

REDO DIGITAL WITH ALGORITHMIC SOLUTIONS



Digital has firmly established itself as one of the most important drivers for business growth in retail. In the face of ever-evolving customer needs and behavior, brands need intelligent ways to forge meaningful relationships for the long term. The way retailers develop their digital engagement strategies to address customer needs in the moment, by leveraging data and deep insights to power personalized experience across channels, will have a lasting impression on their relationship with customers.

With deep domain expertise in Retail and actionable algorithms, Algonomy powers the digital “new normal”: we activate, engage, align and convert every digital interaction in real time for hyper-personalized customer experiences.



Activate

Real-time audience activation with unified profiles



Engage

Perfectly-timed journey-based customer engagement



Align

Optimize merchandising aligning supply with demand



Convert

Enhance CX by converting every digital interaction into a personal experience

Algorithmic Benefits



increase in conversion rates



return on investment



digital revenue uplift



growth in mobile app engagement



growth in efficiency

Algorithmic Customer Engagement (ACE) Platform

Algonomy replaces the cost and imprecision of manual decision-making with a self-learning, ensemble-based, algorithmic decisioning engine. Now you can precisely integrate demand & supply, engage customers with contextually relevant experiences across their lifecycle and enable rapid time-to-market, driving immediate ROI for your business.

Here are the main components of the ACE Platform:

1. Real-time Customer Data Platform

Algonomy's CDP enables real-time audience activation by creating granular segments with unified customer data, across online & stores.

2. Customer Analytics

Algonomy's advanced Customer Analytics is a cloud-based analytics module that enables AI-powered, autonomous decision-making for retailers.

3. Omnichannel Personalization

With Algonomy, commerce teams can turn every digital interaction into a personal experience by connecting digital touchpoints such as search, browsing, content and product recommendations.

4. Customer Journey Orchestration

Algonomy enables retailers to authentically engage audiences with perfectly timed personalized campaigns and offers across all channels.

5. Merchandising and Supplier Collaboration

Algonomy helps retailers automate key merchandise processes, provides prescriptive recommendations for timely course corrections to price and inventory, and transforms vendor relationships through data monetization.



Trusted Partner for 400+ Retailers and Brands



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