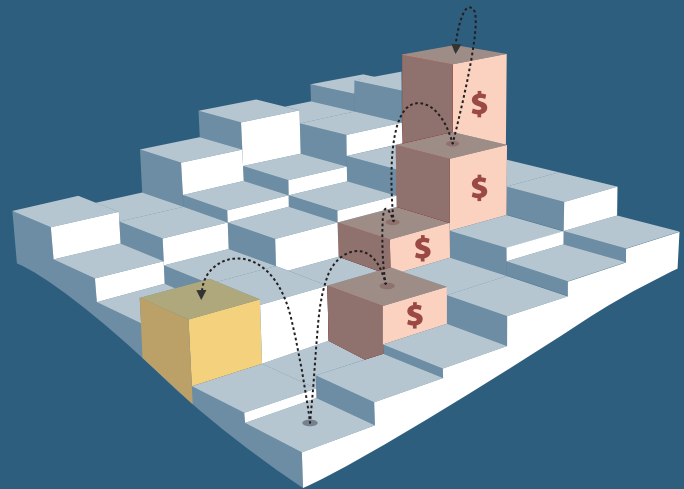


# Take a closer look at the science behind Coherent Path

We use Hyperbolic Geometry to enable a new level of personalized customer engagement.

Coherent Path delivers science-driven personalization that helps you raise revenue, inspire loyalty, and build long-term customer value. We take a fundamentally different approach to personalization than traditional next step recommendation tools. We use Hyperbolic Geometry and advanced analytics to build sophisticated maps of product and transactional spaces — then identify the best path ahead for each of your customers.

Existing predictive analytic solutions are myopically focused on the next step and miss the true value of Big Data available to most organizations. Our science-driven approach creates a unique customer journey based on a deep understanding of your customers — every one of them.



 using Geometry and Dynamics  using Predictive Analytics

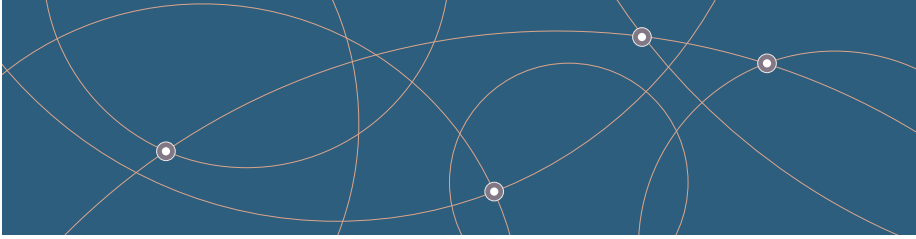
## **Our approach to understanding the dynamics of products and transactional spaces is unique to the retail industry.**

At the core of our platform, you'll find new analytic and modeling techniques using Hyperbolic Geometry and Dynamic Customer models. With this unequalled foundation in mathematics and data science, Coherent Path allows you to deliver personalized offers to each customer within the context of their entire journey. We empower you to use analytics and personalization to optimize their journey — not just the next step.

## **Advanced mathematics lets Coherent Path handle the complexities of consumer tastes with a wide range of product choices.**

Statistical tools and algorithms can be a valuable addition to understanding customer behavior, but they are no substitute for modeling the dynamics of actual customer behavior. Our approach leverages Big Data and predictive analytics to develop a deeper understanding of your customers and their unique journeys. We deliver impressive results — aligning your outreach and promotional efforts with the customer today, while inspiring loyalty and lifetime customer value.

## We use geometry to create a map



We help you manage a customer's trajectory from where they are today (how much they buy or what they buy) to a more predictive behavior (buy more of this or spend more on that). The key benefits are greater sales and higher margins per transaction. In order to help a customer systematically navigate to this optimal point, we need a map. Our first innovation leverages an alternate type of mathematics derived from Hyperbolic Geometry to build a map of your product and customer space.

This map is built using available product and transactional data and allows for the aggregation of all data into an n-dimensional space. While creating a map sounds complicated, it allows Coherent Path to identify some basic and important insights such as the ability to:

- Determine how far away a particular product is from a related product in your portfolio.
- Find what the best path is between a new product and one that a customer has already purchased.

## Chart the right direction ahead

With the established map, it's now possible to make offers that modify or take advantage of a customer's changing comfort zone. Coherent Path identifies in which direction (and the speed with which) a customer's tastes are changing. The software then modifies and follows the customer journey by offering products within the changing comfort zone — the most addictive products in a portfolio for this particular consumer.

By understanding the dynamics of each customer, Coherent Path can help a customer move from Point A to a more optimal Point B — at a rate within their comfort zone. Taking this approach will maximize the frequency with which customers purchase, while not triggering the consumer fatigue created by rear-view mirror-oriented recommendations delivered by traditional predictive analytics solutions. Our holistic focus on the entire customer journey maximizes lifetime value.

Coherent Path's science-driven personalization empowers retailers to build meaningful relationships with their customers — increasing revenue and differentiating their brand today, while maximizing lifetime value. We go far beyond first-generation recommendation tools to help retailers build sophisticated maps of product and transactional spaces — then identify the best path ahead for each customer.

Using this groundbreaking approach, retailers of all sizes can deliver personalized, multi-step offers that increase engagement, deliver impressive returns, and inspire loyalty. All with a proven platform that's easy to implement and that pays for itself quickly.

## COHERENT PATH PRINCIPLES

An understanding of some of the principles behind Coherent Path helps highlight the value of moving from one-off recommendations to thinking three or four steps ahead.

1

### The Coherence Principle

People have unique tastes, and customers are constantly thinking about what to consume next — within a reasonable comfort zone. A core feature of our mathematical framework is an articulation of this comfort zone, and the key role it plays in our strategy for modeling consumer behavior.

2

### The Consumption Principle

Customers are constantly on a journey. As they travel on this journey, they are continually fluctuating between states of satisfaction and need. Fulfilling a need appeases that "taste" for a certain period of time before the consumer will desire a different item. Tastes, however, are not binary. Related items just outside of a consumer's comfort zone are appealing options to the customer and represent a significant unrealized revenue opportunity for retailers.

## Want to learn more about Coherent Path?



VISIT WEBSITE:

<http://www.coherentpath.com>



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SCHEDULE A DEMO:

<https://coherentpath.com/request-a-demo/>