

ALGONOMY

CUSTOMER JOURNEY ORCHESTRATION

Connect with customers in the moment, in the channel of their choosing to drive conversions up

Today, customers engage with retailers across various channels, online and offline, making their journeys complex. Besides, they expect relevant experiences from brands in real-time. They are only a click away in abandoning their journey if the experience isn't enjoyable. Marketers struggle to drive intimate engagement with these channel-agnostic customers and meet their moment-based expectations.

A McKinsey study found that "performance on journeys is substantially more strongly correlated with customer satisfaction than performance on touchpoints—and performance on journeys is significantly more strongly correlated with business outcomes such as revenue, churn, and repeat purchase."



Algonomy Customer Journey Orchestration enables retail marketers connect with customers at every touchpoint in real-time. It automates customer journeys, orchestrates omnichannel interactions, and optimizes communication based on real-time context. The solution activates audience in real-time for customer engagement on any channel, enabling marketers drive connected experience and 1:1 customer engagement leading to higher conversion rates and CLTV.

Having delivered millions of messages over 10+ channels for 440+ retail customers, here's what sets us apart:



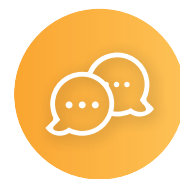
AUTOMATE CUSTOMER JOURNEY

Automate workflows & schedule campaigns based on customer's path-to-purchase and stage in lifecycle to grow your customer base and revenue.



ORCHESTRATE OMNICHANNEL INTERACTIONS

Engage across email, SMS, mobile apps and e-commerce based on customer preference. Seamlessly manage omnichannel communication from one platform.



OPTIMIZE COMMUNICATION

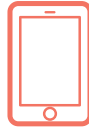
Continuously assess and re-calibrate journey performance to drive higher conversions and optimum purchase trajectories. Run A/B Testing & AI-led optimization to identify the ideal creative treatment, headline, copy, send time and channel mix that will elicit maximum response.

Connected Customer Engagement across Online & Offline Channels

Algonomy offers over 560 OOTB integrations to a plethora of touchpoints empowering marketers orchestrate seamless customer engagement across channels.



EMAIL: Send open-time personalized & contextual email messages to deliver powerful customer experience.



MOBILE: Send timely push notifications based on product viewed by customer or in-app communication through offer pop-ups or leverage mobile inbox channel as offer repository.



DIRECT MAIL: Customized direct mail content – offers, product recommendations, new product introductions, etc. and simulate journeys to synchronize direct mail delivery with your multi-channel campaigns.



SMS: Connect with customers in their path-to-purchase through relevant SMS messages to make cross-sell recommendations, reverse cart abandonment & more. Send deep links to attract customers to your app. Automate flows to manage customer queries using SMS conversations.

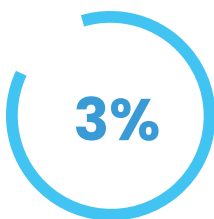


E-COMMERCE: Personalize web banners, landing page and offers for each registered customer and their lifecycle stage. Capture cookie data for unidentified visitors and map to customer profile once they log in.



ADTECH & OTHER CHANNELS: Run targeted social campaigns using custom audiences for social channels such as Facebook, Instagram, etc. and create Lookalike audiences to expand reach. With our real-time APIs & OOTB integrations, we enable 3rd party paid media marketing to run Google Ad campaigns.

US supermarket chain goes from generic messaging and manual email campaigns to automated campaigns with personalized content.



Incremental
sales



Digital
adoption



Offer
redemption rate

ALGONOMY

Algonomy empowers leading brands to become digital-first with the industry's only real-time CDP platform with built-in customer activation and analytics for the retail industry. With its comprehensive AI-driven solution, retailers can anticipate and respond to changing conditions while delivering highly personalized experiences to shoppers across all touchpoints. Algonomy is a trusted partner to more than 400 global retailers and offers unmatched retail expertise and breadth of digital best practices across data management, marketing, merchandising, analytics and ecommerce. For more information about Algonomy, visit www.algonomy.com.