



## PERSONALIZATION AS - A - SERVICE

### Building blocks to personalize every customer application

Unlock the power of your customer data to innovate personalized moments at every step of your customer's journey. RichRelevance Build™ services give you instant access to API-based personalization tools to manage and route your data from any source and integrate personalization into any application. Don't just track data—learn from it and use it to build incredible products and experiences.

### Create experiences limited only by your imagination

#### Marketing



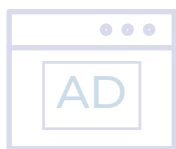
Find the right price promotion that brings customers back to that abandoned cart.

#### Merchandising



Discover and showcase local trends in real time or decide how to organize products online or in stores.

#### Advertising



Optimize your AdWords campaigns based on product affinities.

#### Customer Service



Provide store associates and personal stylists with the ability to refine their recommendations based on complete user data.

#### Print

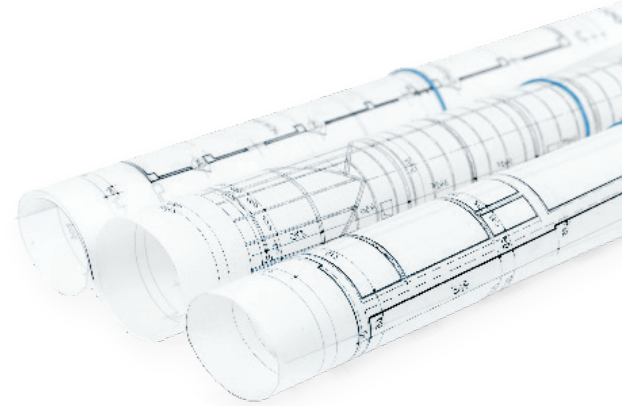


Create catalog layouts based on audience segments.

#### Call Center



Provide call context for service or sales calls using your customers' browse or activity data.



### The ingredients for personalization

#### Omnichannel Data Hub

Send data from your website, mobile app, catalogs, kiosks, beacons, point-of-sale registers and more.

We'll manage all of your data in one place—whether it's from a cloud, app or device—and route it wherever it's needed.

#### Personalization Graphing Tools

Personalization is based on analyzing data, formulating decisions based on the most relevant criteria, and taking action. Our foundational APIs paint a clear picture of your customer, product, and contextual data to help you get started with the personalization that's right for your business.

#### Event Stream

See all your data events in real time. The event stream shows you how people are engaging with your apps and which products are being sold... *right now*. It also provides a quick health check on the data flow to all your tools.



## Built on the Relevance Cloud™

### The Personalization Graph™

**4** key data sets laying the foundation for personalization

### Technology

**#1** Robust infrastructure with industry's fastest response times

### Ecosystem

**30** technology and integration providers partnering with RichRelevance

### Expertise

**230+** leading retail brands using our state-of-the-art personalization technology

# What's in it for me?

## For Marketers:

Eliminate bottlenecks and barriers to using your data for innovation.

Create experiences that represent your brand without being constrained by canned personalization.

Unify personalized customer experiences across any channel, without losing context.

Pinpoint where the customer is in the sales funnel—in real time.

## For IT:

Offer data-driven innovation to internal customers (marketing, sales, operations) with instant access to a flexible toolset.

Reduce risks of runaway costs or timelines using a cloud platform built for retail.

Get a clear view of your data in real time.

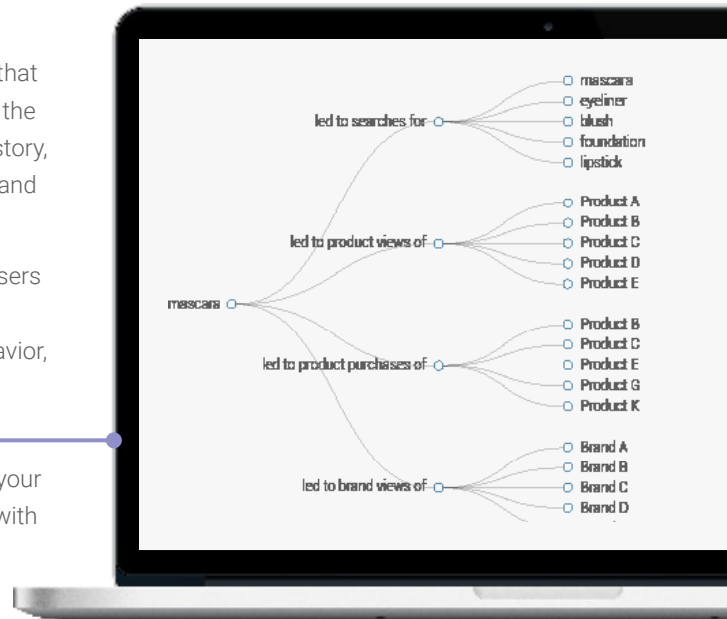
Free up resources used for 1-to-1 integration for every tool, cloud and platform, so your people can focus on solving strategic problems.

## Personalization APIs:

**Profiles API:** All the data that you need to learn about the user such as browse history, purchase history and brand preferences.

**Segments API:** All your users that match your target audience based on behavior, attributes, interests, etc.

**Product Affinities API:** Interrelationships of all your products or categories with one another.



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