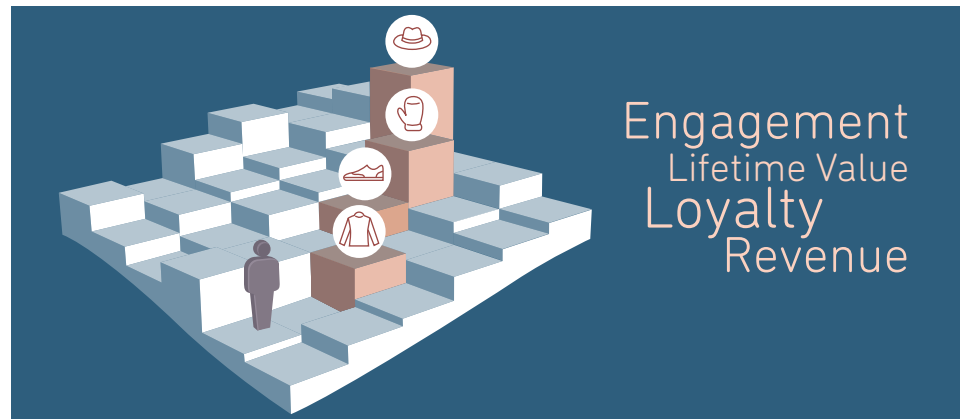


We deliver science-driven personalization for retailers

Now you can drive revenue, inspire loyalty — and align your outreach with each unique customer journey.

Retail is in the midst of a remarkable transition, bringing new opportunities and major challenges. A new era demands a more advanced, more effective approach to personalization that can optimize each consumer journey. **Coherent Path brings you science-driven personalization that raises revenue today — and builds lifetime value far into the future.** Now you can ensure that your customer outreach and promotional initiatives pay off with significant results, the kind that keep you ahead of the competition.

Understanding each customer journey — and optimizing and influencing it in a meaningful way — helps you engage customers, raise revenue, and build lifetime value.



The Coherent Path platform is different and exciting, right from the start. It's built on advanced mathematics and algorithms originally applied to solve the most complex types of credit card fraud. We put our fundamentally different approach to personalization to work to solve the pressing challenges faced by today's data-rich, insight-poor retailers. We help our clients win the ongoing battle to engage customers in an increasingly challenging, highly competitive marketplace. All with a proven solution that's easy to implement — and that pays for itself quickly.

The Challenge:

MAKING PERSONALIZATION MORE EFFECTIVE

To understand each customer journey — and optimize and influence it in a meaningful way — remains the ultimate goal of every retailer. That's how you engage customers, raise revenue, and build lifetime value. It's how you ensure that your customer outreach and promotional efforts get results. But the old approaches to personalization, which simply make recommendations based on past behaviors, aren't working.

Despite the flood of data and broad array of enabling technologies, many retailers struggle to deliver unique 1-to-1 experiences to their customers. Some have deployed primitive recommendation tools that deliver nearestneighbor offers that fail to delight their customers — or inspire them to stay loyal to a brand. Anyone with an email in-box stuffed with off-target offers knows just how effective those are.

Retailers have more data, technology, and tools available than ever before. You know there's a wealth of value trapped in your mountains of customer and transactional data. But are you able to leverage it to get the kind of results you want? Now you can — with Coherent Path.

The Solution:

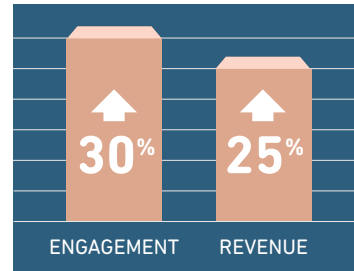
SCIENCE-DRIVEN PERSONALIZATION

Our next-generation personalization empowers retailers like you to build meaningful relationships with your customers — increasing revenue and differentiating your brand today, while maximizing lifetime value. We build sophisticated maps of product and transactional spaces — then identify the best path ahead for each customer. Using our groundbreaking approach, you can deliver personalized, multi-step offers that get results. And our cloud-based solution works seamlessly with your current data and email systems.

Coherent Path leverages your existing product, customer, and transaction data to optimize your omni-channel marketing with effective personalization, actionable insights, and much more.

The Results:

MORE ENGAGEMENT AND HIGHER REVENUE



Retailers that have deployed Coherent Path experience an average 30% lift in key engagement metrics (e.g., email click-throughs) and a 25% increase in revenue.

Visionary retailers of all sizes, from diverse market segments — including some of the most well-known brands in the world — rely on the Coherent Path platform to:

- make significant leaps in customer engagement
- understand and influence the customer journey
- optimize omni-channel content and offers
- increase eCommerce conversion
- boost customer loyalty
- build customer lifetime value



Online offers and promotions that keep customers coming back.



Email communications that inspire action, driving engagement and click-through.



In-store experiences that delight the customer and strengthen your brand.



Direct mail that's relevant and resonant, triggering results.

Want to learn more about Coherent Path?



VISIT WEBSITE:

<http://www.coherentpath.com>



CONTACT US:

info@coherentpath.com



SCHEDULE A DEMO:

<http://learn.coherentpath.com/schedule-a-demo/>