available in your size here. Take an extra \$10 off if you buy in-store today.

Encompass the entire journey

Activity-based information for in-store micro-targeting


12%

net revenue lift with real-time personalized offers⁶



Engage them in their current context

Location, weather and event intelligence for enhanced customer experience



Sarah, thank you for being a loyal ZStore customer. Enjoy free shipping on your favorite item at our annual sale.

75%

of Millennials and Gen Zers say instant, on-demand engagement can win their business⁸

40%

of marketing leaders say reaching audiences at the right moment is their top multi-channel marketing challenge⁷

Harness historic and external insights

Analyze real-time and environmental factors and past purchases

In the realm of digital transactions, predictive responses need to be immediate and accurate. ZineOne's Intelligent Customer Engagement platform enables business users to understand and respond in-the-moment with relevant 1:1 customer engagements to encourage desired outcomes. Recognized by Gartner as a "Magic Quadrant for Personalization Engines" provider, ZineOne's platform has quickly positioned the company as a leading AI personalization provider that is delivering nearly \$1 billion dollars in new revenue while respecting and preserving margins for companies who seek to provide consumers with superior shopping experiences. The patent-pending platform and its continuous learning models provide deep insights into each and every visitor across digital and physical channels while delivering intelligent customer experiences in key moments that delight customers, foster loyalty, and increase revenue.

Learn more at www.zineone.com.

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 **ZineOne**

#1 AI-Powered Personalization Platform

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