antuit.ai
Real AI. Real Results.

Personalization
for Retail

Rise Above the Masses | Deliver Real 1:1 Offers

Antuit's Personalization solution provides a better customer experience by building trust at scale with 1:1 personalized offers.

Exceptional personalization requires a network of AI models, algorithms, and a feedback loop. Antuit's solution builds a record of each customer's behavior over time and models that behavior to predict future activity against different offers. All offers are optimized to business goals and delivered in the right channel and at the right time to drive the desired action. Finally, a self-learning feedback loop automatically compares predictions to actuals, thus creating a virtual cycle of improvement.

Case Study - Large Grocer Finally Finds Success

The Problem - A large grocer desired to be a market leader in personalized offers; however, they were not achieving their vision. Despite good intentions, their marketing efforts were resulting in missed revenue targets, weak response rates, and diminishing vendor support. Under these conditions, the grocer knew it had to pivot and look for new ideas and solutions.

The Result - The retailer embarked on an offer optimization strategy with Antuit. Antuit's solution analyzed aspects of their previous campaigns but also brought in additional detail around the customer profiles such as price sensitivity, lifestyle, and buying patterns. Upon a quick implementation, the company achieved game-changing results while keeping their marketing spend inline. Additionally, the company could now do transaction and loyalty builder promotions as these were not available with its previous solution.

Results

30% **Increase** in customer acquisition rate over benchmarks

4x **Response rate** from 1:1 offers

15% **Increase** in online coupon redemption rate over benchmarks

Features

➢ **Customer DNA** — Identify latent customer characteristics, not explicitly given by the customer, to create new opportunities and build value.

➢ **Relevant & Incremental** — Engage customers with content that is relevant and drives incremental behavior.

➢ **Real-time Analytics** — Pinpoint in-transaction customer-specific cross-sell/up-sell opportunities with real-time analytics.

➢ **Full Channel Coverage** — Deploy across all analog and digital channels with one centralized customer decision hub.

➢ **Budget Optimization** — Maximize the incremental sales impact for any budget with the built-in optimization engine.

> " This [Customer Experience] matters to the bottom line because a 1-point improvement in its CX Index score can lead to an incremental $244 million in revenue for a big-box retailer. "

Forrester
The US Customer Experience Index, 2019

Why antuit.ai

We listen to your challenges and then assemble the right team to deliver your solution that addresses your pain points. We work as your partner during the entire process, from solution diagnostics to deployment to adapting the solution for changes in consumer preferences.

We are focused on delivering significant, financial results for our clients, often starting within three to four months of our first engagement, enabling them to receive a faster return on their investment.

To learn more, please contact Antuit at **info@antuit.ai**

Additional Solutions Available from antuit.ai

➢ Personalization
➢ Retail Forecasting and Merchandising
➢ Life Cycle Pricing

About antuit.ai

We are the leader in AI-powered cloud solutions for Merchandising and Planning. We have the industry's first solution portfolio – powered by Artificial Intelligence and Machine Learning – that can help you digitally transform your Pricing, Promotions, Assortment, Forecasting and Personalization solutions.

Antuit's executives, comprised of industry leaders from Accenture, McKinsey, IBM, and SAS, and our team of Ph.Ds., data scientists, technologists, and domain experts, are passionate about delivering real value to our clients.

Antuit is funded by Goldman Sachs and Zodius Capital.

Learn More at www.antuit.ai