ANNOUNCING BLUESHIFT'S EXPANDED AI RECOMMENDATIONS RECIPES FOR EASIER, SMARTER, PERSONALIZATION
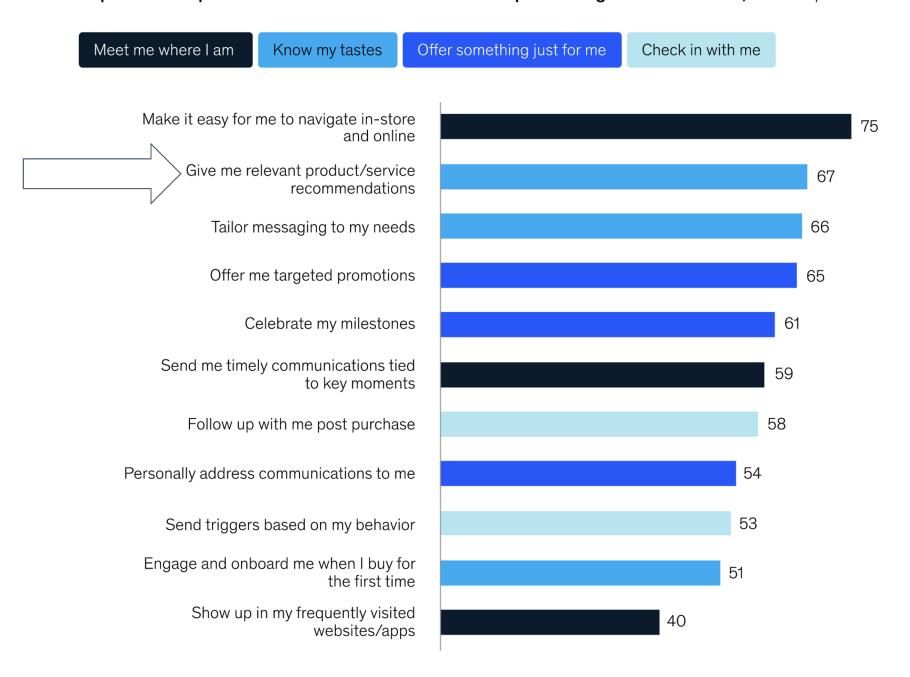
MANYAM MALLELA

CO-FOUNDER, HEAD OF AI

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Brand Engagement Correlates Highly with 1:1 Recommendations

Consumers expect brands to demonstrate they know them on a personal level.

Importance of personalization actions for consumers purchasing for the first time, % of respondents[1]

| Meet me where I am | Know my tastes | Offer something just for me | Check in with me |

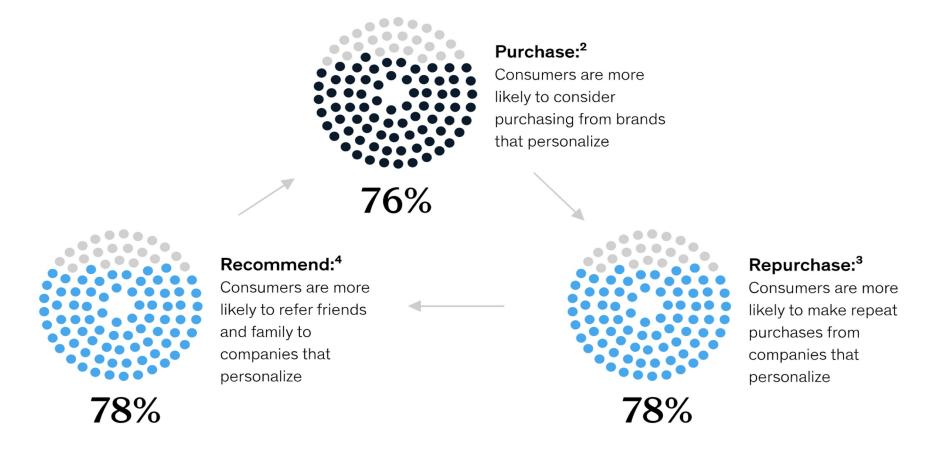| Action	Value
Make it easy for me to navigate in-store and online	75
Give me relevant product/service recommendations	67
Tailor messaging to my needs	66
Offer me targeted promotions	65
Celebrate my milestones	61
Send me timely communications tied to key moments	59
Follow up with me post purchase	58
Personally address communications to me	54
Send triggers based on my behavior	53
Engage and onboard me when I buy for the first time	51
Show up in my frequently visited websites/apps	40

[1]Question: "We would like to know how each of these aspects influences your decision to buy from a brand/business for the first time. For that brand/business, please indicate how important each of the following aspects is." Possible answers: "not at all important"; "somewhat important"; "important"; "very important"; "extremely important." Numbers shown indicate respondents that selected "important"; "very important"; and "extremely important."
Source: McKinsey Next in Personalization 2021 consumer survey 9/7–9/8/2021 (n = 1,013), sampled and weighted to match the US general population 18+ years

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1:1 Recommendations Work Across Full Customer Life Cycle

Personalization directly influences buying behavior across the customer life cycle.

Likelihood to purchase, recommend, and repurchase depending on personalization, % of respondents[1]

Purchase:[2]
Consumers are more likely to consider purchasing from brands that personalize

76%

Repurchase:[3]
Consumers are more likely to make repeat purchases from companies that personalize

78%

Recommend:[4]
Consumers are more likely to refer friends and family to companies that personalize

78%

[1] Question: "Please indicate how much you agree or disagree with the statements below when it comes to personalized communications and products/services from brands/businesses."
[2] Purchase: "I am more likely to consider buying from brands/businesses that engage with me in a personalized and tailored way."
[3] Repurchase: "I am more likely to repurchase from brands/businesses that offer personalized communications and products/services."
[4] Recommend: "I am more likely to recommend brands/businesses to my friends and family that offer personalized communications and products/services."
Possible answers: "strongly disagree"; "disagree"; "somewhat disagree"; "somewhat agree"; "agree"; "strongly agree." Numbers shown indicate respondents that selected "somewhat agree"; "agree"; and "strongly agree."
Source: McKinsey Next in Personalization 2021 consumer survey 9/7–9/8/2021 (n = 1,013), sampled and weighted to match the US general population 18+ years
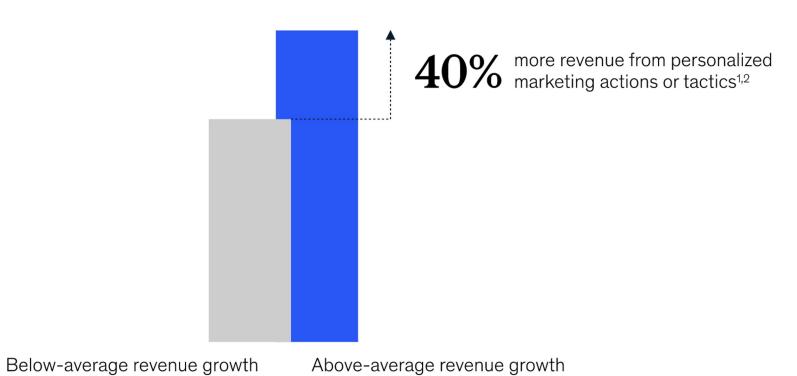
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1:1 Recommendations Have Proven ROI

Companies that capture more value from personalization grow faster.

40% more revenue from personalized marketing actions or tactics[1,2]

Below-average revenue growth   Above-average revenue growth

[1] Companies divided into two groups based off past-year revenue growth; top half classified as higher growth and bottom half as lower growth.
[2] Question: "What % of your revenue comes from personalized marketing actions/or tactics?" Possible responses: values from 0 to 100%.
  Source: McKinsey Next in Personalization 2021 benchmarking survey, 2/7–2/14/2021 (n = 20) sampled among consumer companies without direct consumer relationship (eg, CPG)

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Blueshift Powered Brands Report Even Stronger Results

80% - 400%
Lift in revenue KPIs

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Tuft & Needle Increased Email Revenue by 181%

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Chatbooks Grows Customer Engagement 100% with Event-Triggered Campaigns

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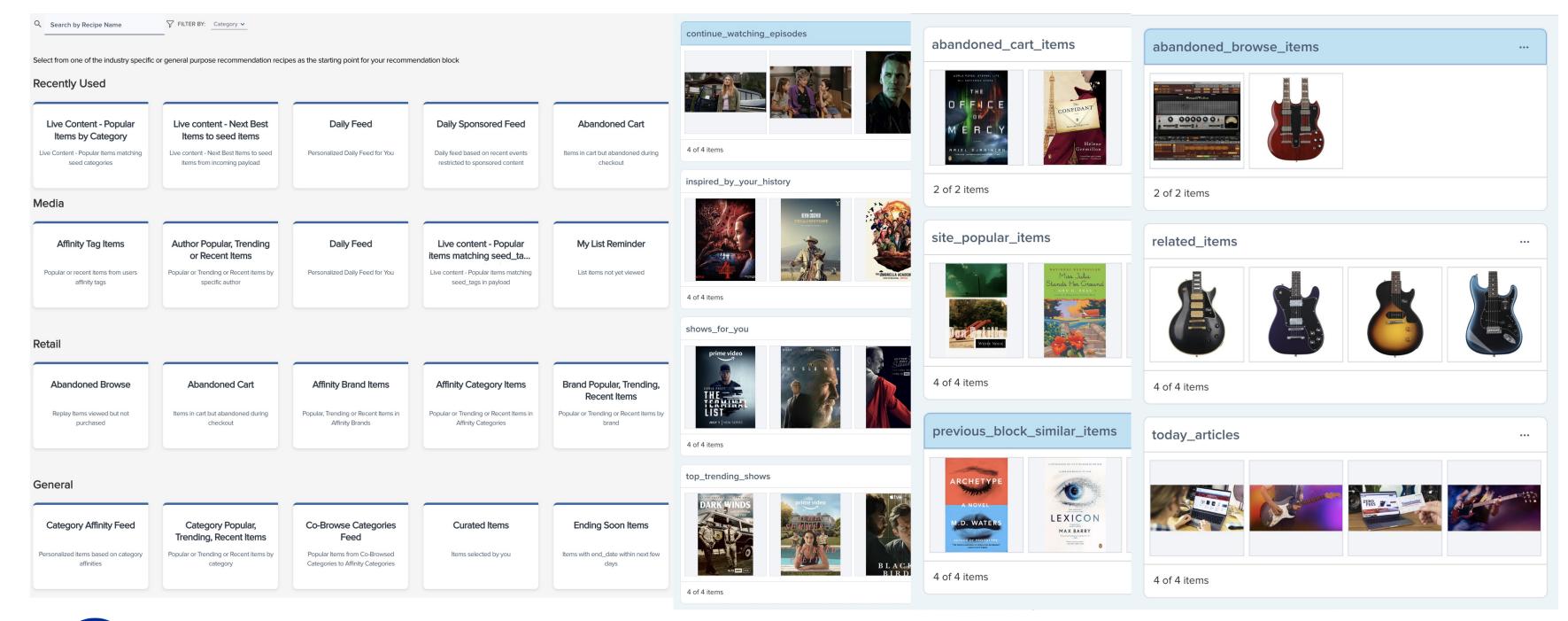**Zumper Scales Leads by 384% Using Predictive Recommendations**

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HOW CAN WE UNLEASH CREATIVITY OF ALL DATA ARTISTS ?

Introducing *AI Recommendations Recipes*

New Capabilities to Take AI Marketing to the Next Level

MOVABLE BLOCKS

EXTERNAL FEEDS

CUSTOM BLOCK NAMES

MESSAGING EXCLUSIONS

ADVANCED REPORTING

AUTO ML

DATE FILTERS

BOOLEAN FILTERS

AGGREGATE RANKING

100+ RECIPES

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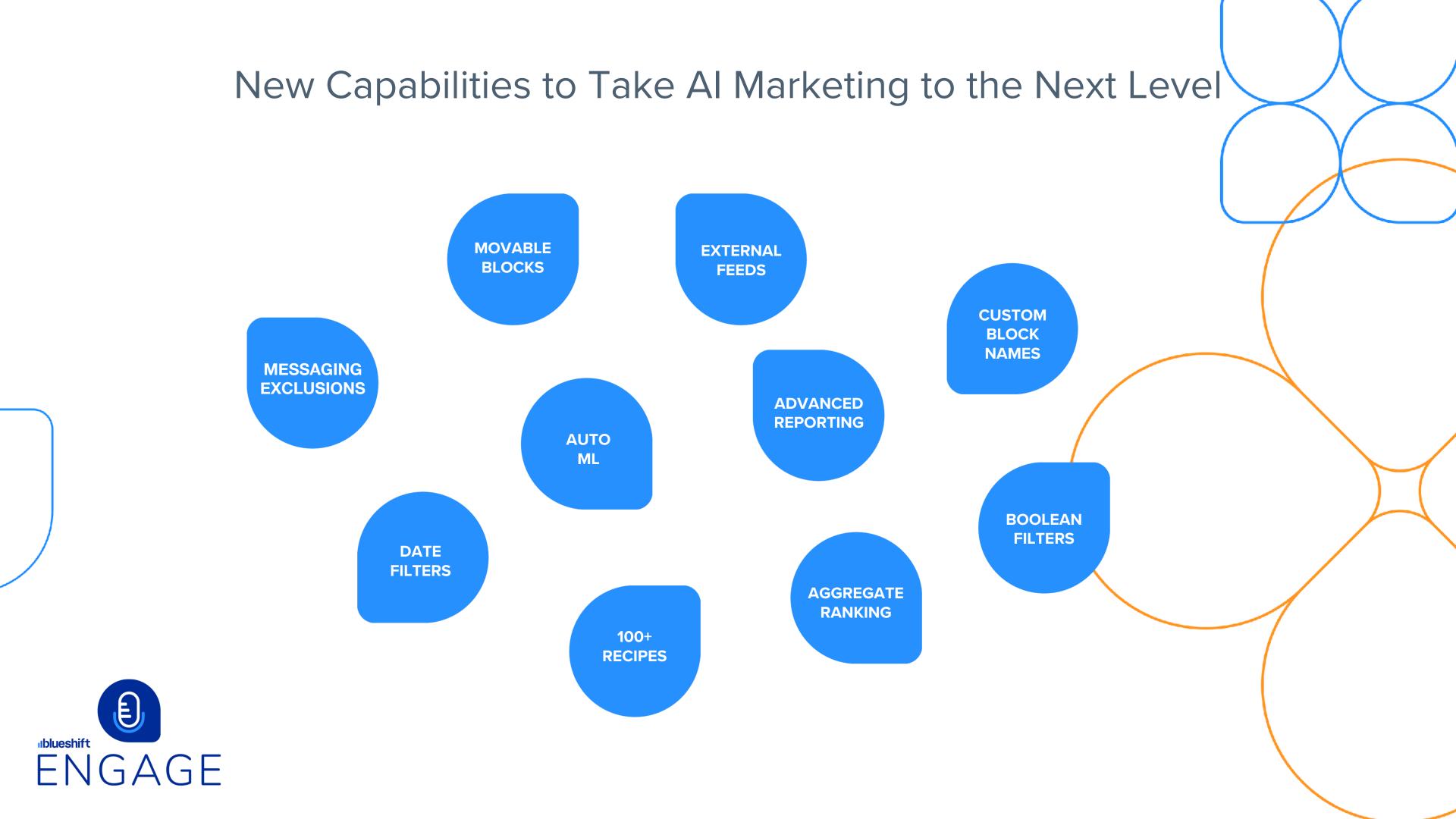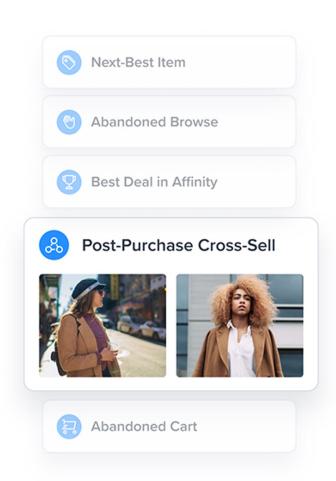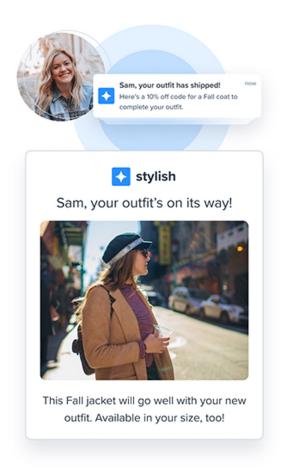
Blueshift Launches AI Recommendations Recipes for Marketers

Choose From 100+ AI Recipes

- Next-Best Item
- Abandoned Browse
- Best Deal in Affinity
- **Post-Purchase Cross-Sell**
- Abandoned Cart
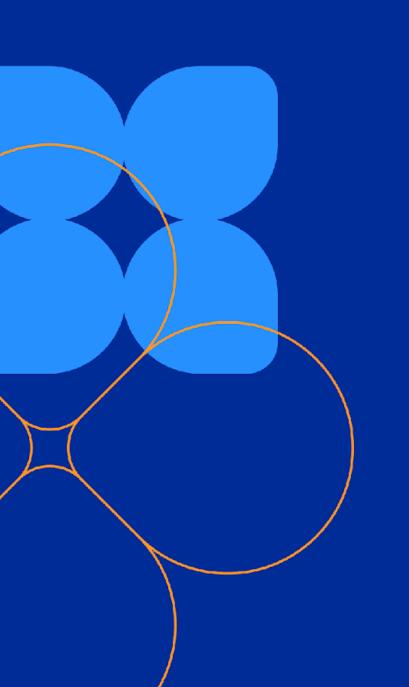
Personalize Each Touchpoint

Sam, your outfit has shipped! now
Here's a 10% off code for a Fall coat to complete your outfit.

stylish

Sam, your outfit's on its way!

This Fall jacket will go well with your new outfit. Available in your size, too!

Test, Optimize and Analyze

+35% CTR
+20% LTV
+75% NPS

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