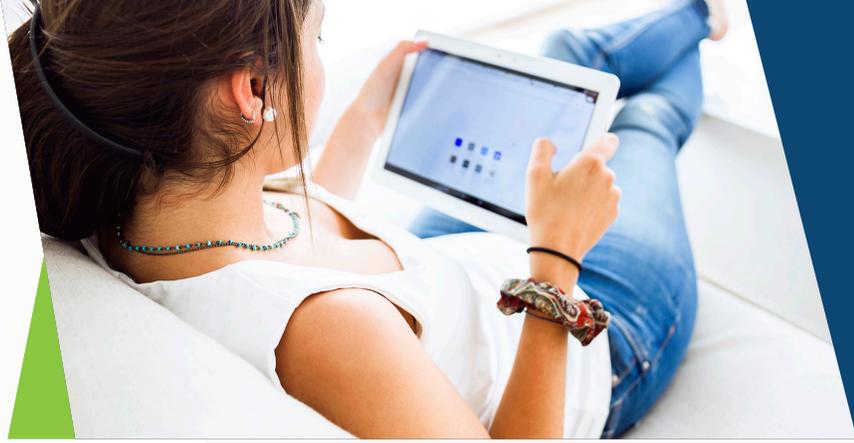# AI-Based Personalization Provides 10%+ Revenue Uplift

*A top 10 U.S. retailer drives online conversions with **ZineOne's Intelligent Customer Engagement platform**.*

BACKGROUND

From emails to pop-ups to push notifications, today's consumers are inundated with offers from retailers everywhere. The influx of irrelevant offers only muddies the waters for consumers, leading to lower conversion and rising cart abandonment rates. *How can retailers cut through the clutter and stand out to their customers?*

A top 10 U.S. retailer sought an answer to this question. With more than 1,000 brick-and-mortar locations and a growing focus on online channels, this major retailer sought to not just bring more visitors to its online storefront, but to meaningfully engage them once they arrived. To support the relevant, contextual customer engagement it envisioned, the retailer knew that it needed a different solution, one that could take advantage of advancements in data science to deepen customer relationships, brand affinity, and loyalty in real-time.

THE CHALLENGE

The key challenge this retailer faced is also true for the retail industry, as a whole—a lack of access to in-session customer data that could supplement existing stored customer data, which when combined, enabled relevant engagement in-that-moment. While analysis of stored customer data allows persona and segments creation that lead to basic personalized recommendations, it does not account for customers' current channel, needs, and mindset. Hence, a brand cannot meaningfully personalize a customer's in-session experiences to prevent website or cart abandonment.

An additional layer of short-term insight, driven by machine learning-based models was needed to understanding the unique goal and medium of each shopper, whether they were browsing the app, visiting a website, or embarking on a buyer journey via another channel.

Company Overview

- **Industry:** Retail
- **Employees:** 100,000+
- **Revenue:** $15+ Billion
- **Online Sales:** $1+ Billion
- **Stores:** 1,000+

Challenges

- Access to in-session user behavior and real-time context
- Inability to connect every customer's cross- channel context
- Sub-optimal customer engagement with low offer take rate

Results

- Up to 90% accurate predictive models based on in-session user behavior
- 50+% redemption rate for personalized offers
- 22.6% relative lift in revenue per visitor with in-session offers

ZineOne

In order to nudge more potential buyers to not just browse but make a purchase decision, the company enlisted ZineOne to help it achieve the following:

- Deploy relevant, personalized engagement using AI-based recommendations that incorporate in-session user behavior

- Integrate customer data from various enterprise systems to further enrich the customer context

- Unify data into a single, user view across channels

- Use Machine Learning (ML) to analyze real-time behavior against historic data points to more accurately predict and influence in-session purchases

THE SOLUTION

ZineOne provided the retailer with a new intelligence layer that allowed it to offer the next generation in AI-driven, real-time personalization. ZineOne's Intelligent Customer Engagement (ICE) platform automated the deployment of in-session intervention based on the continuous, cross-channel customer intelligence collected with its patent-pending Customer DNA technology.

Customer DNA Spotlight

Customer DNA is an ever-changing stream of unique short- and long-term behavior data for each shopper, augmented by environmental insights, across all channels. It forms the framework for continuous intelligence about customers. Customer DNA insights are further optimized with machine learning-based models embedded in the ZineOne ICE platform to determine exactly when, where, and how a particular message is delivered to a specific customer for maximum impact. This allowed the retailer to meaningfully react to user activity as it occured, based on what the intelligence layers predicted as most appropriate for each visitor.

The platform continuously analyzed Customer DNA insights and made Machine Learning-based predictions about the customer's current journey and the likelihood of purchase. The ICE platform recommended actions to incentivize visitors with relevant information in real-time increasing the redemption rate of these hyper personalized offers by more than 50%.

Results

UPTO 90%

Accurate predictive models based on in-session user behavior

50+%

Redemption rate for personalized offers

22.6%

Relative lift in revenue per visitor with in-session offers

In the realm of digital transactions, predictive responses need to be immediate and accurate. ZineOne's Intelligent Customer Engagement platform enables business users to understand and respond in-the-moment with relevant 1:1 customer engagements to encourage desired outcomes. Recognized by Gartner as a "Magic Quadrant for Personalization Engines" provider, ZineOne's platform has quickly positioned the company as a leading AI personalization provider that is delivering nearly $1 billion dollars in new revenue while respecting and preserving margins for companies who seek to provide consumers with superior shopping experiences. The patent-pending platform and its continuous learning models provide deep insights into each and every visitor across digital and physical channels while delivering intelligent customer experiences in key moments that delight customers, foster loyalty, and increase revenue. Learn more at www.zineone.com.

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