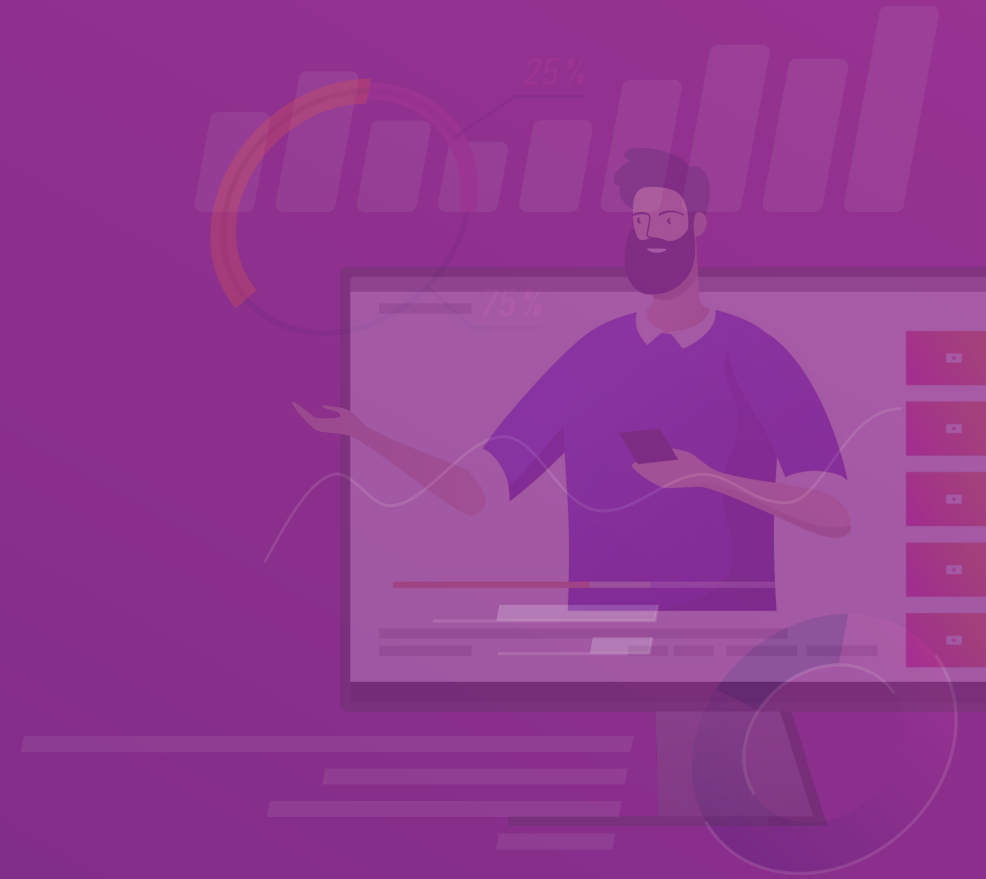


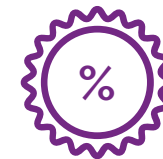


# Fanplayr<sup>®</sup>

Making Behavioral Data Actionable

## MERCHANDISING SOLUTIONS





# MERCHANDISING PLATFORM

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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

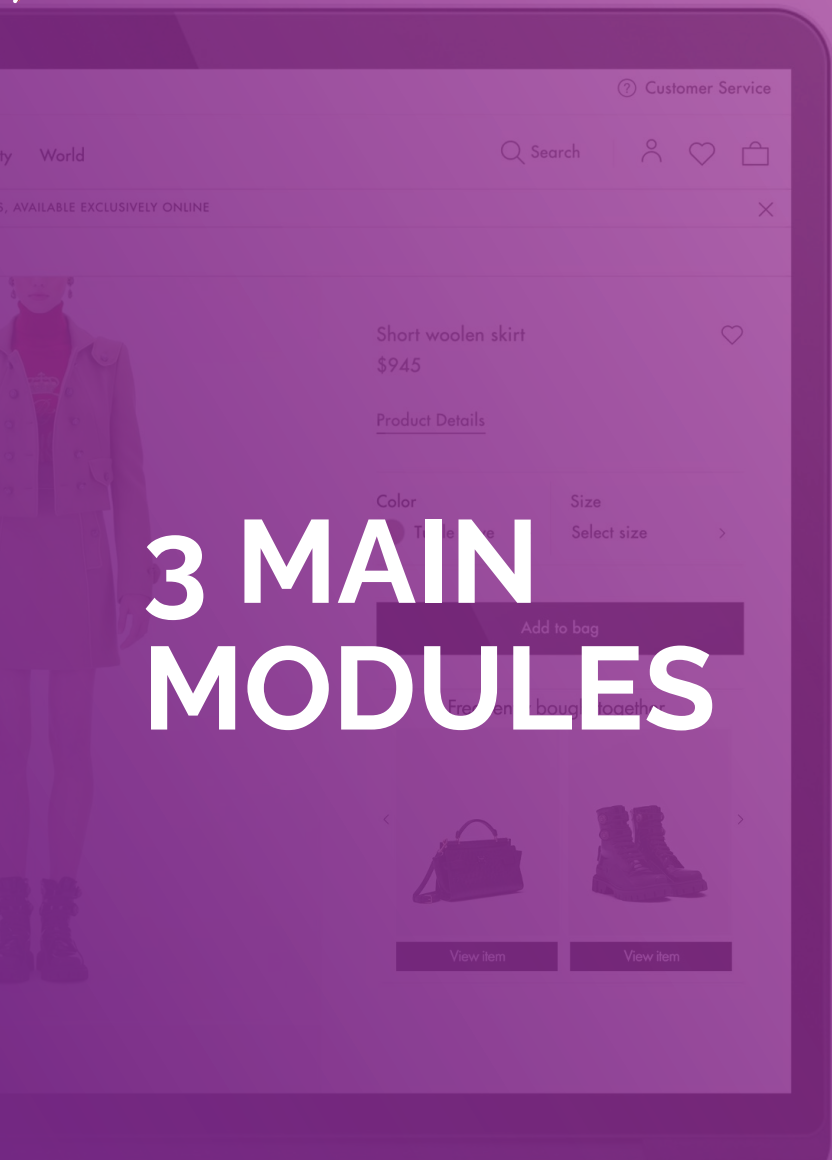


Product Rankings

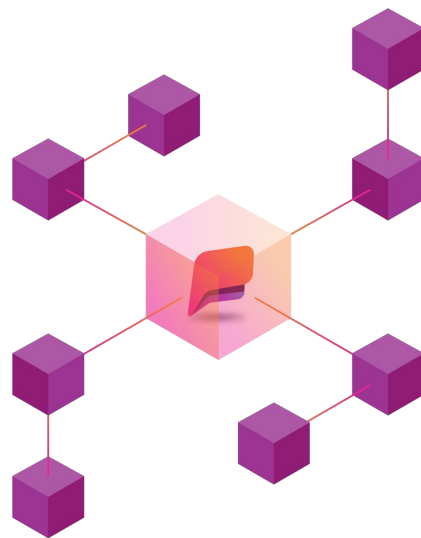


# Key benefits

- 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



# 3 MAIN MODULES



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.

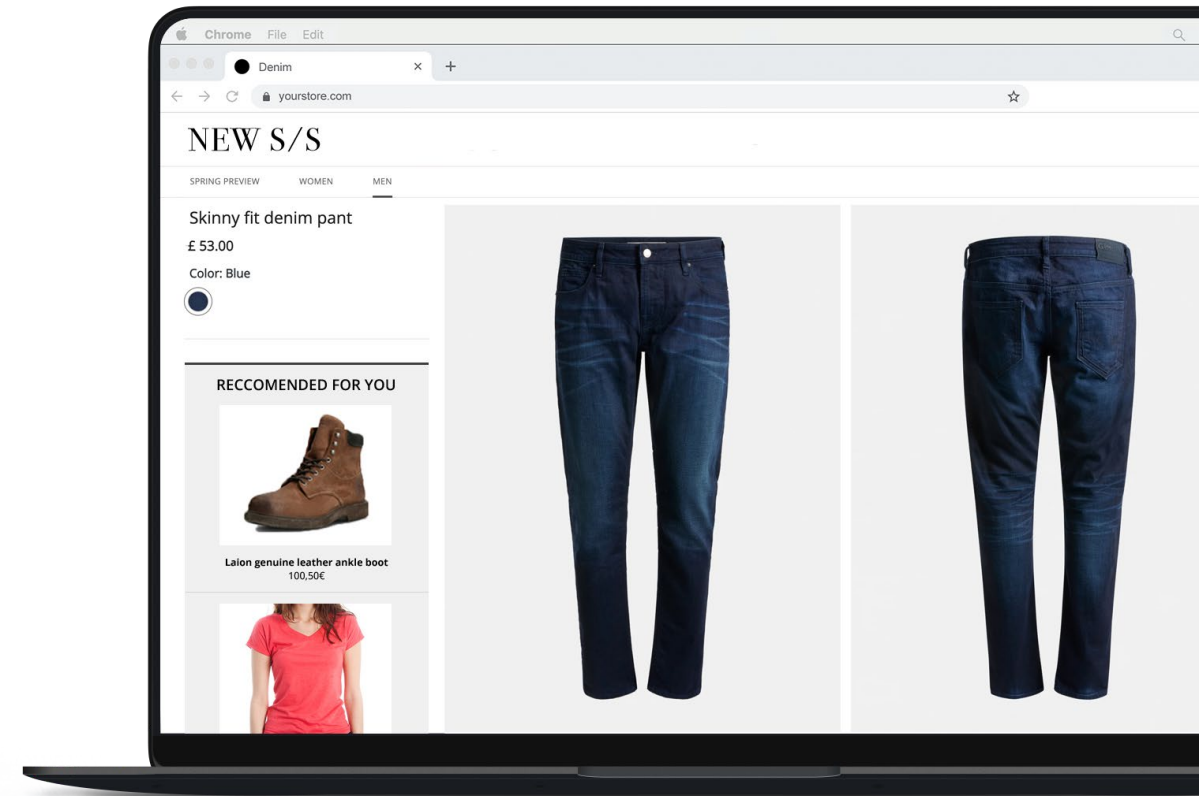
This enhances user experience, customer engagement and brand loyalty.

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



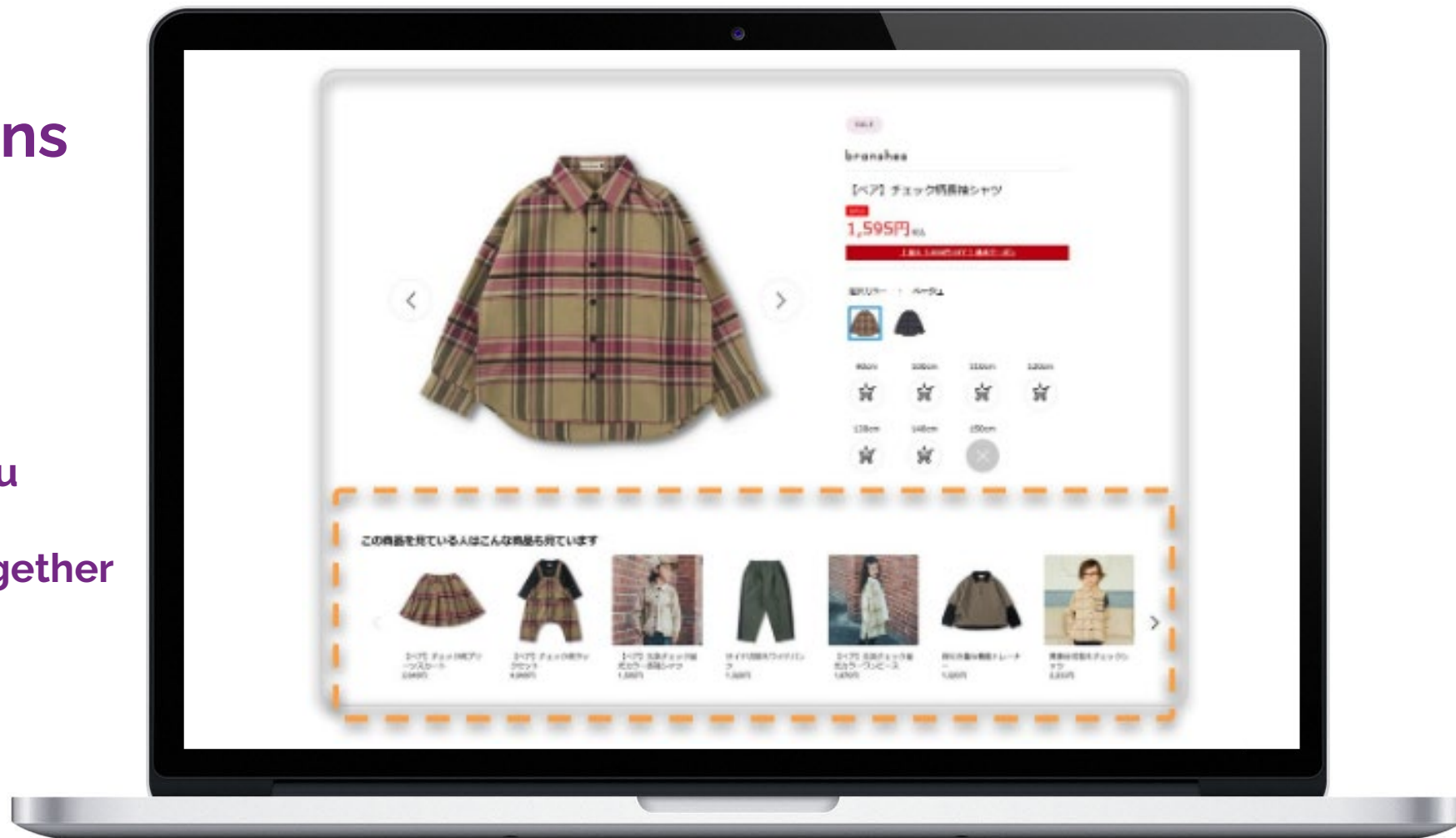


# Product Recommendations + Google AI®

*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

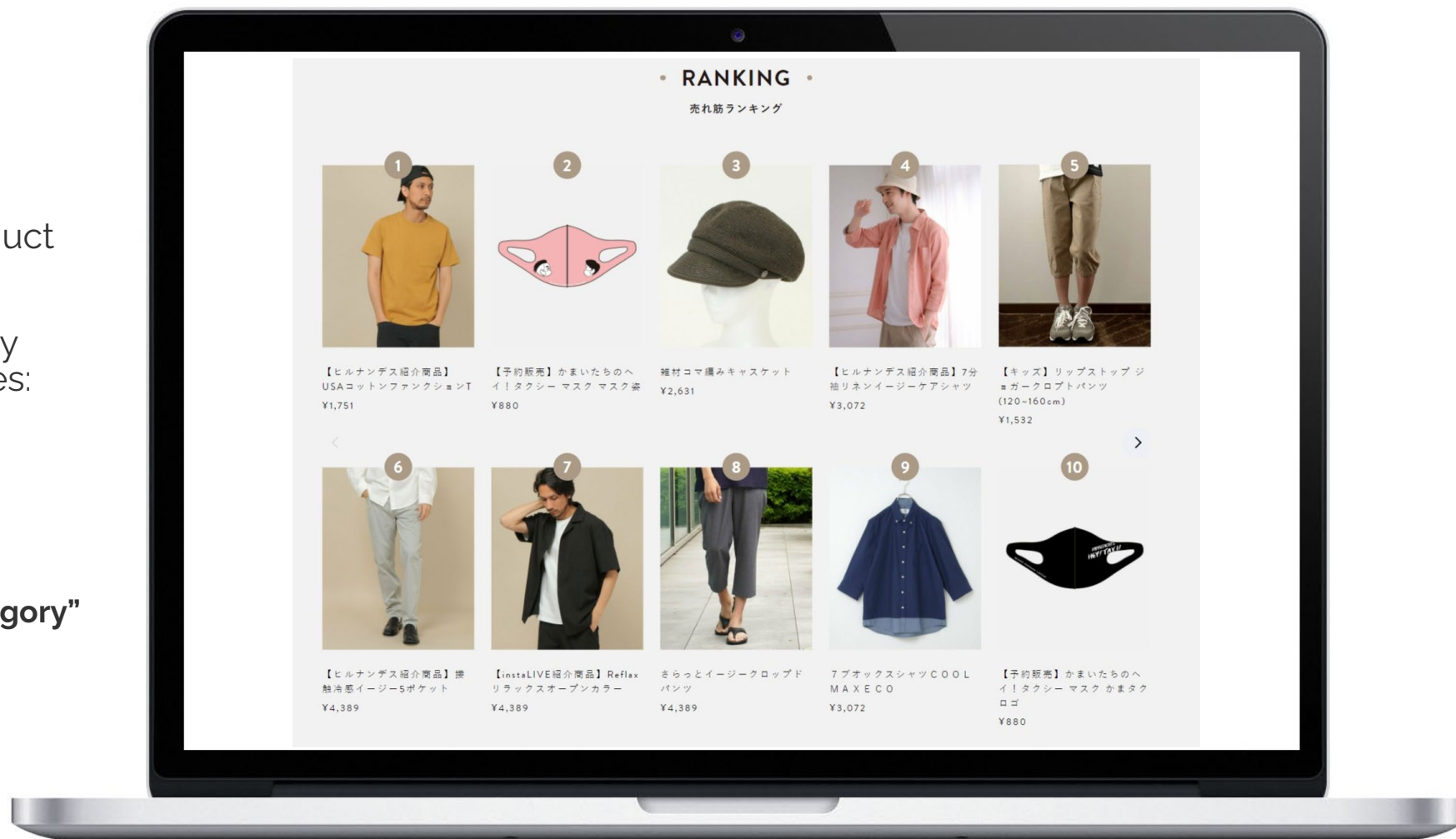


# Product Rankings

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"

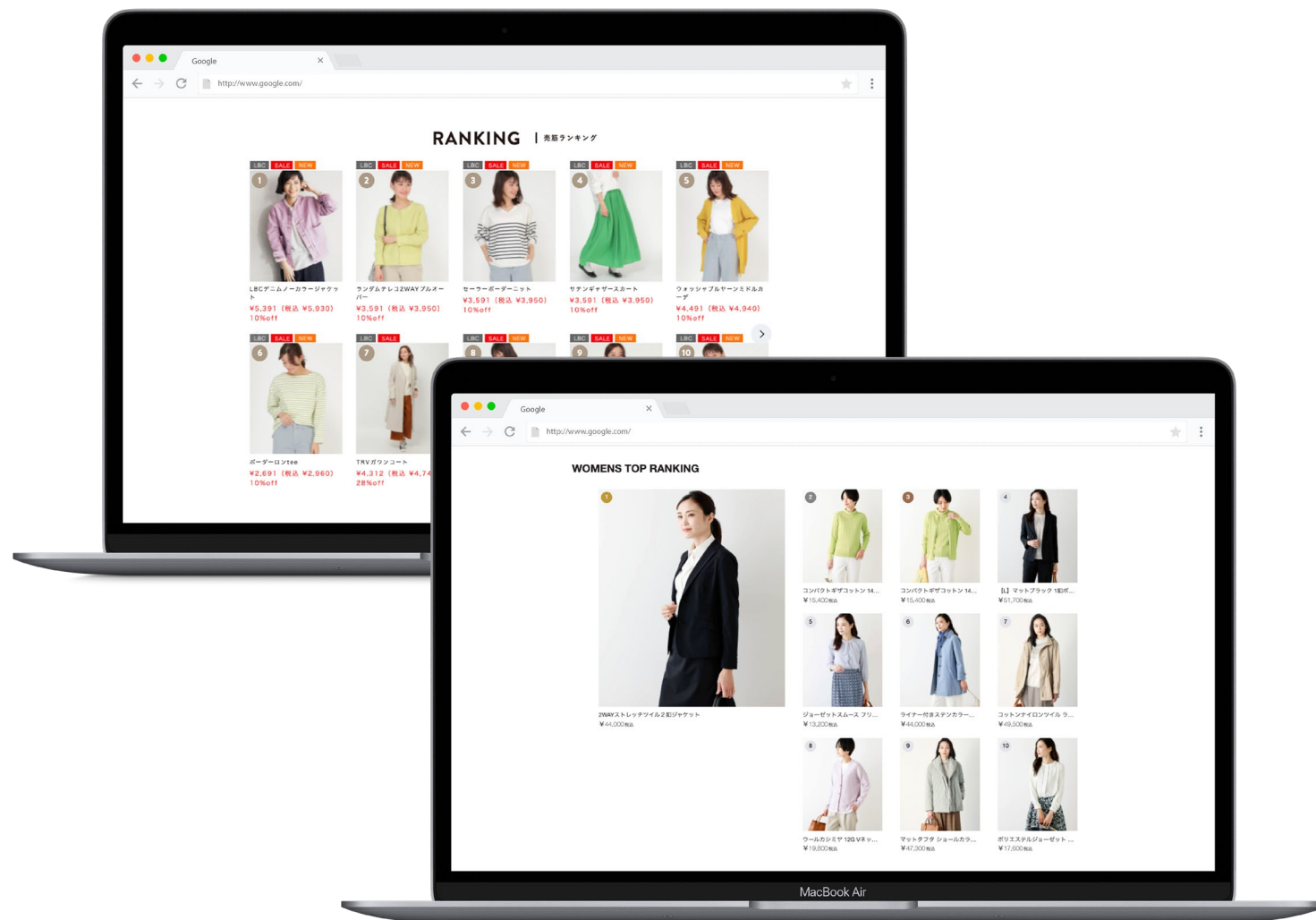




# Show Most Popular Items With Smart Rankings

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

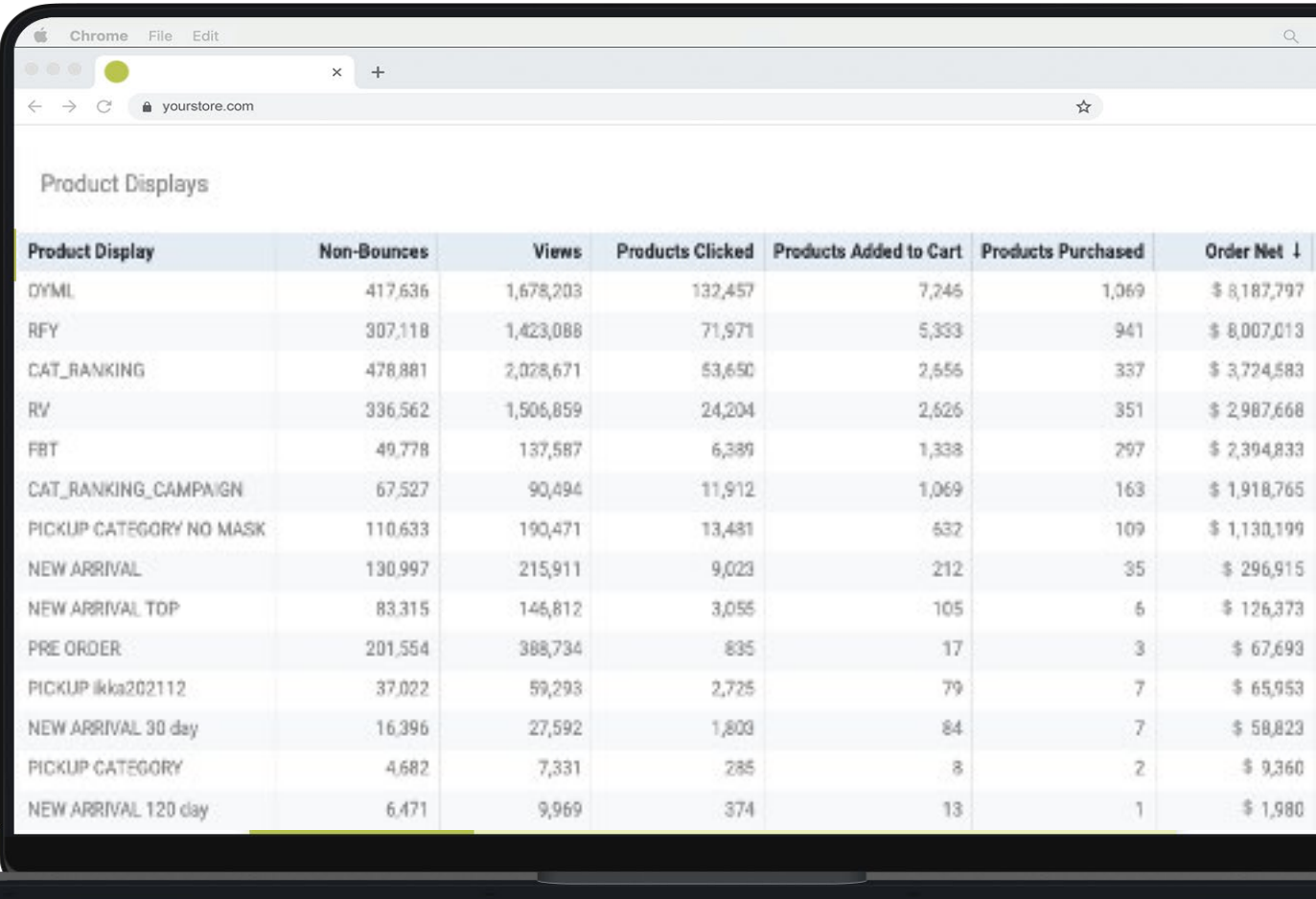


# Promote Inventory With Product Lists

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



Product Displays

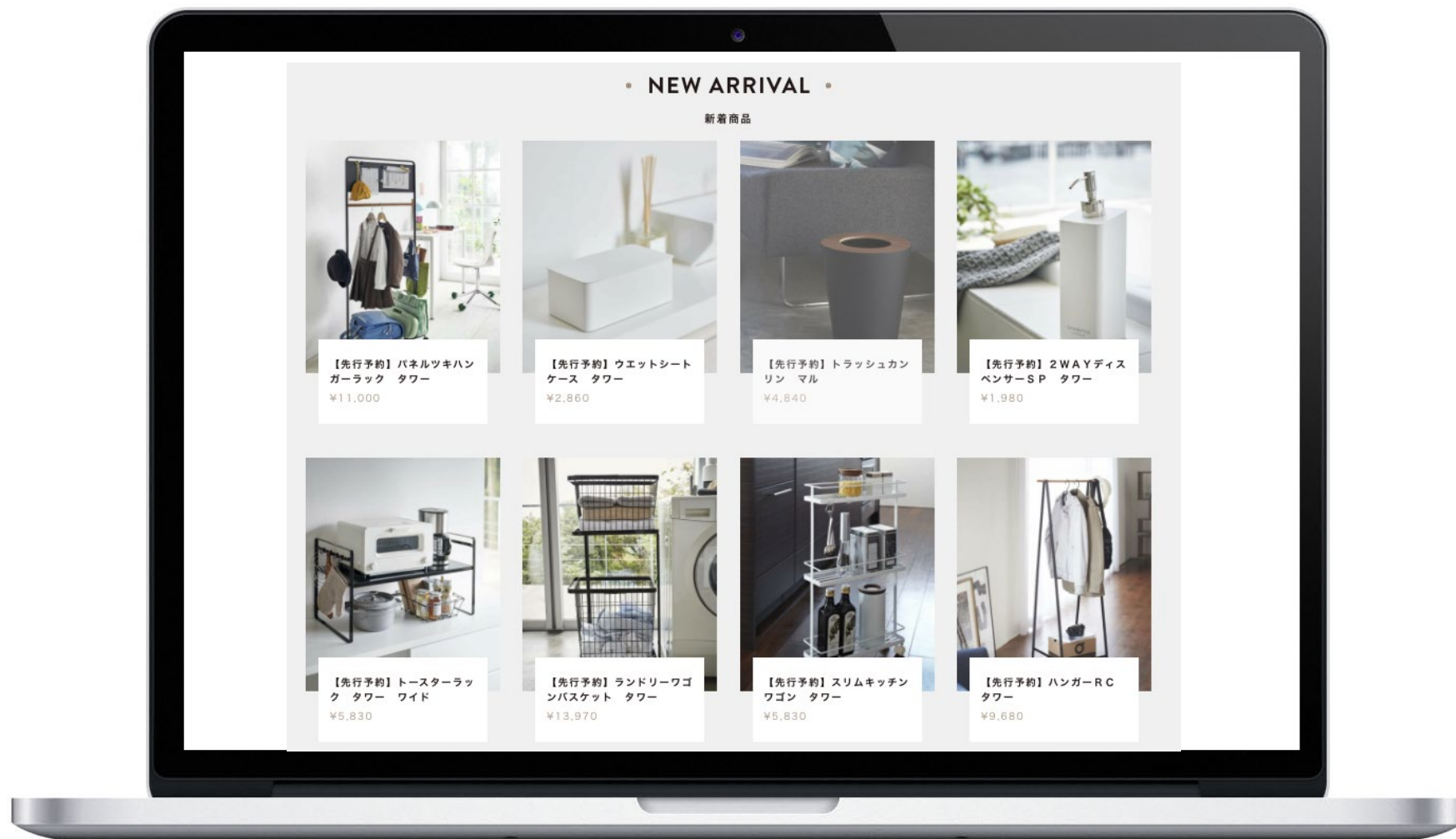
Product Display	Non-Bounces	Views	Products Clicked	Products Added to Cart	Products Purchased	Order Net ↓
DYML	417,636	1,678,203	132,457	7,246	1,069	\$ 8,187,797
RFY	307,118	1,423,088	71,971	5,333	941	\$ 8,007,013
CAT_RANKING	478,881	2,028,671	53,650	2,556	337	\$ 3,724,583
RV	336,562	1,506,859	24,204	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	146,812	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"





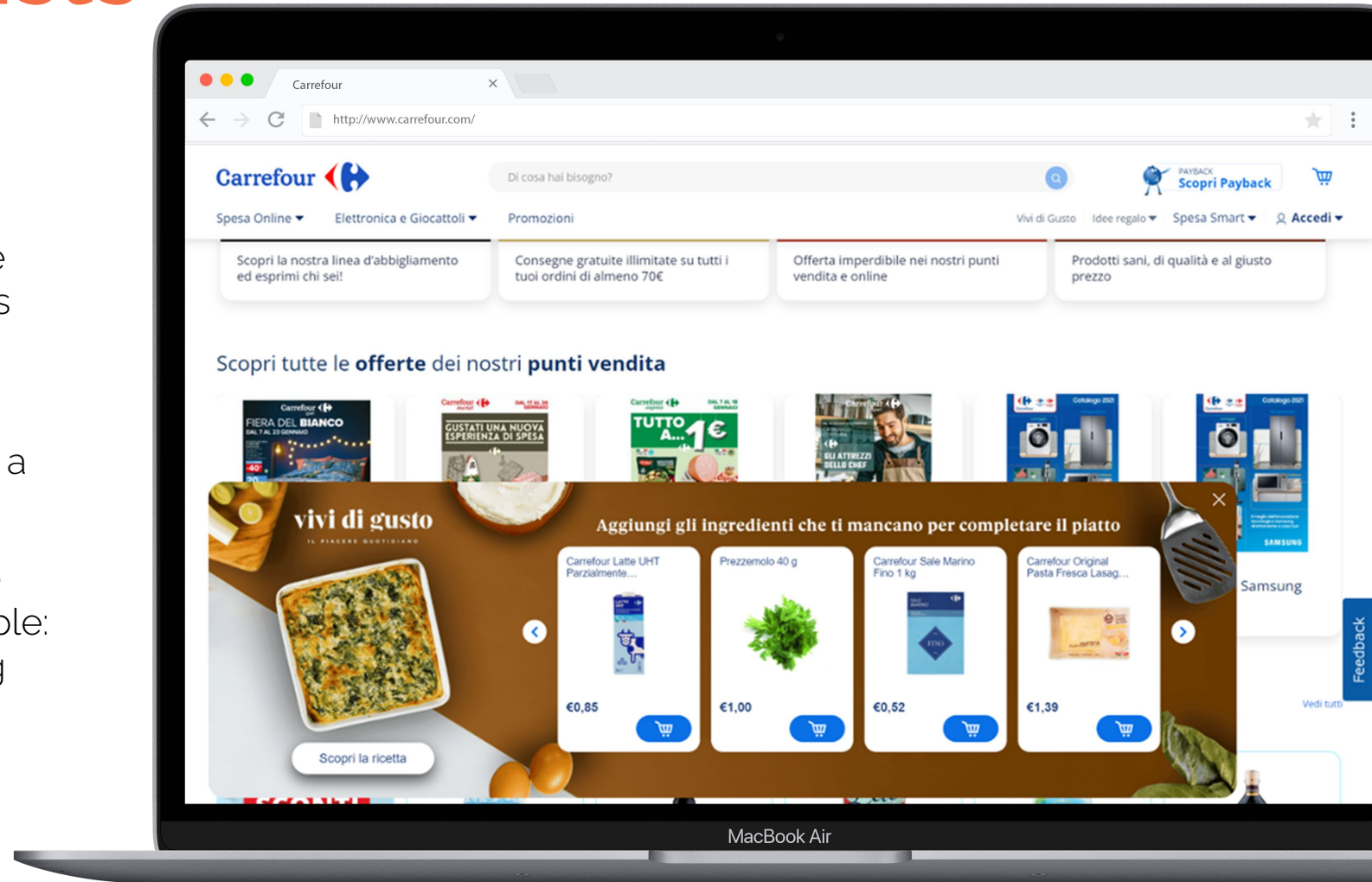


# Move Inventory With Product Lists

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

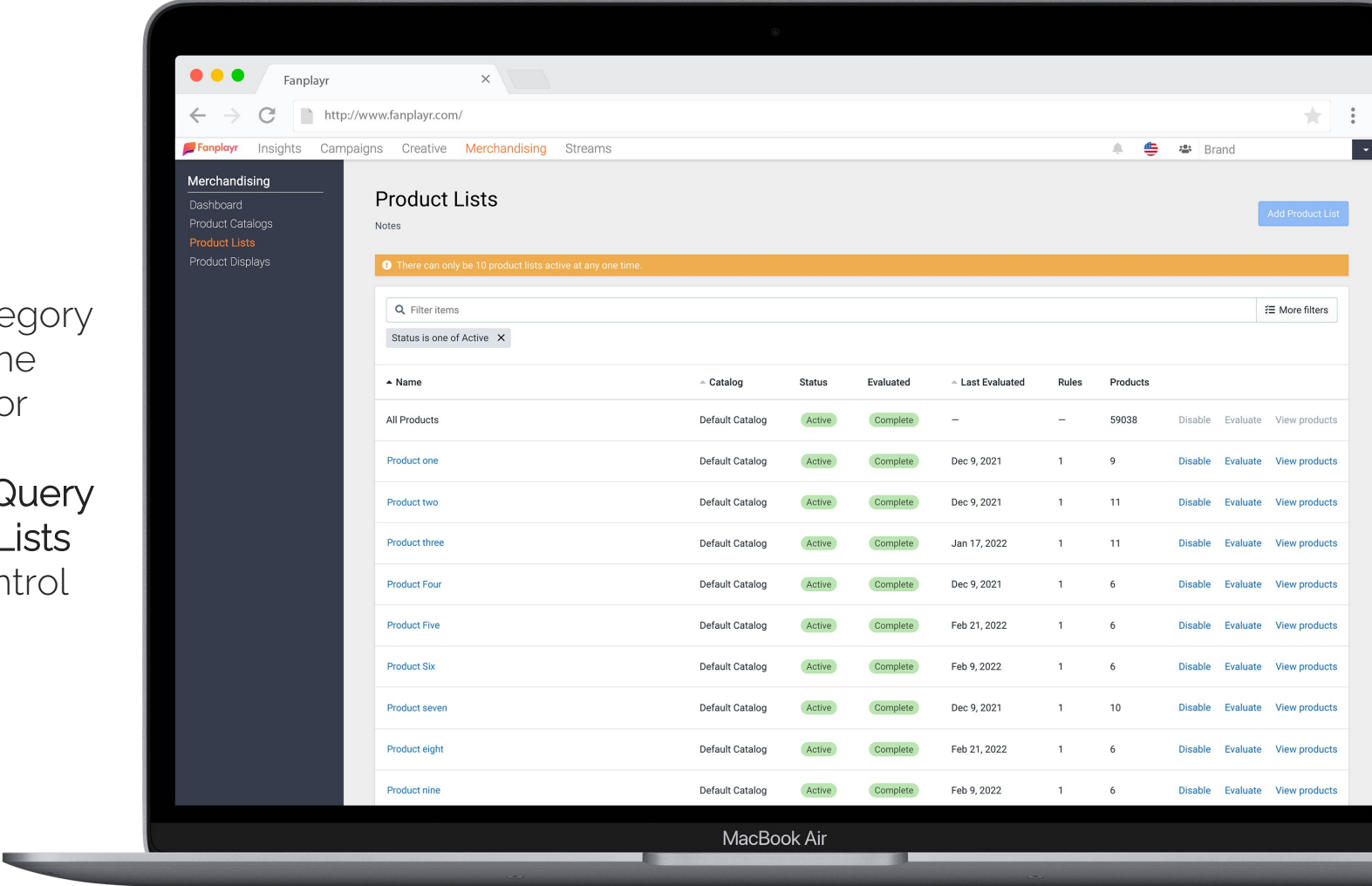






# Create Custom Product Lists with Catalogue Queries

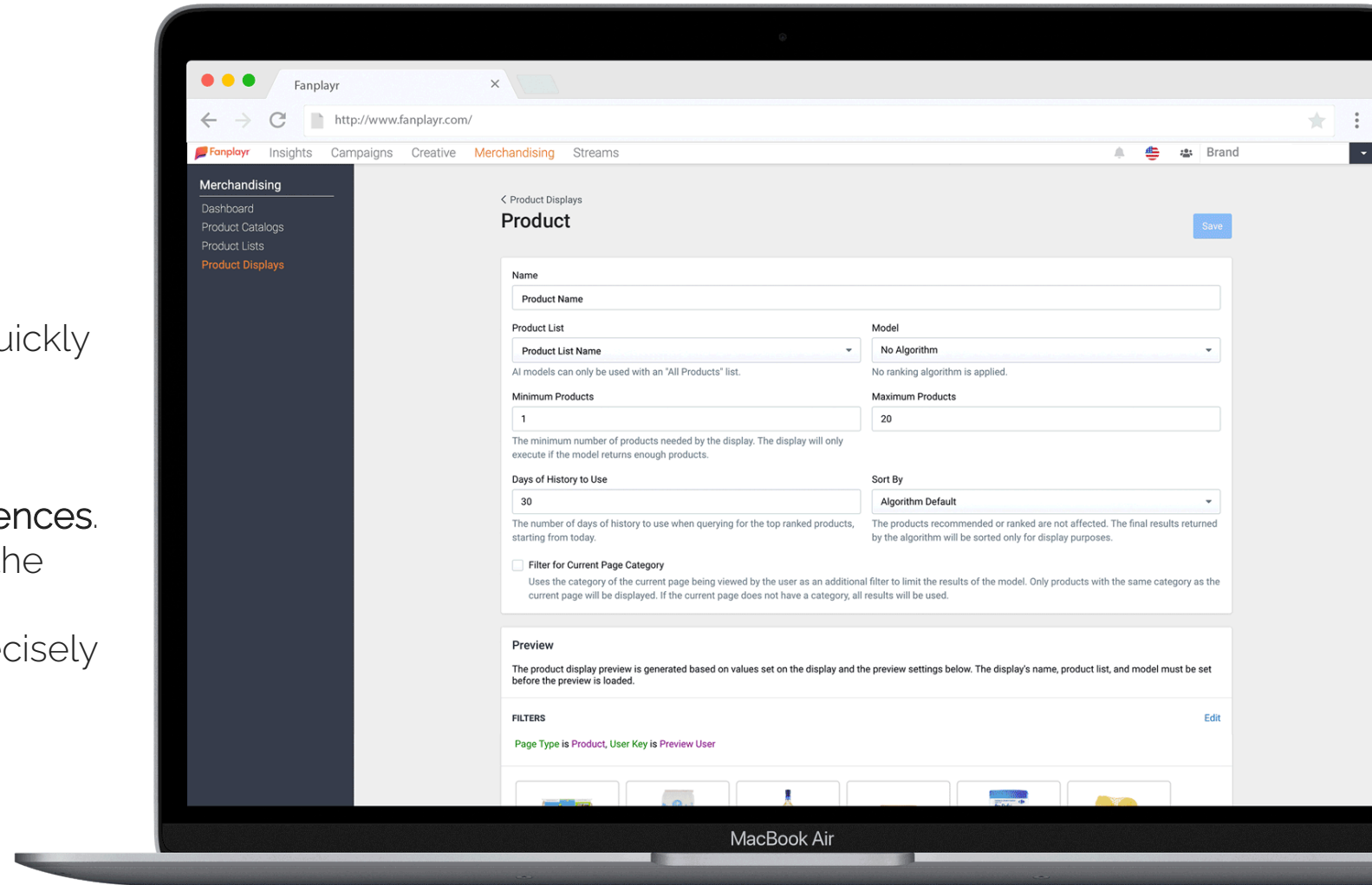
Product Lists are selections of the product catalogue chosen based on brand and category features as well as inventory stock state. The ability to create lists of manageable sizes for display purposes, is a key function of the merchandizing role. Fanplayr's Catalogue Query function simplifies the creation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



# 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.



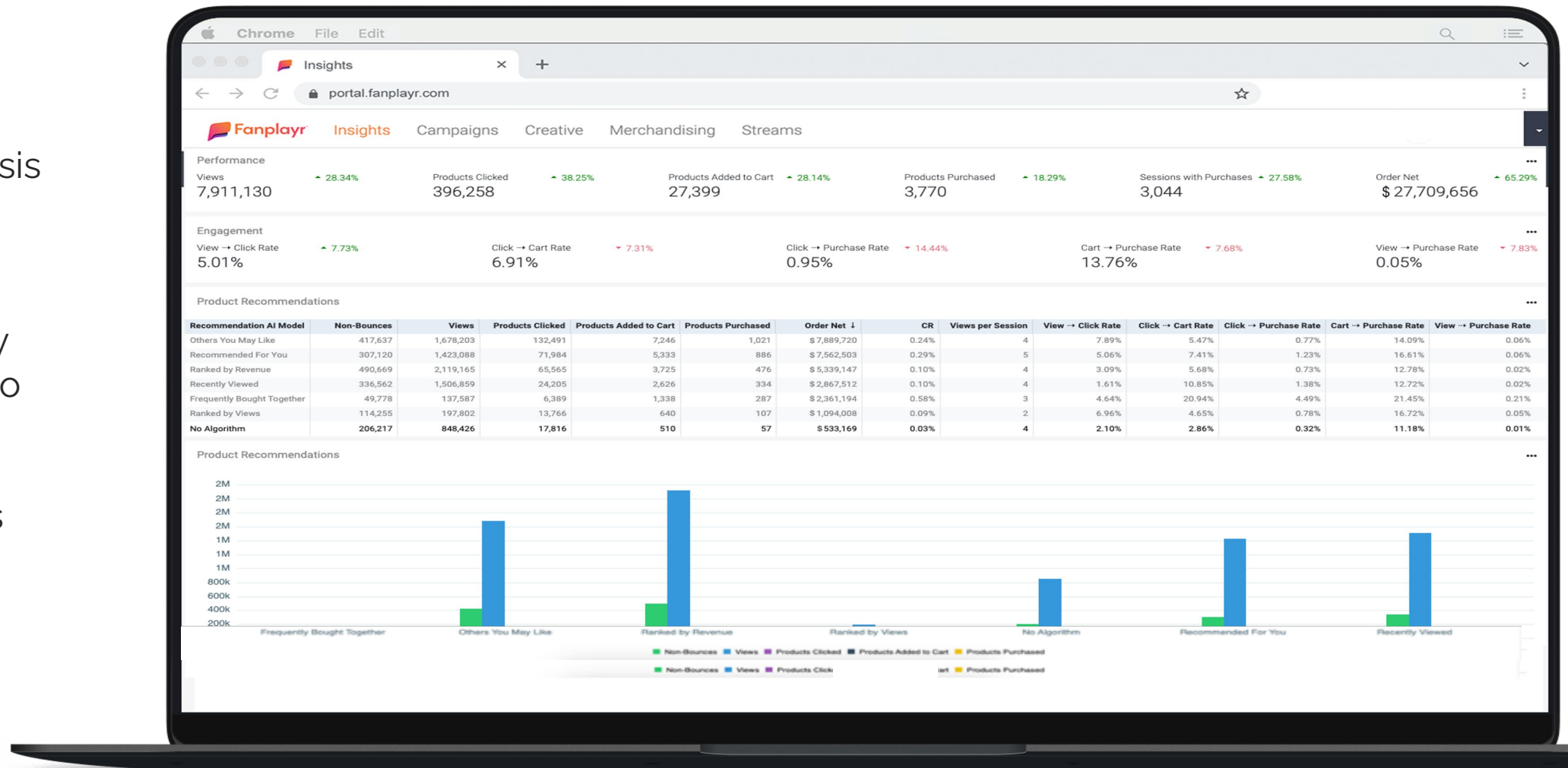


# Analytics & Insights



# Merchandising Performance Measurement

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





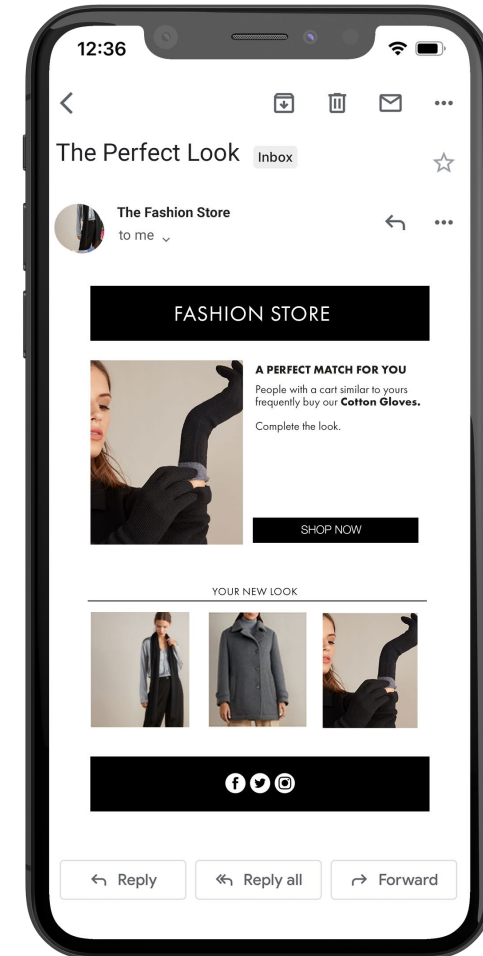
# Messaging for Merchandising

# Push Engagement & Conversions Off-Site with Merchandising for Messaging

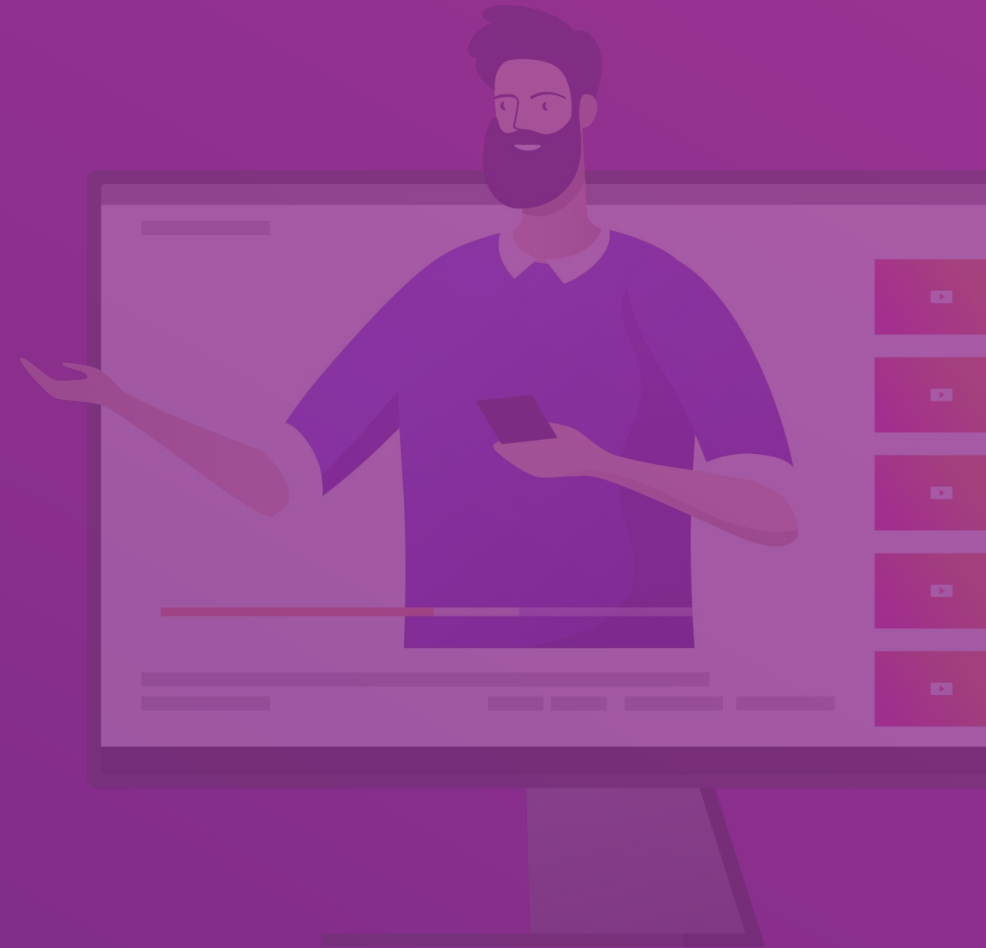
Involve your users with **Product Recommendations via email** encouraging conversions and engagement through smart content.

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**

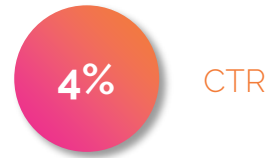


# Case Studies





# Carrefour



## Strategy

### Upsell House Brands using Product Lists.

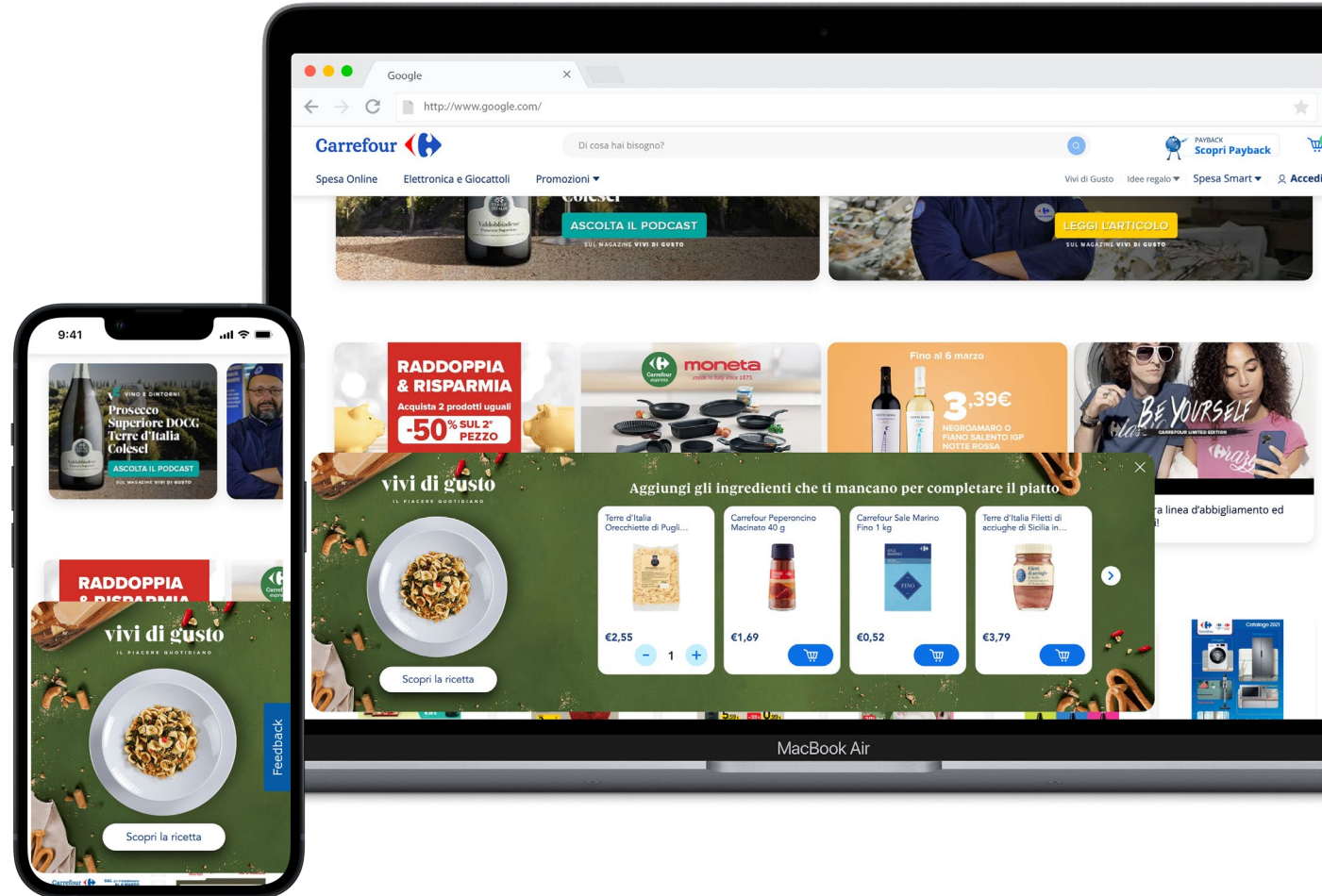
Users are shown contextually relevant recipes that use Carrefour branded products as ingredients. This is triggered when a user adds a particular product to their cart. Users are then able to add the recipe ingredients easily also to cart.

## Results

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%

CTR

## 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).

## Results

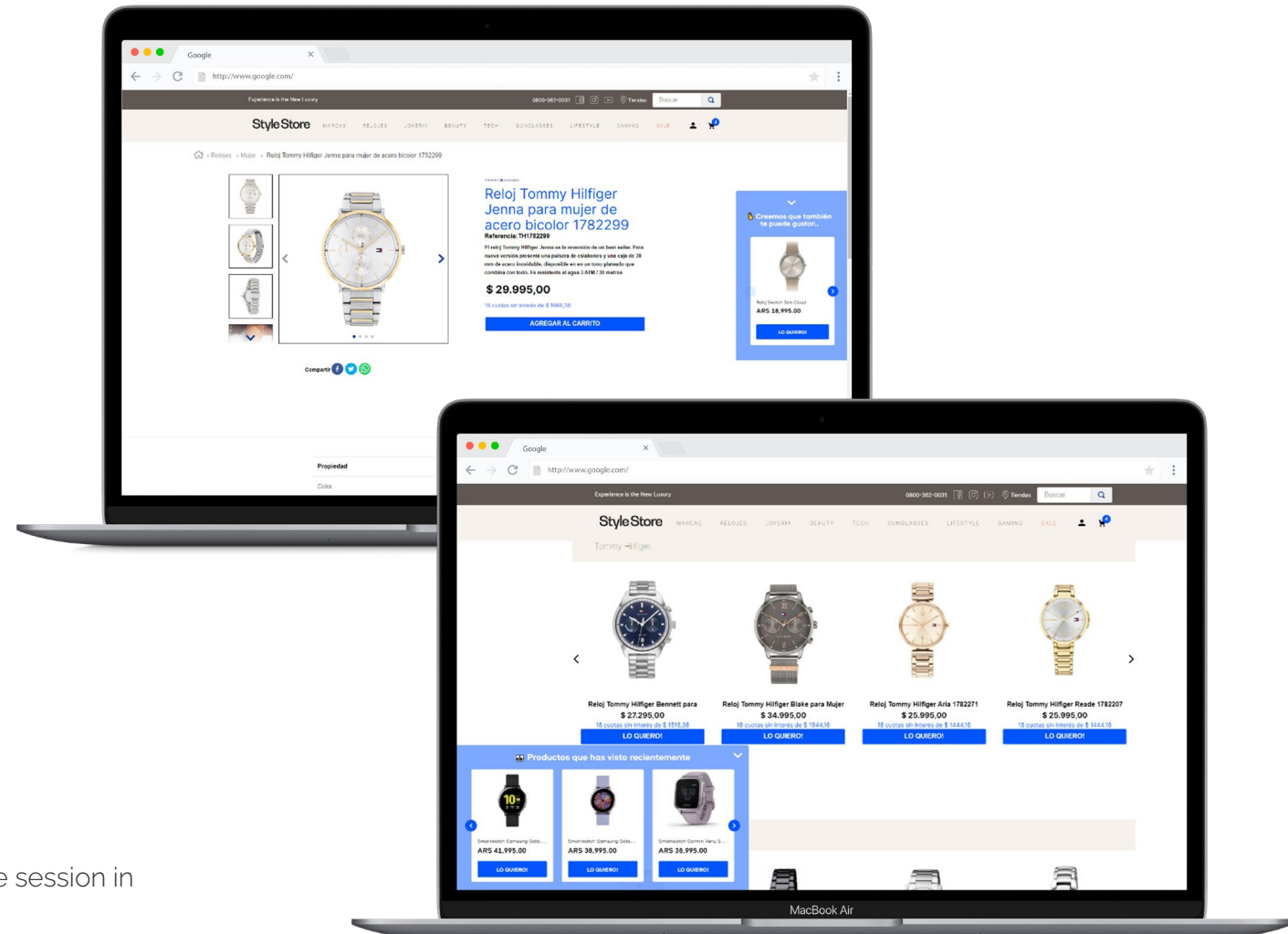
12% CTR

46% Add to Cart Rate - post click

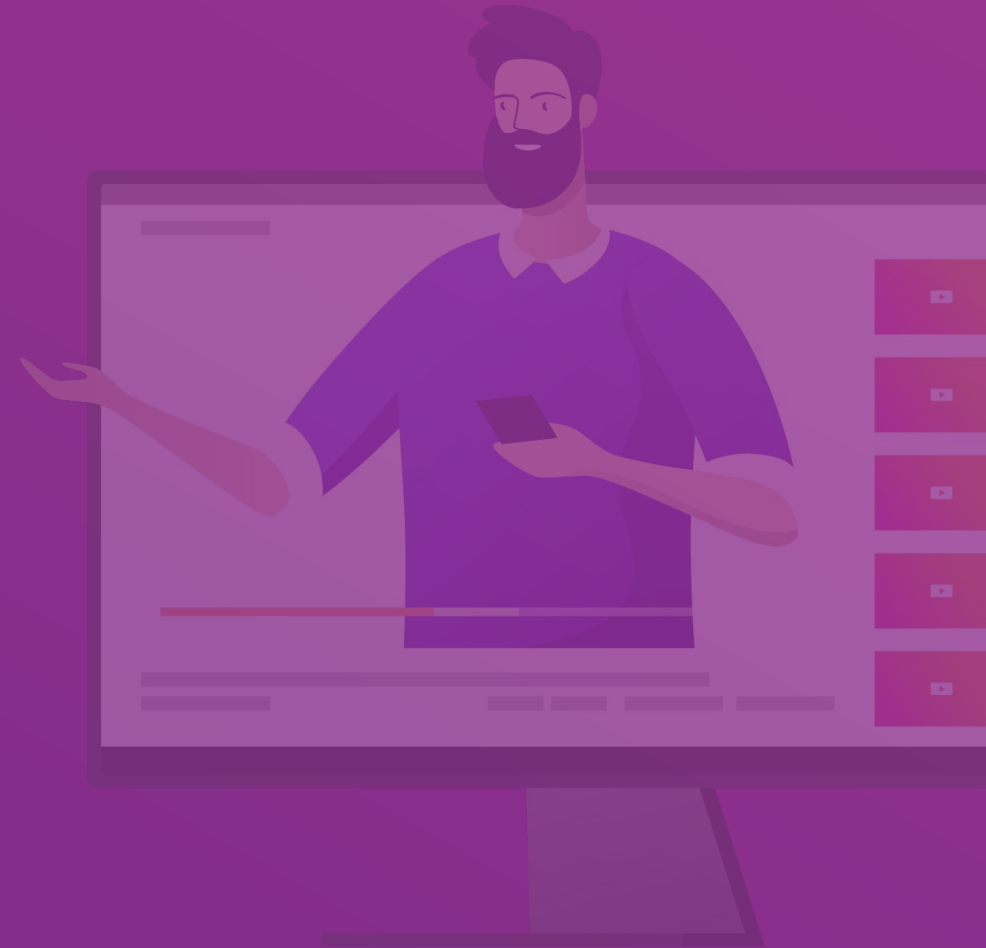
1.2% CR% - post click

2.6% CR% - post added to cart

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



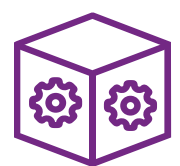
# More on **Fanplayr**





# 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**.



DATA



ONSITE TARGETING



MERCHANDISING






MESSAGING






# Product Modules





## Onsite Targeting

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



## Messaging

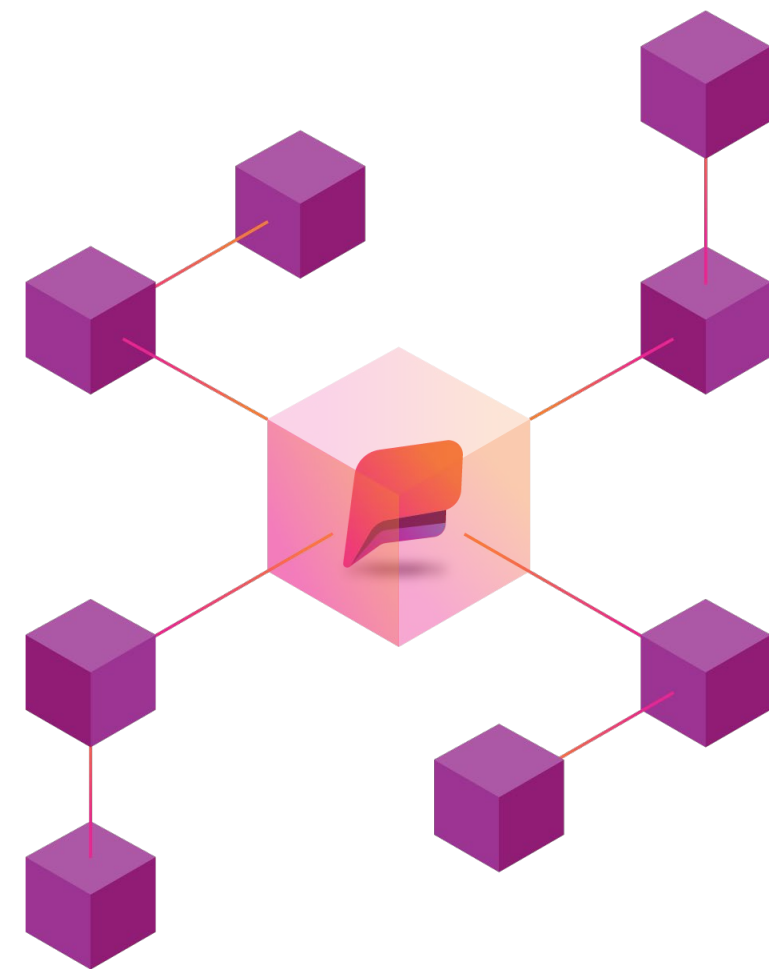
-  Email Retargeting via Streams  
Integration with 3rd party applications
-  Web Push Notifications
-  Personalized SMS

## Merchandising

-  Product Recommendations
-  Product Displays
-  Product Rankings
-  Product Lists

## Infrastructure

-  Site Speed Analytics
-  PrivacyID





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MENA - UNITED ARAB EMIRATES

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FR - <PARIS

IT - MILANO

JP - TOKYO

AU & NZ - MELBOURNE





# Fanplayr<sup>®</sup>

Making Behavioral Data Actionable

## Customer Experience Personalization Platform

