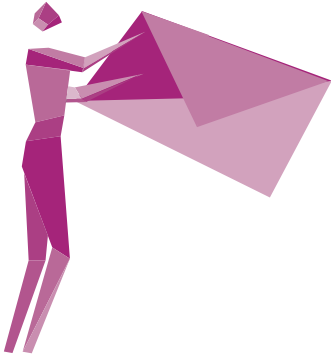




ODOSCOPE

Individualized Newsletter

Powered by Data.
Personalized through AI.
Scaled by Automation.

Challenge

Relevant personalization is **data-driven recommendation based on the user**. Poor personalization is recommendation based on the last purchase or the next best product. **Imagine** to send relevant **recommendations in a newsletter which personalizes around a user and not around a purchased product!**

A newsletter is the most personal marketing channel and it is key for a lasting customer relation. Your newsletter is a 1st party channel which data is all yours.

Do you use your newsletters effectively?

Solution**The Newsletter Module of the ODOSCOPE Customer Engagement Platform.**

Send out newsletters that individually consider each user's situation, i.e. their location, size, price-sensitivity, age, behavioral interest, etc. instead of giving recommendations based on their last purchase. Operationalize your data treasure and you will be able **to recommend relevant products even from different categories.**

Send your messages

- based on data-driven insights
- with relevance to the current user in their current situation
- based on individual relevance
- individualized to user-centric interests

- With the **ODOSCOPE** technology you will send out newsletters that matter. **ODOSCOPE** predicts user interests for any category or product type – independent from the purchase history and **independent from 3rd parties.**
- Integrating the **ODOSCOPE** intelligence to your newsletter you will deliver truly individual relevancy for any user including **new and hitherto unknown customers.**

Act user-centrally, not product-centrally!



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How it works

ODOSCOPE takes the user data and builds a segment around it ("users like you") instead of allocating users to pre-defined or rule-based segments.

ODOSCOPE's approach is **user-centric** and fully data-driven without any predetermined assumptions.

This allows **ODOSCOPE** to display always relevant content based on significant data correlations.

Advantages

In a direct comparison with a conventional newsletter:

ODOSCOPE featured newsletter

focuses on users' characteristics

scope: multiple user-centric data points

cross category product recommendations

dynamical, data-driven segments around each user

Conventional newsletter

focuses on last purchase or next best product

scope: single data point

product recommendations along the purchase history

rule-based user segments

- **Significantly increased CTR and CR** due to individually relevant recommendations
- Sustainable **long-term customer loyalty**
- Tremendous **brand enhancement**
- **Increased marketing efficiency** by operationalizing 1st party data

Get a demo!

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