

Making Behavioral Data Actionable

MERCHANDISING SOLUTIONS



MERCHANDISING PLATFORM



Showing users the most optimal and relevant products, at the right time, **maximizes ROI opportunities**.

Fanplayr Merchandising Platform helps businesses intelligently display products so that users are more willing to purchase and keeps track of what has been shown to whom, allowing constant reporting.

Fanplayr leverages both **behavioral data and product catalog information** to show users what they are more likely to buy and what the businesses also need to sell.

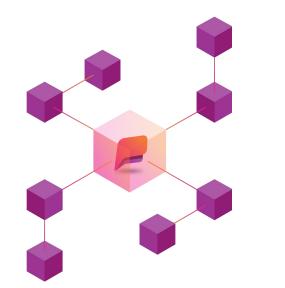
Made Actionable Through

- Behavioral Analytics Dashboard
- Real Time Segmentation
- On-site Targeting with Personalized Offers and Messages
- Product Recommendations
- Product Displays
- Product Rankings

Key benefits

- Keeping track of what has been displayed to whom on the website
- Relevant personalized content delivered in real time
- Know your customers and recommend relevant products to increase user satisfaction and site revenue
- Fully Managed and Scalable Segmentation as a Service
- Combined with Fanplayr Segmentation leads to the right strategy for each scenario and moment
- Detailed performance insights combined with industry leading drill-down capabilities to identify behaviors
- Fully customized content and visualization





Product Recommendations

- Product Rankings
- Product Lists

Product Recommendations – with Artificial Intelligence (AI)

Why Use Fanplayr Recommendations?

Fanplayr Recommendation models bring together product data and shopper behavior using constantly learning AI algorithms **that identify the interest of consumers** to facilitate product discovery.

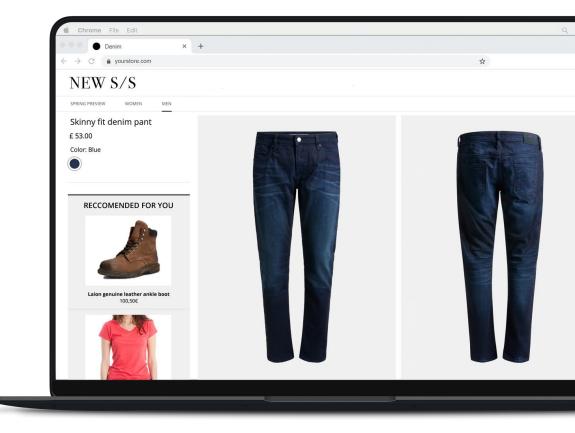
This enhances user experience, customer engagement and brand loyalty.

Personalized product recommendations also lead to additional sales and increased AOV.

Engage Shoppers In Real-time With AI based Product Recommendations

Recommend the most relevant products during a shopping session using Google AI models combined with Fanplayr behavioral data.

Starting from users' behavior, **specialized AI algorithms are trained** to deliver personalized product offerings, based on up-to-date catalog information



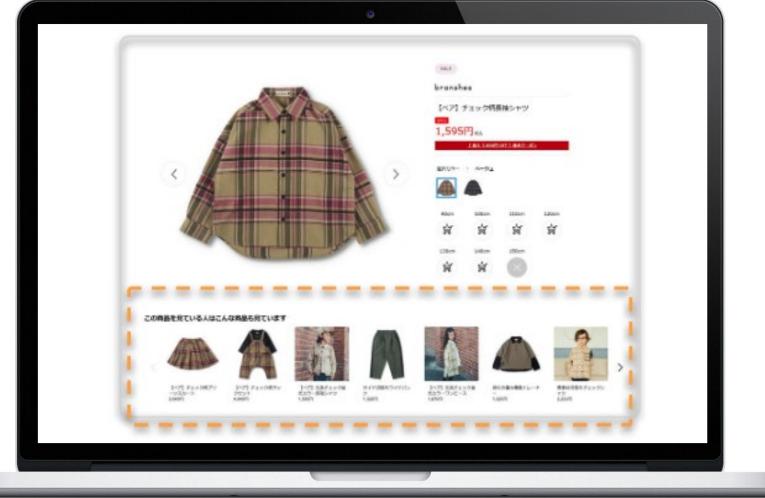


Product Recommendations + Google AI[®]

AI-Based Algos continuously trained by Google+Fanplayr

AI Models:

- Recommended For You
- Others You May Like
- Frequently Bought Together
- Recently Viewed



Machine Learning based Product Rankings

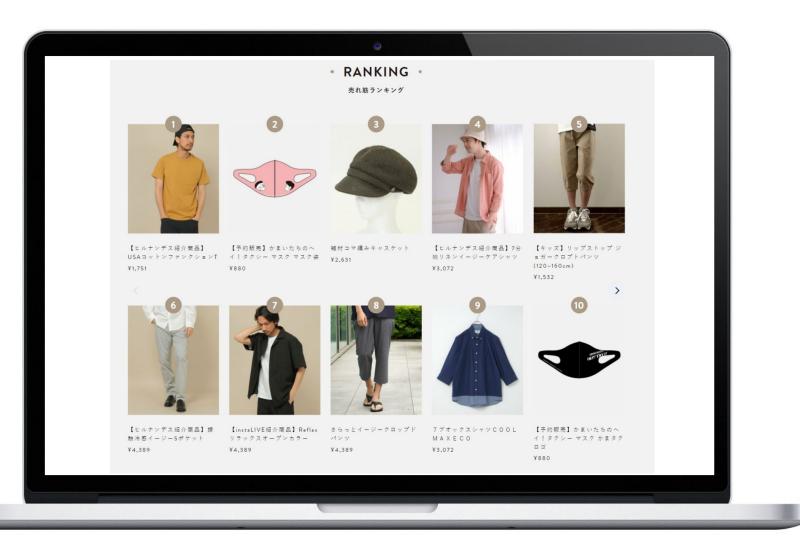


Product Rankings

Machine Learning based Product Rankings, for each Category

Numbered rankings constantly updated and filtered, examples:

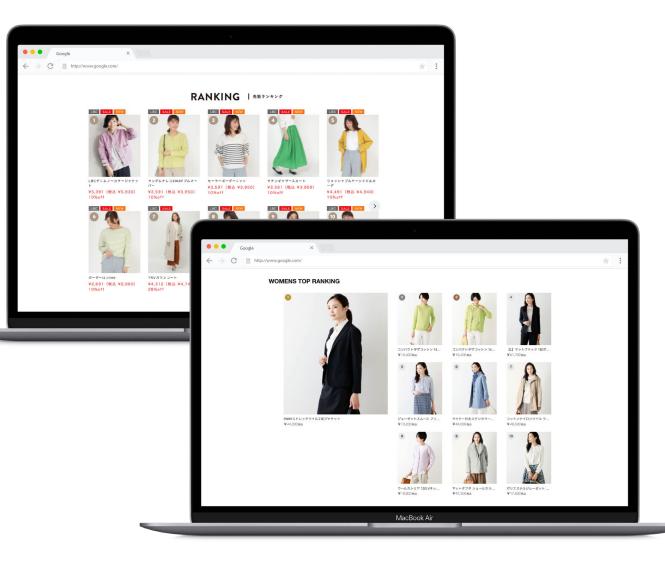
- 1. "Ranked by Purchases"
- 2. "Ranked by Page Views"
- 3. "Ranked by Revenue"
- 4. "Filtered by Price, Days, Category"



Show Most Popular Items With Smart Rankings

Products can be sorted based on different ranking criteria, such as: most viewed, most popular, most ordered or purchased, prices and revenues, date of first seen etc.

Product displays can be personalized from a design point of view according to the brand look & feel.



Product Lists

Design a **sales-oriented user** experience dynamically highlighting lists of products to users in a creative way - catching users' attention & encouraging them towards purchases that contribute to the desired merchandizing outcome



Promote Inventory With Product Lists

Product Lists enable the management of product displays in order to **emphasize the merchandising needs of the business**:

- Are there excess stock items that are not selling?
- How to highlight pre-order items?
- Are key brands getting the spotlight they deserve?

Display high margin items that are complementary and cross-sellable

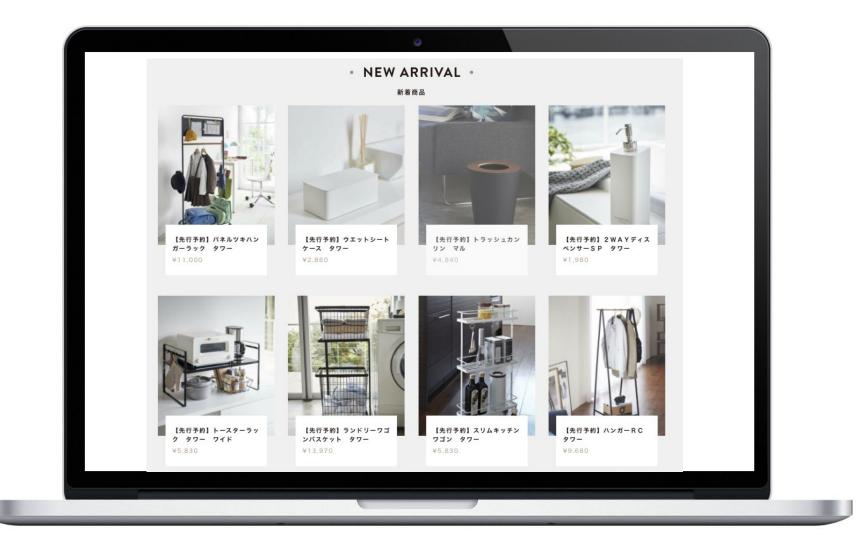
	× +					
\leftrightarrow \rightarrow C \triangleq yourstore.com					\$	
Product Displays						
Product Display	Non-Bounces	Views	Products Clicked	Products Added to Cart	Products Purchased	Order Net 4
DYML	417,636	1,678,203	132,457	7,245	1,069	\$ 8,187,797
RFY	307,118	1,423,088	71,971	5,333	941	\$ 8,007,013
CAT_RANKING	478,881	2,028,671	53,650	2,555	337	\$ 3,724,583
RV	336,562	1,506,859	24,204	2,626	351	\$ 2,987,668
FBT	49,778	137,587	6,389	1,338	297	\$ 2,394,833
CAT_RANKING_CAMPAIGN	67,527	90,494	11,912	1,069	163	\$ 1,918,765
PICKUP CATEGORY NO MASK	110,633	190,471	13,481	632	109	\$ 1,130,199
NEW ARRIVAL	130,997	215,911	9,023	212	35	\$ 296,915
NEW ARRIVAL TOP	83,315	145,812	3,055	105	6	\$ 126,373
PRE ORDER	201,554	388,734	835	17	3	\$ 67,693
PICKUP ikka202112	37,022	59,293	2,725	79	7	\$ 65,953
NEW ARRIVAL 30 day	16,396	27,592	1,803	84	7	\$ 58,823
PICKUP CATEGORY	4,682	7,331	285	8	2	\$ 9,360
NEW ARRIVAL 120 day	6,471	9,969	374	13	1	\$ 1,980



Product Promo Lists

This feature allows you to filter catalogue selections enabling promotions based on

- 1. "New Arrivals"
- 2. "Pre-Orders"
- 3. "Remaining Inventory"
- 4. "Product Margin"



Product List

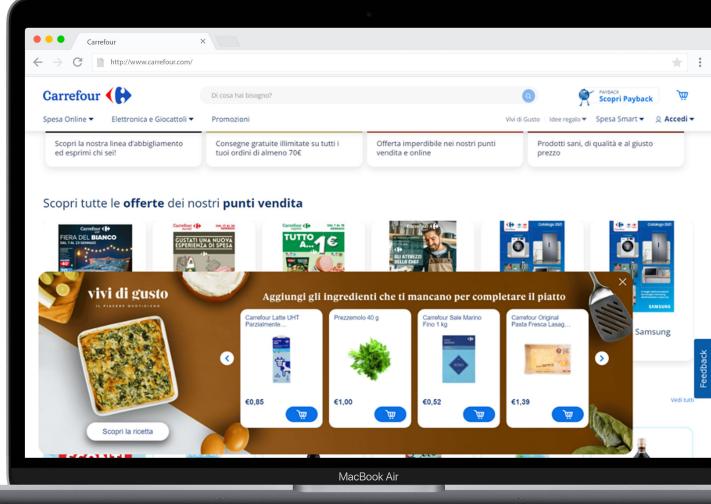
Move Inventory With Product Lists

Product Lists allow revenue maximisation & profit opportunity,

displaying items based on catalogue data attributes according to business priorities

Enables design of a personalized experience dynamically highlighting a subset of products to users

Filtered catalogue selections can be based on different criteria, for example: New Arrivals, Pre-Orders, Remaining Inventory, Product Margin and other custom variables



Create Custom Product Lists with Catalogue Queries

Product Lists are selections of the product catalogue chosen based on brand and category features as well as inventory stock state. The ability to create lists of manageable sizes for display purposes, is a key function of the merchandizing role. Fanplayr's Catalogue Query function simplifies the creation of Product Lists and ensures that the merchandizer has control of what is shown, based on both shopper behavior and the business purpose.

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Fanplayr Insights Carr	paigns Creative Merchandising Streams						۵	🛎 Br	and		
Merchandising	Product Lists										
Dashboard Product Catalogs	Notes									Add Product Lis	
Product Lists Product Displays	There can only be 10 product lists active at any one time.										
	Q Filter items Status is one of Active X									₩ More filters	
	▲ Name		Status	Evaluated	 Last Evaluated 	Rules	Products				
	All Products	Default Catalog	Active	Complete	-	-	59038	Disable	Evaluate	View product	1
	Product one	Default Catalog	Active	Complete	Dec 9, 2021	1	9	Disable	Evaluate	View product	t
	Product two	Default Catalog	Active	Complete	Dec 9, 2021	1	11	Disable	Evaluate	View product	1
	Product three	Default Catalog	Active	Complete	Jan 17, 2022	1	11	Disable	Evaluate	View product	t
	Product Four	Default Catalog	Active	Complete	Dec 9, 2021	1	6	Disable	Evaluate	View product	t
	Product Five	Default Catalog	Active	Complete	Feb 21, 2022	1	6	Disable	Evaluate	View product	t
	Product Six	Default Catalog	Active	Complete	Feb 9, 2022	1	6	Disable	Evaluate	View product	t
	Product seven	Default Catalog	Active	Complete	Dec 9, 2021	1	10	Disable	Evaluate	View product	t
	Product eight	Default Catalog	Active	Complete	Feb 21, 2022	1	6	Disable	Evaluate	View product	t
		Default Catalog	Active	Complete	Feb 9, 2022	1	6	Disable		View product	

Create Custom Product Lists with Catalogue Queries

This feature includes the ability to:

- apply detailed **Catalogue Queries** to quickly retrieve candidate product lists for promotion.
- quickly preview **Product Lists**, and experiment with product **Display Sequences**.
- quickly **Update Display Sequences** as the product catalogue changes.
- regularly report to brand managers precisely what is being shown to shoppers.

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Fanplayr Insights Campaigns Creative Merce	handising Streams	🌲 👙 🔹 Brand	-						
Merchandising Dashboard Product Catalogs Product Lists	< Product Displays Product Save								
Product Displays	Name Product Name								
	Product List	Model							
	Product List Name	No Algorithm -							
	Al models can only be used with an "All Products" list.	No ranking algorithm is applied.							
	Minimum Products	Maximum Products							
	1	20							
	The minimum number of products needed by the display. The display will only execute if the model returns enough products.								
	Days of History to Use	Sort By							
	30	Algorithm Default							
		The products recommended or ranked are not affected. The final results returned by the algorithm will be sorted only for display purposes. al filter to limit the results of the model. Only products with the same category as the							
	current page will be displayed. If the current page does not have a category, all results will be used.								
	Preview								
	The product display preview is generated based on values set on the display and the preview settings below. The display's name, product list, and model must be set before the preview is loaded.								
	FILTERS	Edit							
	Page Type is Product, User Key is Preview User								
	MacBook Air								

Analytics & Insights

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Real time reporting and analysis so strategies can be constantly updated to reach desired outcomes

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Performance														
Views	 28.34% 	Products Cl	licked • 38.2	5% Pro	ducts Added to Cart	 28.14% 	Products Purchased	 18.29% 		Sessions with Purch	ases + 27.58%	Order Net	· 65.29	
7,911,130		396,25	8		7,399		3,770			3,044		\$27,709,656	5	
Engagement														
View → Click Rate 5.01%	▲ 7.73%		Click → Cart Rate 6.91%	₹ 7.31%		Click → Purchase Rate 0.95%	★ 14.44%		Cart → Purc 13.76%		8%	View → Purchase Rat 0.05%	e • 7.839	
Product Recommend	ations													
Recommendation Al Model	Non-Bounces	Views	Products Clicked P	roducts Added to Cart	Products Purchased	Order Net ↓	CR Views per Se	ssion View	+ Click Rate	Click Cart Rate C	lick → Purchase Rate	Cart Purchase Rate View F	urchase Rate	
Others You May Like	417,637	1,678,203	132,491	7,246	1,021	\$7,889,720	0.24%	4	7.89%	5.47%	0.77%	14.09%	0.06%	
Recommended For You	307,120	1,423,088	71,984	5,333	886	\$7,562,503	0.29%	5	5.06%	7.41%	1.23%	16.61%	0.06%	
Ranked by Revenue	490,669	2,119,165	65,565	3,725	476	\$ 5,339,147	0.10%	4	3.09%	5.68%	0.73%	12.78%	0.02%	
Recently Viewed	336,562	1,506,859	24,205	2,626	334	\$2,867,512	0.10%	4	1.61%	10.85%	1.38%	12.72%	0.02%	
Frequently Bought Together	49,778	137,587	6,389	1,338	287	\$2,361,194	0.58%	3	4.64%	20.94%	4.49%	21.45%	0.21%	
Ranked by Views	114,255	197,802	13,766	640	107	\$1,094,008	0.09%	2	6.96%	4.65%	0.78%	16.72%	0.05%	
No Algorithm	206,217	848,426	17,816	510	57	\$ 533,169	0.03%	4	2.10%	2.86%	0.32%	11.18%	0.01%	
Product Recommend 2M 2M 2M 2M 2M	ations											_	•	
1M 1M 1M				_										
800k														
600k														
400k														
200k Frequently	Bought Together	Other	s You May Like	Ranked I	y Revenue	Ranked by Vie	iws	No Algorith	m	Recommen	ded For You	Recently Viewed		
				Non	Brucces Vers III	Products Clicked Products	Added to Cart Products I	Purchased						
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Merchandising Performance Measurement

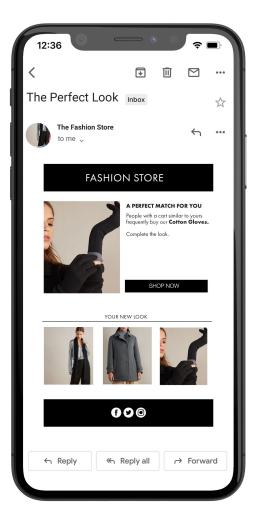
Messaging for Merchandising

Push Engagement & Conversions Off-Site with Merchandising for Messaging

Involve your users with **Product Recommendations via email** encouraging conversions and engagement through smart content.

Leveraging data collected during a user's navigation, such as pages or products viewed, items left in cart, etc, you can **retarget site and cart abandoners** or any other user who browsed the site showing a personalized product suggestion.

Recommendations are also available for **SMS** and **Push Notifications**



Case Studies





Carrefour



<u>Strategy</u>

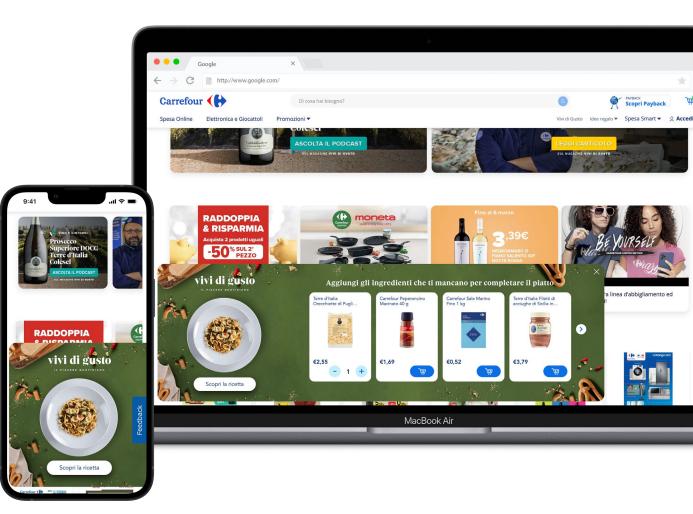
Upsell House Brands using Product Lists. Users are shown contextually relevant recipes that use Carrefour branded products as ingredients. This is triggered when a user adds a particular product to their cart. Users are then able to add the recipe ingredients easily also to cart.

<u>Results</u>

They vary by recipes, but on average

- 4 CTR%
- 60% add to chart
- 16% products purchased

*The results tracked are the behaviors that occurred within the same session in which they were targeted.



South American Trendy 12%

Strategy

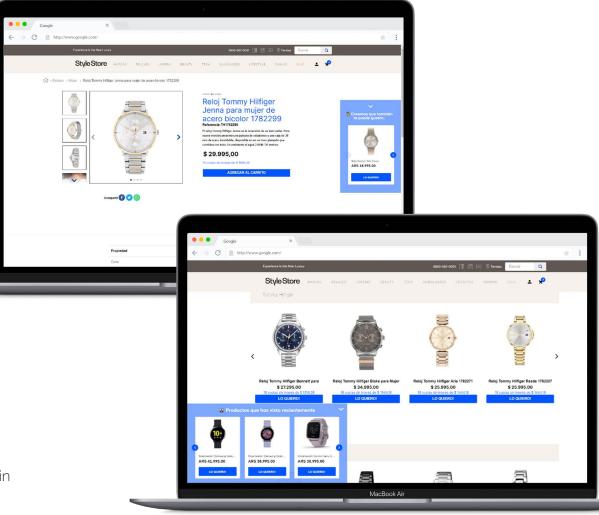
Upsell related Products

Fanplayr uses Artificial Intelligence (AI) to suggest to individual users certain other Products in which they may have an interest (based on analysis of behavior of many other similar users).

<u>Results</u>

12% CTR 46% Add to Cart Rate - post click 1.2% CR% - post click 2.6% CR% - post added to cart

*The results tracked are the behaviors that occurred within the same session in which they were targeted.



CTR

More on **Fanplayr**







Fanplayr Personal Commerce

A **full suite of ecommerce** functionality, with **four primary modules**, enabling businesses to improve performance in different areas, depending on their **individual KPIs**.









MESSAGING

Product Modules

Onsite Targeting

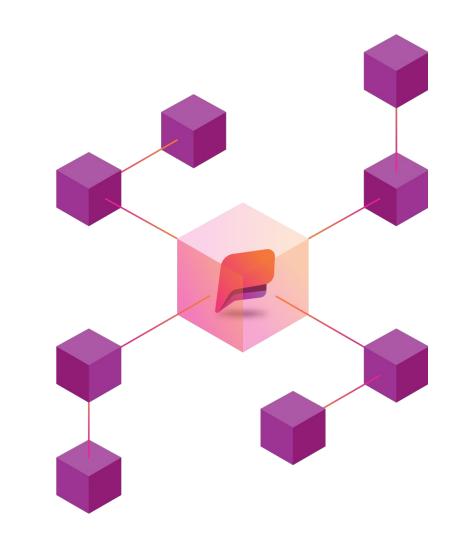
- 🤣 Behavioral Analytics Dashboard
- 🐼 Real Time Segmentation
- On-site Targeting with Personalized Offers and Messages

Messaging

- Email Retargeting via Streams Integration with 3rd party applications
- Web Push Notifications
- Personalized SMS

Merchandising

- Product Recommendations
- Product Displays
- Product Rankings
- Product Lists
- Site Speed Analytics
- PrivacyID







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Making Behavioral Data Actionable

Customer Experience Personalization Platform