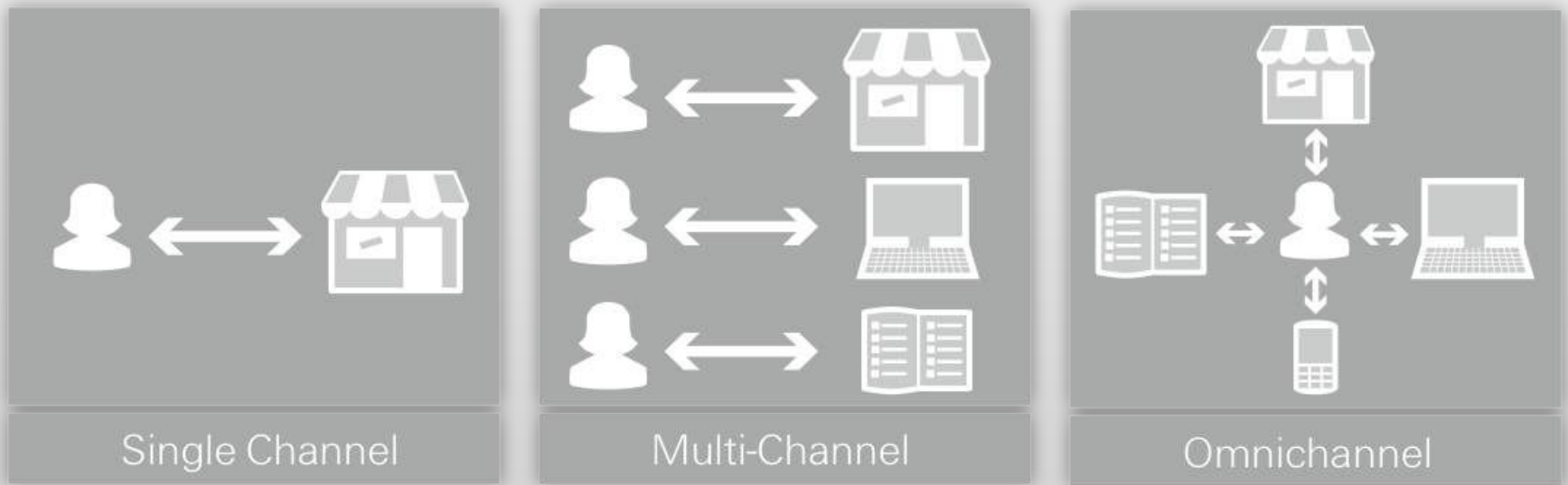


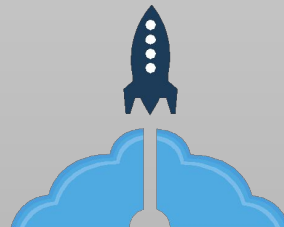
# Retail Rocket Omni-channel Solution

*Retail Rocket – multichannel personalization platform based on Big Data.*

# What is Omni Channel?

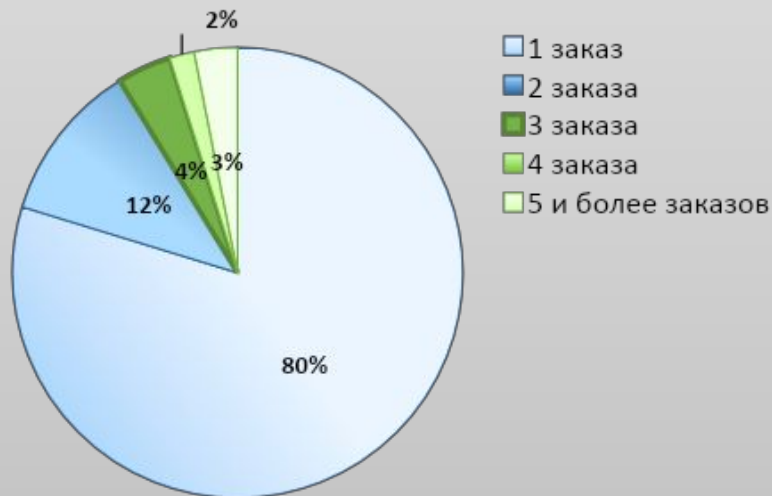


*Customer can choose the most suitable channel of buying and interact not with a offline shop, but with the brand: doesn't matter what sales channel he came through – the same prices, special offers and products are available.*



# What are the single channel approach problems?

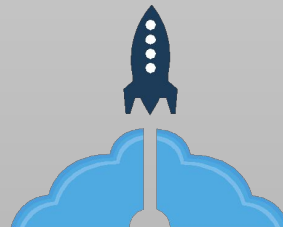
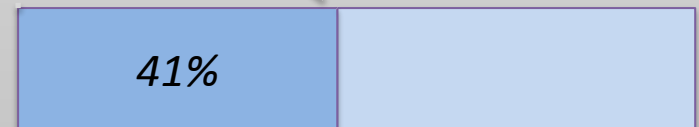
- ☹ *Offline retail customers flow away to competitors' online shops*
- ☹ *Single Ecommerce channel revenue is small compared to offline retail*
- ☹ *Low retention rate (repeat customers generate a lot of business)*



*Average repeat customers share*

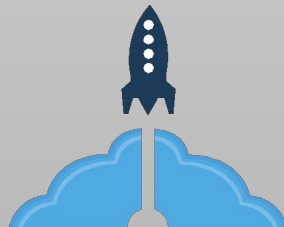


*Average revenue share from them*



# How to solve those problems?

- 1. Have a great service*
- 2. Invest in your brand*
- 3. Use rewards and loyalty programs*
- 4. Constantly communicate with your customers*



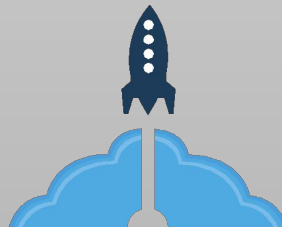
# How to solve those problems?

1. *Have a great service*
2. *Invest in your brand*
3. *Use rewards and loyalty programs*
4. ***Constantly communicate with your customers***

*There are a lot of books about this*

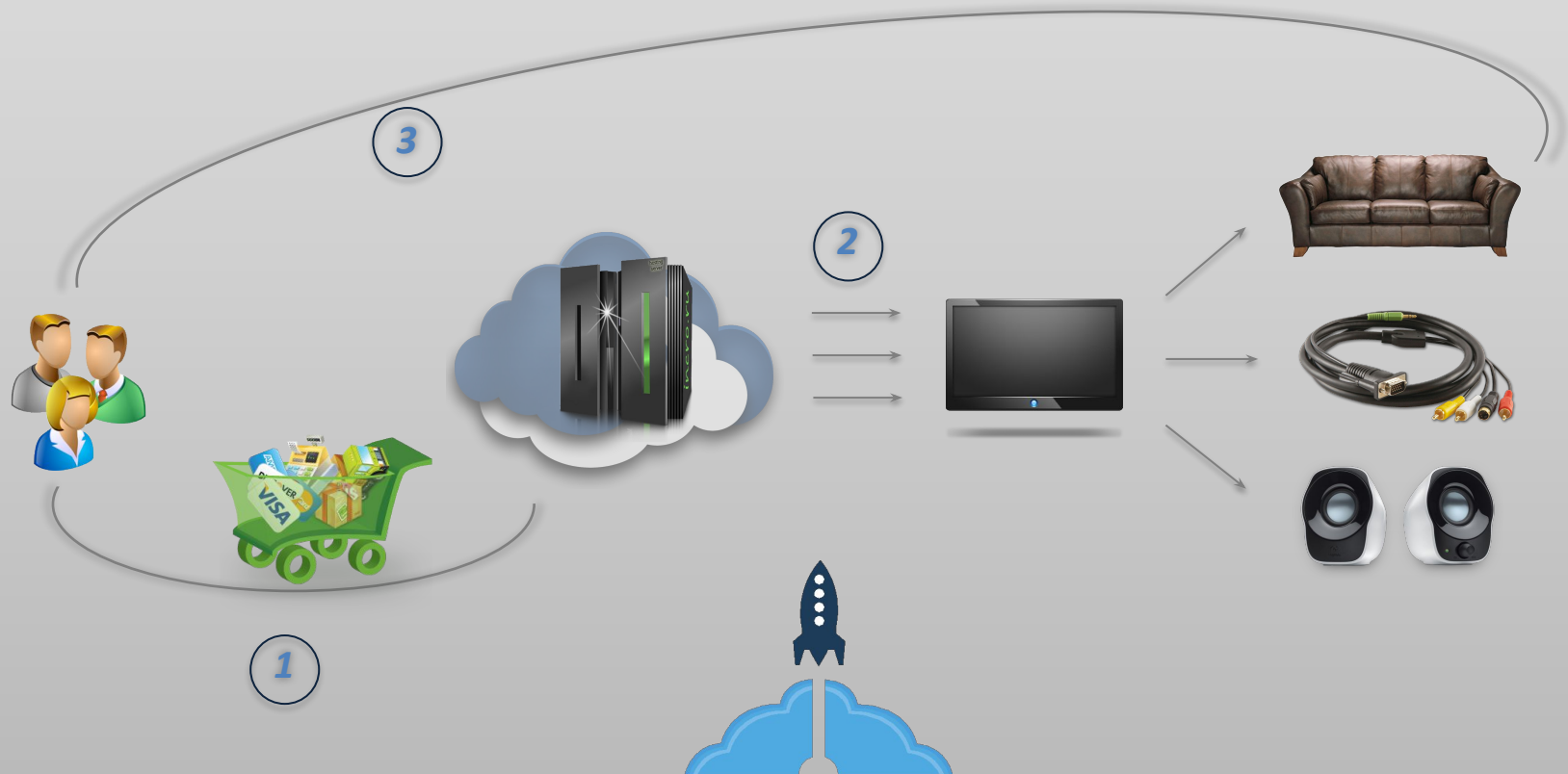
*And almost nothing about this*

**You can use Big Data for automated communication with your customers!**



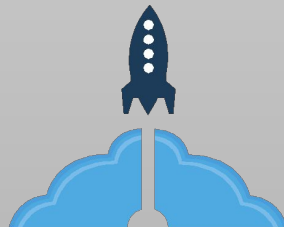
# How can Retail Rocket Omni Channel solution helps with automated communication?

- 1. Retail Rocket platform gathers data about the purchase history, user interests, price ranges, etc.*
- 2. Based on this data our proprietary algorithms predict products that are most likely to be bought.*
- 3. Personalized offers are sent by email, text messages, PUSH notifications in mobile apps and any other channel of communication.*



# What mechanics are used?

- 1. Complementary products based on the latest transaction*



# Real life example:

Customer bought:



Automated email based on purchase:

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Матрас пружинный  
Green Aloe 15

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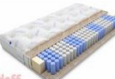
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Матрас беспружинный  
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И ОБМЕН

В соответствии с  
законом о защите  
прав потребителей.




КОМПЛЕКСНЫЕ  
РЕШЕНИЯ

Разработка дизайн-  
проектов для дома




СОПУТСТВУЮЩИЕ  
УСЛУГИ


Сборка мебели, замер  
помещения, подъем на этаж,  
пошив штор и другие услуги.



Форма  
обратной связи




Наши скидки

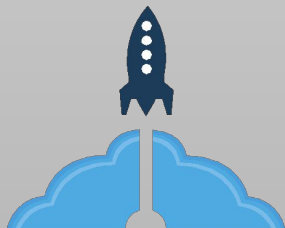


Адреса  
гипермаркетов

Давайте дружить



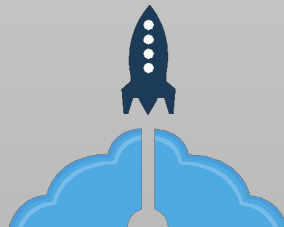
Отписаться от рассылки





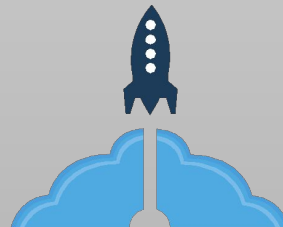
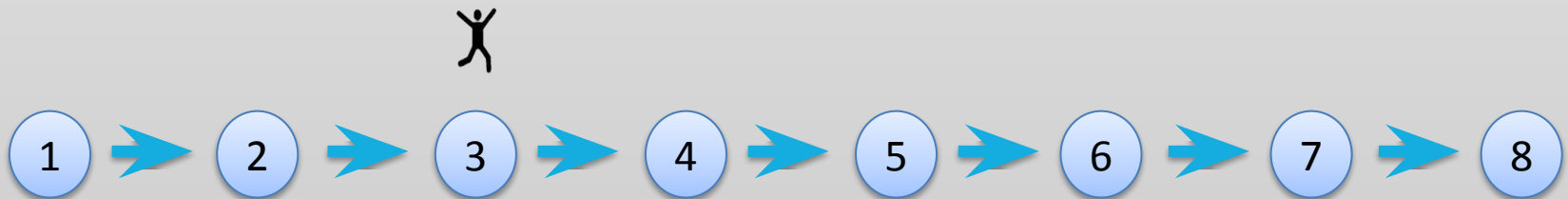
# What mechanics are used?

- 1. Complementary products based on the latest transaction*
- 2. Next best offer prediction*



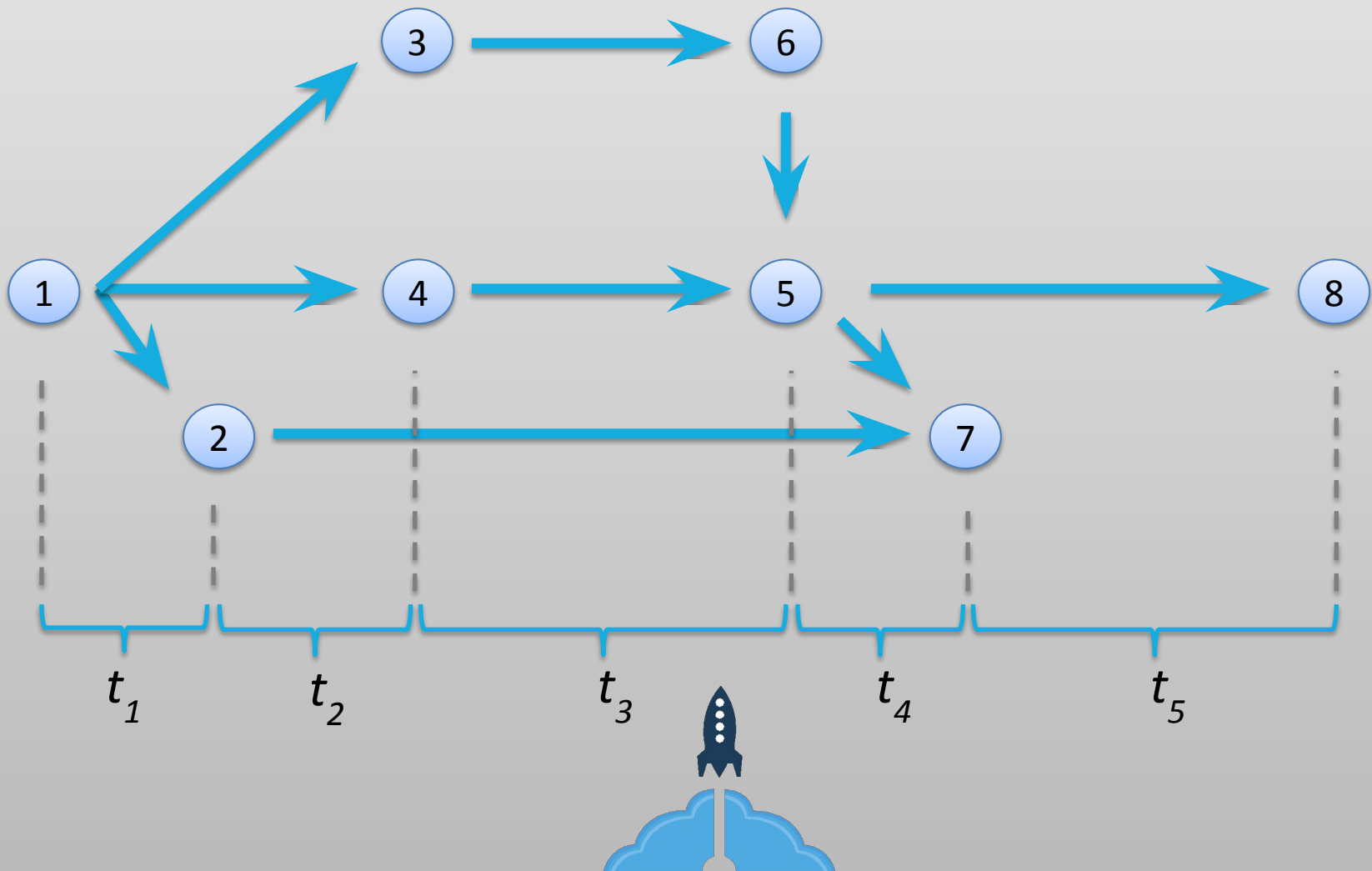
# Next best offer prediction algorithm

- 1. Retail Rocket analyzes the sequences of purchases of your customers*
- 2. Statistically significant sequences are determined*
- 3. By making a purchase (even the first one), any customer is placed in the sequence and the next steps of the sequence are used for prediction.*

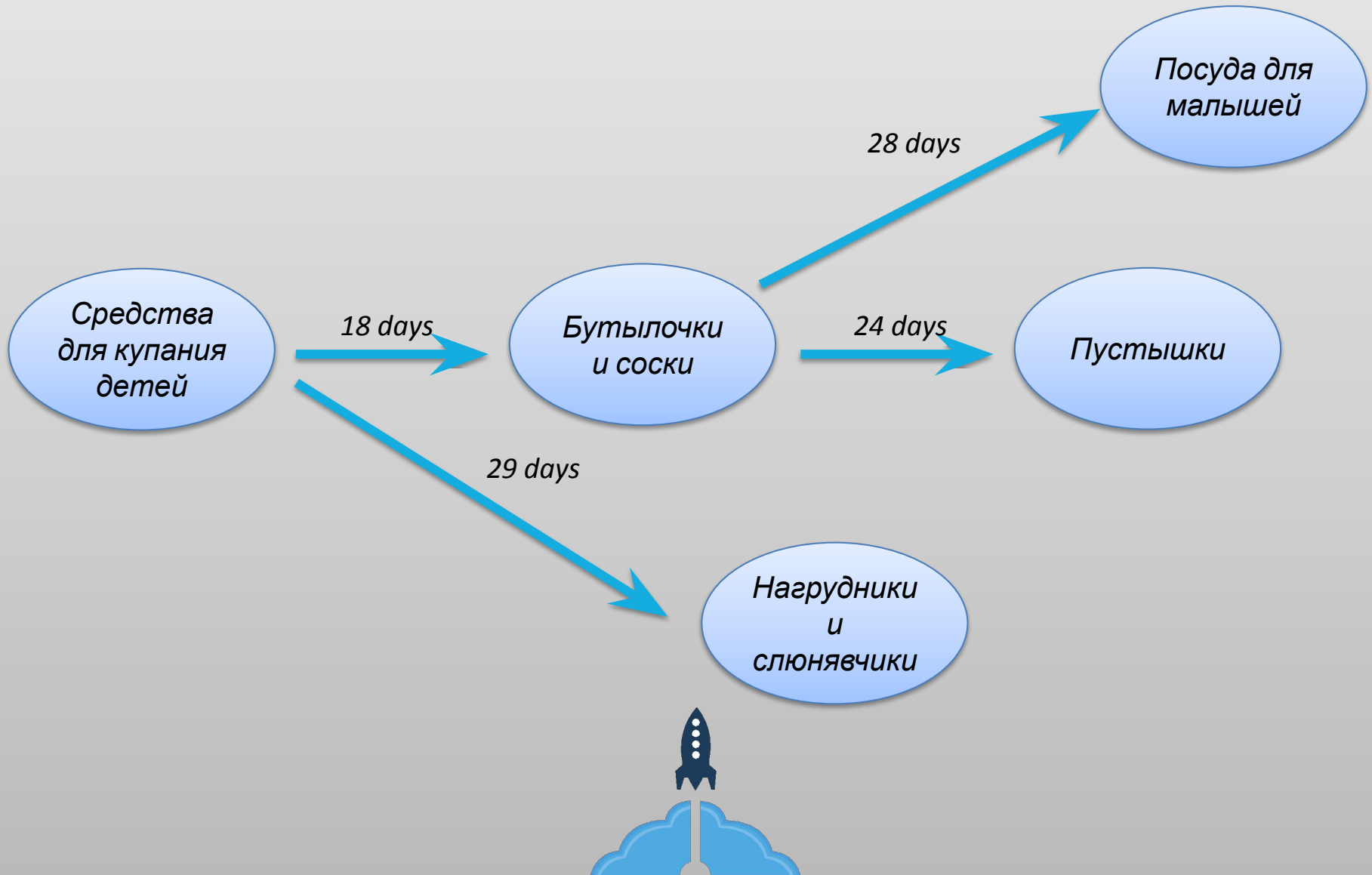


# Next best offer prediction algorithm

- + From our experience, each purchase is a step on a multiple sequences
- + Different sequences are distributed in time

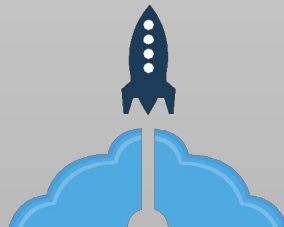


# Real life example of Next Best Offer prediction



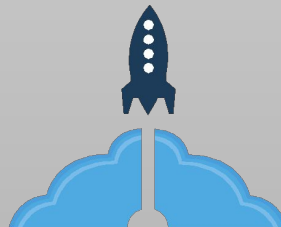
# What mechanics are used?

- 1. Complementary products based on the latest transaction*
- 2. Next best offer prediction*
- 3. New products that match user's interest (works best for fashion and entertainment – books, games, movies, etc.)*
- 4. Recurring purchase offers (food, health & beauty, consumable accessories, etc.)*



# What does it bring to your business?

- 1. Your offline retail customer stays goes to your ecommerce instead of going to competitors.*
- 2. In average, 15% – 20% offline traffic is directed to Ecommerce website*
- 3. About 50% of those website visitors are new and never been to your website before*
- 4. Average last-click conversion rate from visits to orders is 2%–5% (depending on your product category). Post-click conversion is 2–3 times higher!*
- 5. You boost etention rate, customer lifetime value and other critical KPIs for your business.*



**Let's discuss the omni channel project for your business!**

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