# advalo

# 1st INDIVIDUALIZED MARKETING PLATFORM

## Leverage AI to develop Customer Value

The Advalo Platform helps retailers advance towards individualized marketing that is far from pollutant and intrusive mass marketing to renew a privileged relationship with their consumers and develop customer value. Through artificial intelligence algorithms and innovative predictive models the Advalo omnichannel platform enhances behavioral and CRM data both physical and digital in order to address messages to the consumer on all points of contact that meet their needs and aspirations.

**With the Advalo platform, retailers generate an average of 3 to 4% of incremental sales over the entire turnover in less than 12 months.**

## HOW DOES IT WORK?

**The Advalo platform guides marketing teams from customer knowledge to the activationof the most revenue-generating campaigns.**

### 1 Reconcile customer journeys

The platform reconciles CRM and digital data and creates a unique customer identifier to track the omnichannel journey of each digitized individual. Customer knowledge is enhanced.

### 2 Leverage AI to qualify audiences and send individualized messages

More than 50 AI models can be used to finely segment the database and build audiences with high-value potential.
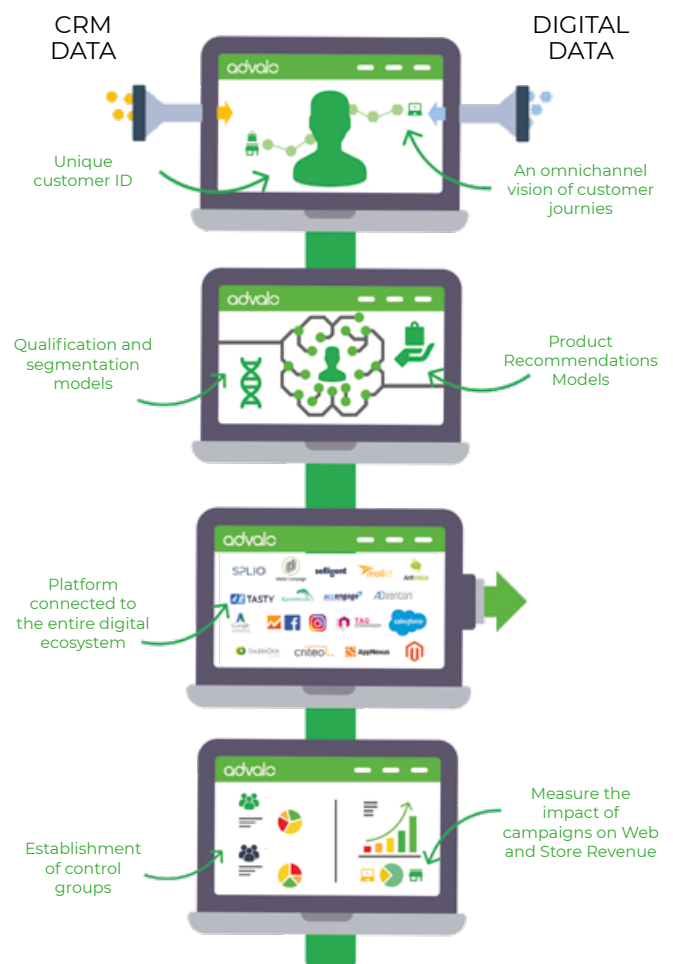
Recommendation models are a way to personalize messages sent to the individual by offering products that interest them.

### 3 Enable campaigns on all channels

With its multiple connectors, the platform activates marketing campaigns on all points of contact: e-mail, phone, SMS, social networks, search, mail, notification...

### 4 Measure omnichannel incremental revenue

The platform measures omnichannel campaign performance and calculates the value increment generated from setting up control groups

CRM DATA

DIGITAL DATA

Unique customer ID

An omnichannel vision of customer journies

Qualification and segmentation models

Product Recommendations Models

Platform connected to the entire digital ecosystem

Establishment of control groups

Measure the impact of campaigns on Web and Store Revenue

## MARKET LEADERS TRUST ADVALO:

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# Increase customer value with the Advalo platform and achieve sustainable growth

## Activate 3 levers to boost customer value:

**Increase Customer Value** = **Focus on high potential customers** + **Build Customer Volume** + **Boost Responsiveness**

## DISCOVER HOW THESE BRANDS STRENGTHENED THE VALUE OF THEIR CUSTOMERS

### ■ Focus on high potential customers

Identify the individuals who bring the most value, decode their DNA through qualification and segmentation models to create look-alike audiences that will target their high-potential look-alikes..

**grain de malice**

**Found its best future clients**

The platform enabled the brand to identify high-potential customers in its base: Grain de Malice used these audiences to search for look-alike profiles on Facebook and Google while excluding former customers from its acquisition campaigns.

**X2** higher acquisition rate of new customers with continuous high potential vs classic campaigns

### ■ Build Customer Volume

Improve communication with high potential customers by finding them on digital and social networks and foster their omnichannel behavior to increase their value.

**éram**

**The relational plan addressed 4 times more customers**

By implementing a relational plan on Facebook and Instagram where marketing pressure is less anticipated Eram communicated with 4 times more customers than by e-mail and increased campaign performance.

**+24%** incremental conversion vs control group

**grain de malice**

**Grain de Malice encourages its customers to buy products online and in stores**

By encouraging its store customers to go online and e-commerce customers to visit the store locations with adapted offers, Grain de Malice promotes channel mixing at the very initial stages of the relationship.

The value of a channel mixing customer is **2x higher** than the value of a customer who exclusively shops at a physical store and **4x higher** than the value of a customer who buys exclusively online

### ■ Boost Responsiveness

By leveraging purchase history and browsing behaviors the Advalo platform identifies pretenses for contacting each individual, to send the most relevant messages and offer products that meet their needs via intelligent recommendation models.

**GĒMO**

**Gemo detects and converts purchase intention**

The Advalo platform makes it possible to detect purchase intention and set up personalized reminders through product recommendation models of viewed products and/or products similar to those consulted. Gemo boosts the responsiveness and conversion rate of individuals targeted by these campaigns.

**+25%** Incremental Web Conversion vs Control Group

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