# 2.5x More Likely to Succeed in an Omnichannel Retail World*

There's a wealth of data created by customer interactions across online, offline, mobile, and call center.

But with insights and use cases built for retail, we help you align business outcomes to marketing execution by presenting the right growth opportunities at the right time.

Giving you more time to focus on accelerating business outcomes.

A Leader in the Forrester Wave™ CCCM, Q4 2019, for "orchestrating 40% more channels per implementation than any other vendor in this study."

Emarsys delivers customer-centric personalization across all channels and touchpoints, consistently, and optimized through AI..

With built-in retail use cases aligned to business outcomes, you accelerate your time-to-value and improve new customer acquisition, repeat purchase and customer lifetime value.

**Gartner** Magic Quadrant for Personalization Engines Q3 2020

**FORRESTER** CCCM Q4 2019

> *Emarsys' Personalization Platform leverages a broad suite of customizable templates to meet the needs of both nontechnical and technical users and accelerate time to value for its clients.*

**Gartner 2020 Magic Quadrant for Personalization Engines**

Learn how Emarsys can accelerate your business outcomes at **emarsys.com/demo**

# Customer-centric personalization, online, offline and mobile, optimized through AI

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Grow profitably with business metrics that optimize performance

Increase Customer Lifetime Value

Drive sales offline, online, on mobileand through call centers

Identify more customers in-store

Scale personalization for every customer across the lifecycle

Measure omnichannel impact on sales

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## 24% increase in average order value with built-in omnichannel strategies*

*Achieved by Sally Europe

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**sallyeurope**

**Nike**

| | |
|---|---|
| **43%** | Online sales YoY |
| **24%** | Average order value |
| **20%** | Monthly sales attributed to digital communication |

Read success story ▶

| | |
|---|---|
| **33%** | More website visitors |
| **110%** | Revenue from automations |
| **10%** | Active lifecycle campaigns |

Read success story ▶

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*The beauty of Emarsys is that they always provide an actionable next step for us to run our automated marketing campaign*

**Jade Lau, Digital Commerce Senior Manager, Nike Hong Kong**

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## From Measuring the Business Impact of Your Omnichannel Retail Strategy

## To Accelerating Growth with 1:1 Personalization Delivered with Built-In Use Cases

Drive **predictable** business results

**Accelerate Customer Lifetime Value**

**Build trusted and loyal customer relationships** when you prioritize customer identification, online and offline

**Drive offline to online and online to offline orders**

Measure the impact of digital marketing across all sales and marketing channels

**CLTV**

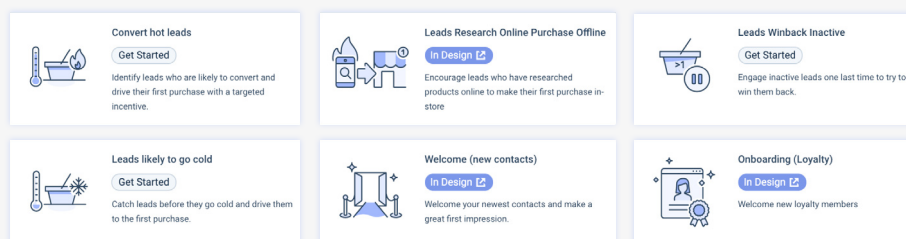**Convert more, faster** with top-performing use cases

With **built-in personalized omnichannel strategies** for every lifecycle stage

Deliver a **unified, customer-centric personalized experience** across online, offline, and mobile

**Maximize the profitability of firstto-second purchase, win back, replenishment, and price drop** use cases and product analytics

**Rapidly activate** online to offline and offline to online use cases to grow online, offline, and mobile sales

## Continuously Optimize Results with AI

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**Convert hot leads**
Get Started
Identify leads who are likely to convert and drive their first purchase with a targeted incentive.

**Leads Research Online Purchase Offline**
In Design
Encourage leads who have researched products online to make their first purchase in-store

**Leads Winback Inactive**
Get Started
Engage inactive leads one last time to try to win them back.

**Leads likely to go cold**
Get Started
Catch leads before they go cold and drive them to the first purchase.

**Welcome (new contacts)**
In Design
Welcome your newest contacts and make a great first impression.

**Onboarding (Loyalty)**
In Design
Welcome new loyalty members

## Align over 30 proven omnichannel retail use cases with the business outcomes that matter to your business.

**Increase average order value**  ✕
Average value of orders
**€75.1** 06.03.2020 – 03.06.2020
▲ 195.59% vs. same period last year: €25.4
✎ Get Better Results with Tactics   📊 Details

**Drive purchase frequency**  ✕
Days between purchases
**102** 06.03.2020 – 03.06.2020
▼ 3.48% vs. same period last year: 98.5
✎ Get Better Results with Tactics   📊 Details

**Increase active customer revenue**  ✕
Revenue from active customers
**€2m** 06.03.2020 – 03.06.2020
▲ 181.05% vs. same period last year: €704.9k
✎ Get Better Results with Tactics   📊 Details

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