



ODOSCOPE

The Customer Engagement Platform

Powered by data.

Personalized through AI.

Scaled with automation.

ODOSCOPE GmbH

Dr.-Ing. Ralph Hünemann

rh@odoscope.com
+49 171 288 1725

www.odoscope.com

50% - 70% of your online users
are unknown to you

3rd Party Cookies
won't be accepted in the near future

User identification
is becoming more difficult everyday

Efficiency of onsite and online marketing decreases while requirements for a smooth, user-specific and relevant website increases.

Therefore, **session-based data** is becoming more and more important: Every click must add a meaningful contribution to the user's profile.

So, how can you target your users
with relevance from the very first click?



With the ODOSCOPE Customer Engagement Platform.

Personalization specialist

With state-of-the-art AI, ODOSCOPE understands the purchase intentions of all online users and addresses them at all touchpoints with **user-specific and relevant content**.

Innovative Customer Data Platform

Through session-based profiling, ODOSCOPE profitably uses anonymous, **situational user data** as well as existing customer data to address 100% of traffic.

AI Technology Expert

ODOSCOPE offers a variety of different AI modules and algorithms you can use for cross-touchpoint personalization.

Cost efficient, reliable and 100% GDPR compliant

The ODOSCOPE platform is price-consciously managed in a private cloud in German data centers and uses only first party data.

The ODOSCOPE Customer Engagement Platform **transforms real-time, data-driven intelligence in concrete benefits.**

The advantages in direct comparison with a conventional CDP:

ODOSCOPE Customer Engagement Platform (CEP)

Plays out and coordinates real-time results across all online (e.g. display) and onsite touchpoints (e.g. product list, shopping cart, etc.)

Profiles users with any additional click within the session

The ODOSCOPE AI segments users automatically, flexibly and dynamically

Innovative data management allows for real-time operation of the platform at low cost

The ODOSCOPE platform runs in a 100% GDPR compliant private cloud with complete data storage hosted in Germany

Customer Data Platform (CDP)



Displays results only onsite, e.g. in the recommendations



Assigns users to statically predefined user segments



Requires manually defined segments



Requires high costs for cloud-based real-time operation of the platform



Stores data in international cloud environments

Session-based profiling: **your benefits**

→ **Utilization of your full traffic through session-based profiling**

100% of your users are addressed in a user-specific and relevant way. Through the combination of customer and session data, both known and unknown users are individually addressed.

→ **User loyalty and customer retention through cross-touchpoint relevance from 1st click onwards**

From the first click, the existing touchpoints learn and, with the help of the ODOSCOPE algorithms, transfer their knowledge about the current user to the next touchpoint. Each user is thus addressed individually and tailored to their current situation.

→ **Increase relevant business figures**

Relevance-driven payout strategies have been proven to result in significant and sustainable uplifts in relevant business KPIs: sales, CR, shopping basket values, margin increase, reduction in bounce rate, mobile uplift, etc.

→ **Optimization of internal processes**

By integrating your own business logic in combination with the ODOSCOPE automation, your internal processes can be significantly streamlined. The omission of manual rules saves you time and costs.

→ **Data-driven assortment and campaign management with full transparency and control**

With the ODOSCOPE CONTROLLER, you as a business user get an innovative tool to pre-test and visualize new data-driven strategies. You always have full control and can integrate your own logic into the payout strategies. The ODOSCOPE Customer Success Team is always there to support you.

→ **Interactive dashboard for coordinated work**

Via the interactive ODOSCOPE dashboard, analysis results are displayed in a matter of seconds. Reports can be detailed down to the smallest metrics, illustrated with graphics and exported in various formats. You can share workspaces to facilitate your cross-team collaboration.

Our Customer Engagement Platform

Innovative interface for campaign management and control

Powered by Data.



- Use of all data from all touchpoints.
- Combination of customer and session data.
- Session-based profiling for 100% of users.

Personalized through AI.



- Different real-time AI modules.
- Seamless 1:1 personalization at all touchpoints.

Scaled with Automation.



- All touchpoints are played fully automatically.
- No manual rules required, no time-consuming maintenance.

b2b and b2c excerpt from our client portfolio

Peter Hahn



MISTER SPEX



TOM TAILOR

BRAX
FEEL GOOD

felgenshop.de



asambeauty
Du bist schön.

**karten
macherei**



stoffe.de



Erwin Müller®
WOHLFÜHLEN ZU HAUSE



certeo