

Intelligent services to improve customer experience

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A futuristic space scene featuring a large view of Earth from space on the left. A bright comet streaks across the dark sky in the upper right. The foreground is filled with dark, jagged asteroids and rocky terrain. The overall color palette is dark blue and black, with a soft glow emanating from the Earth.

The new era of marketing



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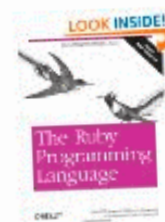
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Ο Γιόκιτς απασφάλισε: "Στο NBA είμαστε σαν τα ζώα ενός τσίρκου"

SPORT 24



Είσαι Ζυγός; Αυτά είναι τα 4 ζώδια που σου ταιριάζουν ερωτικά

LADYLIKE



Μίλαν Τόμιτς: "Σε 2-3 χρόνια θα υπάρχει πολύ μεγάλο πρόβλημα στα

SPORT 24



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DEDİKODU, ÜNLÜLER

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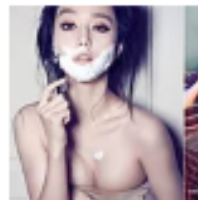


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Style

Chen Man: Is this China's Annie Leibovitz?



Style

Middle America through the eyes of a Swede



Style

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Customers ask for that

- **81%** of the end users prefer brands to approach with a personalized manner
- A personalized experience leads to a **50%** higher probability of purchase
- Customers are willing to share data in order to get a personalized experience
- **77%** of the marketers ask for real-time customer segmentation and targeting



By 2020, customer
experience will
overtake price and
product as the key
brand differentiator





77% OF COMPANIES DELIVERING
PERSONALIZED EXPERIENCE MANAGED TO
GROW



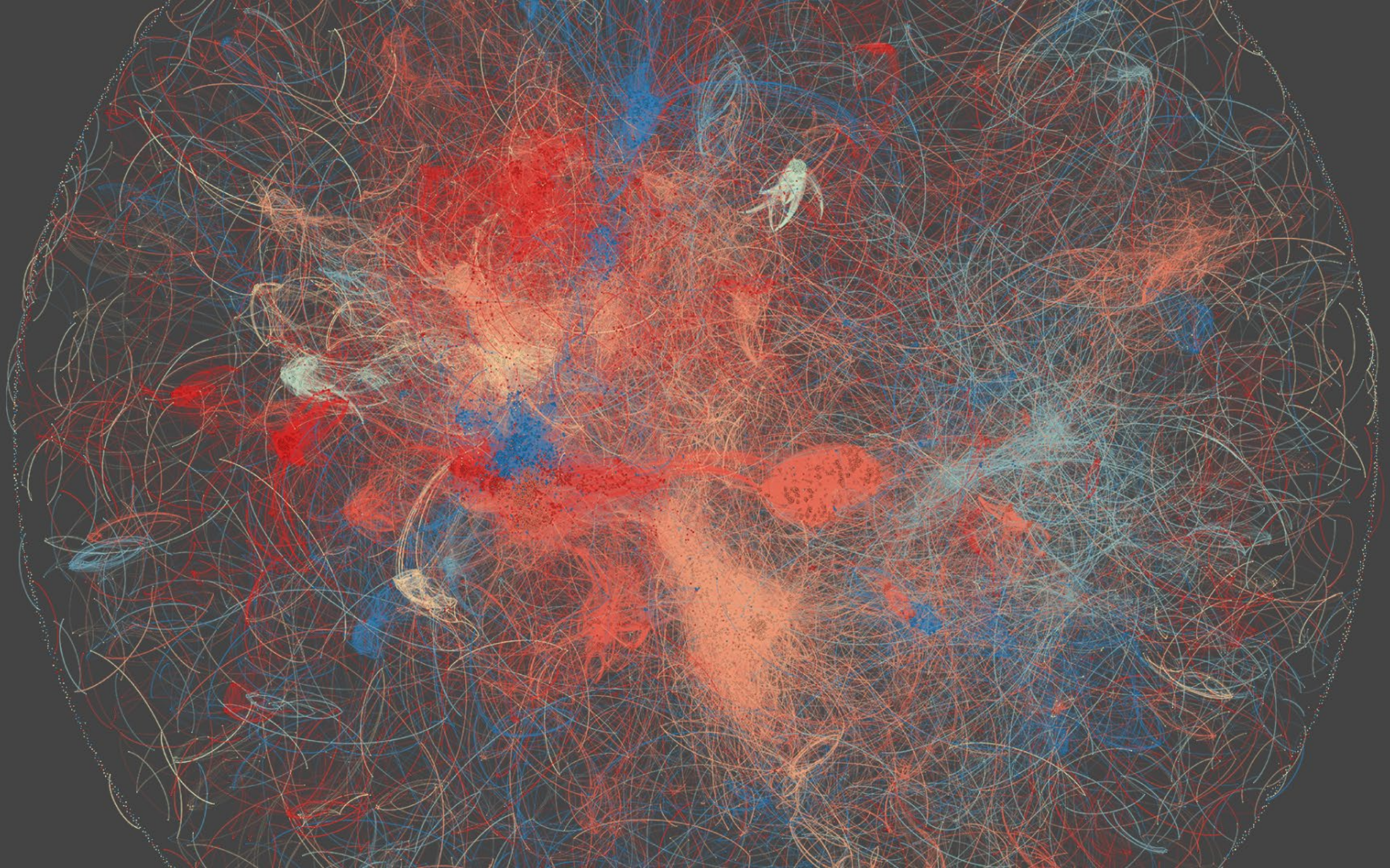
BRAND AWARENESS, MORE CONVERTED
LEADS, REPEAT CUSTOMERS

Customers

Purchases

Location

Demographics





But...

....we need

- ✓ Strategy
- ✓ Clear business goals



CUSTOMER
LOYALTY



LIFETIME VALUE



CONVERSION RATES



BASKET VALUE

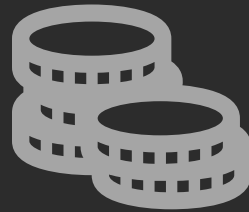


LOWER BOUNCE
RATE

Personalization is not easy



Data Structure



Infrastructure cost



People Skills



scibyl

Empowering e-shops
to fully benefit from knowledge
extracted from web data analytics.

by





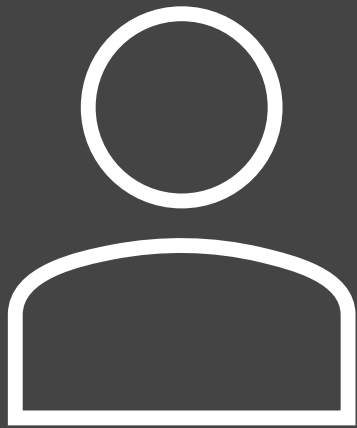
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- ✓ Personalized recommendations
- ✓ Frequent Item sets
- ✓ Smart Search
- ✓ Real-time monitoring

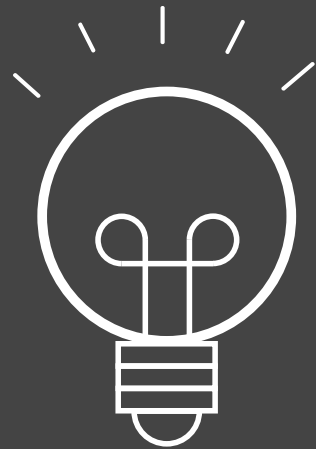
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Conclusion



Customer Expectation



Business Adaptation

