



95% of web traffic is anonymous!

Don't focus on profile data you don't have

Focus on the context in real-time



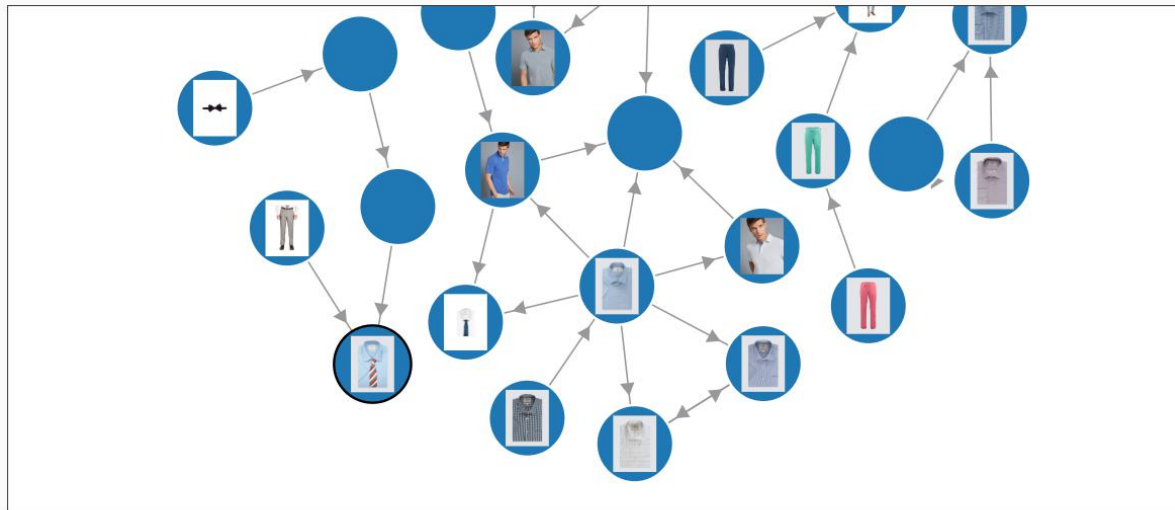
92 behaviours
4 country sites

15-30%
increase
in
revenue



81
behaviours
per country

Our Platform: Answering the Key Questions



Please select customer mission:

- Mission 1
- Mission 2
- Mission 3
- Mission 4
- Mission 5
- Mission 6
- Mission 7
- Mission 8
- Mission 9
- Mission 10
- Mission 11
- Mission 12
- Mission 13
- Mission 14
- Mission 15
- Mission 16
- Mission 17
- Mission 18
- Mission 19
- Mission 20

What do your visitors want?

AI identifies shopping behaviours



Why is this person on your site?

Real time matching of visitor to behavioural pattern



How should we personalise?

Individualisation of the visitor's experience in real-time

Business Model and Approach



Behaviour Tracking (2-4 weeks)

Tags on website to monitor visitor behaviour

Machine Learning algorithms are initialised



AB Test (8 weeks)

AI learns and individualizes experiences

API integration for UI & UI changes.

QA testing, release and



Go Live

Price fixed on proven test uplift

AI continues to learn and personalise

Real-time insight available through our

Experiences we enhance.



Recommendations

Dynamically provide product and service recommendations by mission relevance.



Bundling

Dynamically provide bundling recommendations.



Content Decisioning

Dynamically generate relevant content by mission relevance across all content pages.



Chat Assistants

Provide shopping mission data and product recommendations into Chatbots, Wechat and other similar applications



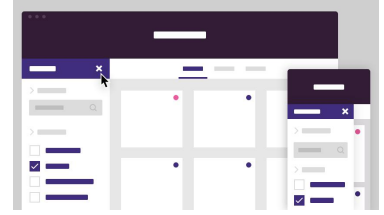
Email Integration

Omni channel communications based on real-time shopping goals



Voice

Use intent data based on the type of response to create rich shopping and discovery experiences.



List Filtering and Ranking

Improve product listing and search pages by mission relevance



CRM & Analytics

Use real time intent data to enrich user profiles for hotel and travel partners.

Our story.

personify
xp



A group of four people are gathered around a table in a library or study area, looking at a laptop. The background is filled with bookshelves containing books and binders. The scene is brightly lit, suggesting a window is nearby. The people are dressed in casual attire, including hoodies and caps. The overall atmosphere is collaborative and focused.

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Any questions?