

Building a Predictable and Profitable Recurring Business with Relationship Commerce

In today's constantly changing world of retail, it's harder and harder for retailers and brands to survive relying on the traditional retail business model built around one-and-done transactions where customers shop with you once, but then go to Amazon or another competitor to make future purchases. One-and-done transactions compel retailers to spend more time and money to acquire more and more customers to survive, forcing retailers to absorb the customer acquisition costs (CAC) while allowing Amazon or other competitors to reap the customer lifetime value (LTV) profits. The results are a constantly set of churning customers, limited and unpredictable growth, razor thin margins and fewer profits, and a less valuable company.

Ordergroove transforms the retail business model and enables you to grow your business predictably and profitably by ensuring that customers who have already purchased from you once, purchase from you again, rather than losing those on-going purchases to Amazon or one of your other competitors. Ordergroove makes it easier for you to establish recurring relationships and capture greater share of wallet while reducing the cost of customer acquisition and increasing customer retention by offering frictionless consumer experiences across all channels with the convenience of on-going subscriptions, one-click reorders boxes and clubs, memberships and other experiences. The results are recurring customers, predictable and profitable growth and a more valuable company.

100+ LEADING BRANDS CHOOSE ORDERGROOVE, INCLUDING:

bareMinerals®



Raley's

PET SMART

Walmart*

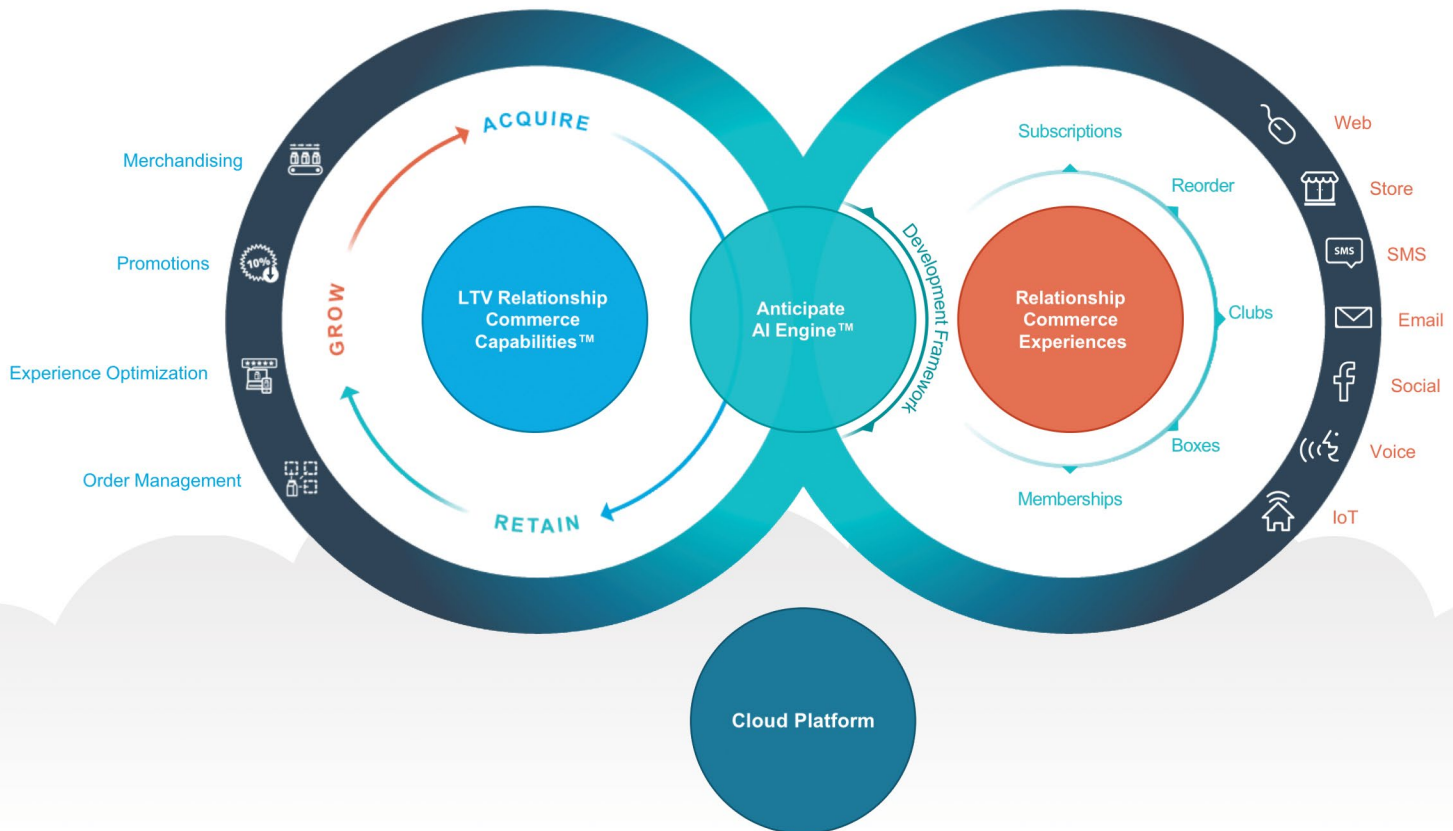
theVitamin Shoppe.

Ordergroove Relationship Commerce Cloud

The Platform to Power Your Recurring, Predictable and Profitable Retail Success

Ordergroove's Relationship Commerce Cloud is a comprehensive platform that enables retailers to establish, retain and grow long-term customer relationships across channels. With deep merchandising, promotion, experience optimization, order management, and artificial intelligence capabilities built from years of experience powering millions of transactions and subscribers, retailers

can easily create, deliver and manage experiences that encourage repeatable shopping behavior. The Ordergroove Relationship Commerce Cloud comes with a built-in developer framework that allows for easy integration with existing retail technologies and omni-channel consumer experiences across channels. A cloud-based platform provides scalability, security and reliability.



The Ordergroove Relationship Commerce Cloud Includes:

RELATIONSHIP COMMERCE CUSTOMER EXPERIENCES

Relationship Commerce experiences are branded interactions that deliver a range of ways for you to engage with shoppers who have purchased from you once before, so that they can shop with you again and on a recurring basis. These experiences include product subscriptions, reorder, clubs, boxes, memberships, and the ability to seamlessly integrate with in-store experiences you have existing, such as buy online pick-up in-store, endless aisle and others or easily enable enrollment at the Point of Sale (POS). Deliver these consistently across all channels, including web, store, mobile, social and emerging channels.

DEVELOPMENT FRAMEWORK

A Development Framework enables all aspects of the relationship commerce experience to be customized for the specific needs of your brand. A robust set of APIs allows outside systems to access the cloud's core relationship commerce capabilities and AI engine. Software Development Kits (SDKs) and a Reference Application Library allow for quick implementation and configuration of relationship commerce experiences.



ANTICIPATE AI ENGINE™

Ordergroove's Anticipate Artificial Intelligence (AI) Engine™ leverages machine learning to power predictions and personalization of relationship commerce experiences across channels and devices. Based on years of learning from top retailers, the Anticipate AI Engine's™ proprietary models let retailers pro-actively anticipate consumers' needs based on past actions, purchases and consumption behavior, ensuring the right products arrive at the right time and the right offers are served up at the right time—maximizing convenience and consumer delight with every interaction.



LTV RELATIONSHIP COMMERCE CAPABILITIES™

Leverage relationship commerce capabilities across the customer lifecycle to acquire, grow and retain customers. Key capabilities such as merchandising, promotions, order management and experience optimization can be leveraged to create innovative, differentiated customer experiences that drive recurring relationships and greater LTV, resulting in a predictable and profitable revenue stream. Ordergroove has invested years of proprietary development on these capabilities based on learnings from hundreds of retailers so you don't have to.



CLOUD OPERATIONS AND INFRASTRUCTURE

The Relationship Commerce Cloud ensures technical operations run securely and smoothly. With a cloud computing infrastructure that provides elasticity upon demand and PCI-DSS Level 1 compliance, you can have confidence in the platform's scalability and security. We also deploy new features continuously with no disruption to your operations. You can focus on innovating and running your business, not managing infrastructure.



“ **The best part of partnering with Ordergroove is that we were able to establish a recurring revenue stream and maximize long-term customer value.**

Colin Watts, former CEO, The Vitamin Shoppe



“ **After a thorough evaluation, we decided Ordergroove's proven technology and team was the right fit for us to take our existing subscription programs to the next level. We are excited about the opportunity to leverage Ordergroove's platform to further improve and expand our subscription offerings.**

Andy Malloy, bareMinerals



Ordergroove Services

Retailers require more than technology to keep up with the constantly changing world of retail and require services to enable success. The Ordergroove Relationship Commerce Cloud is combined with Ordergroove's Services to provide strategic, operational and on-going support for Ordergroove clients.

- **Client Success:** Your success is aligned to Ordergroove's success, so we provide each Ordergroove client with retail expertise focused on best practices and strategy for managing new revenue opportunities. Ordergroove's Client Success team is comprised of former retailers who understand your business and are incentivized to make you successful with Ordergroove and grow your business.
- **Consumer Marketing:** Ordergroove's consumer marketing experts provide insights and best practice guidance around consumer behavior to optimize relationship commerce rollout and success.
- **Solutions Delivery:** Getting to market quickly means faster time to revenue. Our solution delivery team builds, launches and optimizes relationship commerce experiences efficiently.
- **Support:** Client performance is paramount, which is why Ordergroove provides on-going technical support and monitoring.
- **Field Support & Training:** Ensuring that your associates, whether store associates or otherwise, are properly trained increases their ability to acquire, convert and retain shoppers. Ordergroove provides training experts who collaborate with you to put together training programs and then deliver them in face-to-face and virtual learning sessions.

Ordergroove Partners

Ordergroove's partner ecosystem is a select network of companies that offer best-in-class technologies and services that complement and extend the Ordergroove Relationship Commerce Cloud. Ordergroove's partner ecosystem accelerates your time to market, enables you to innovate more quickly and reduce resources spent on implementation.

- **Technology Partners:** Access complementary third-party technologies with proven integrations with the Ordergroove Relationship Commerce Cloud. These include leading ecommerce platforms, customer relationship management, payment, point of sale, email management, and order management providers.
- **Solutions Partners:** Design, implementation and advisory services with leading system integrators, end-to-end and strategy and interactive providers create sophisticated relationship commerce experiences. We maintain working relationships with our partners to ensure they are prepared to drive business value.

Leading brands choose Ordergroove over other providers or trying to build their own solutions for many reasons, especially:



INNOVATION THAT DIFFERENTIATES

Our cloud platform, coupled with our continuous release of best-in-class capabilities means that you can deliver innovative consumer experiences that are on brand and differentiate from Amazon and other competition, without the need to build it out yourselves. You can focus on what you do best—driving innovative experiences to market quickly and manage your business—not managing infrastructure.



FASTER TIME TO VALUE

Ordergroove is pre-built and ready for you to plug into. Rather than trying to build out the complexities needed to deliver relationship commerce, take advantage of Ordergroove's platform built from years of working with leading retailers and our team's 200+ years of collective experience in the retail industry. Get to market quickly and realize the growth benefits sooner.



CONFIDENCE TO SCALE

Ordergroove frees you from having to worry about whether your business will operate smoothly today or scale for the future. Our clients trust our proven experience—100+ brands across all major retail verticals and sizes driving millions of recurring relationships and millions in GMV on Ordergroove. Backed by the security, reliability and instant scalability of our cloud platform and a dedicated team of experts, you can rest easy knowing your business will run smoothly with Ordergroove.

The Ordergroove Difference:

OUR TECHNOLOGY MODEL

Ordergroove has invested years of development into our proprietary capabilities that were purpose built for retail and CPG. Our LTV Relationship Commerce Capabilities™ manage complex recurring customer experiences, while our Anticipate AI Engine™ predicts and personalizes—all of which is based on an innovative, reliable, scalable, secure, and flexible cloud. We built these capabilities so you don't have to and instead can focus your resources on running your business.

OUR RETAIL EXPERTISE

Retail is Ordergroove's sole focus. We've been fortunate enough to work with 100+ brands that have driven millions of consumer interactions, allowing us to tap this collective intelligence to develop technology and services purposely built for retail. We have also selected and cultivated employees and partners with deep retail experience.

OUR BUSINESS MODEL

Ordergroove's business model is based economic and operational alignment with your goals and keeps us focused on and accountable to your on-going success. Our economic success is based on your sales growth, so as you grow your business, we grow our business. Our motivation is your long-term success, not the software sale. Operationally, our entire company—especially our Client Success team—is focused on the success of your business. Our team is incentivized to get you up and running quickly and to optimize existing opportunities for revenue growth and open up new ones.



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