

## Retail Rocket & Mart Visser Case

Omzet stijging door A.I.



M A R T V I S S E R

Retail Rocket  
GROUP

**Quint Pimentel**

Senior Customer Succes Manager



## Agenda

- A.I. in de moderne wereld
- Succes in de Praktijk
- Tijd voor Strategie
- Waarom Retail Rocket?





230 000 000

Visitors use our clients' websites monthly



450 000

Events per minute are processed by our servers



250+

Servers perform in Retail Rocket ecosystem



1 600 000

Items are sold through our clients' websites



100+ Years

Items are sold through our clients' websites



€ 385 981 789

The total revenue our clients earned selling products and services with our platform

**VANS®**



**DECATHLON**

**SEPHORA**



**TOUS**

**makro**

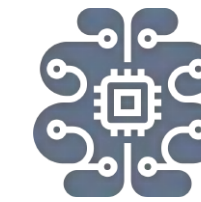
**DOUGLAS**

## A.I. in de moderne wereld





# Retail Rocket Data Warehouse



**Personalisation Engine:** Thanks to A.I. and reductive models, it shows personalised recommendations to each user



**Campaign Management System:** Increase your AOV and Customer Engagement with a cross-channel communication strategy



**CUSTOMER INTELLIGENCE:** Leverage your customer database with an automated, personalised and data-driven marketing strategy to boost LTV and your turnover



## AI Personalisation Engine

Content  
Filtering



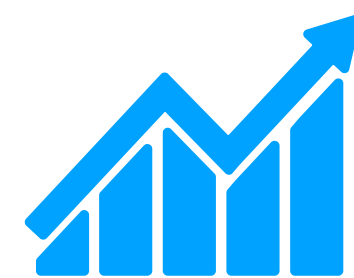
Collaborative  
Filtering



Personalisation



Optimisation  
Growth Hacking Team



Our Growth Hacking team knows how to get the most of Retail Rocket technologies.

We set up the hypothesis testing plan for each customer and launch tests to check algorithms, page placements and visual elements.

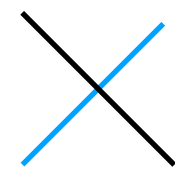
We share the results with your marketing team and explain how to use them to increase average order value and revenue and send customers products they actually require.

Our team has implemented Retail Rocket technologies for 1000+ customers and executed 7000+ tests. We work accurately and know exactly which decisions work or not.





M A R T V I S S E R



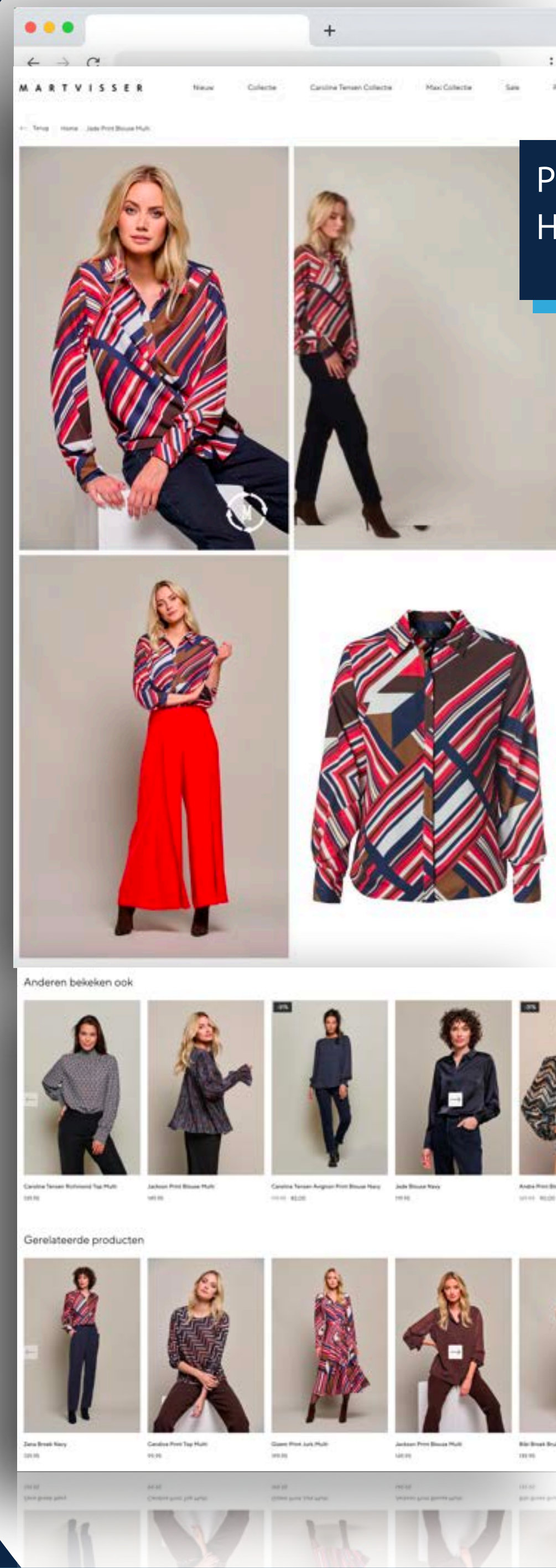
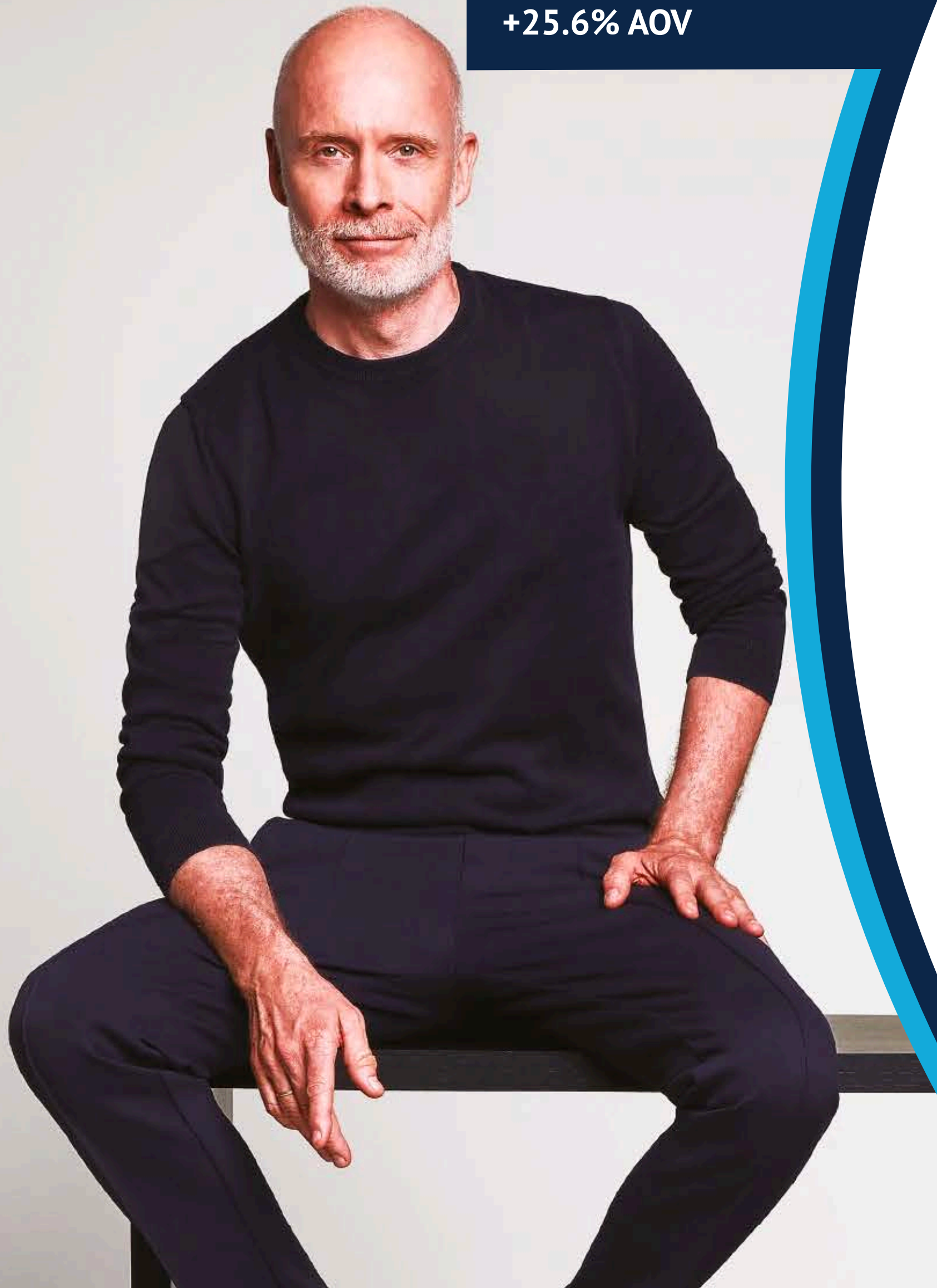
**retail**rocket

Succes in de praktijk

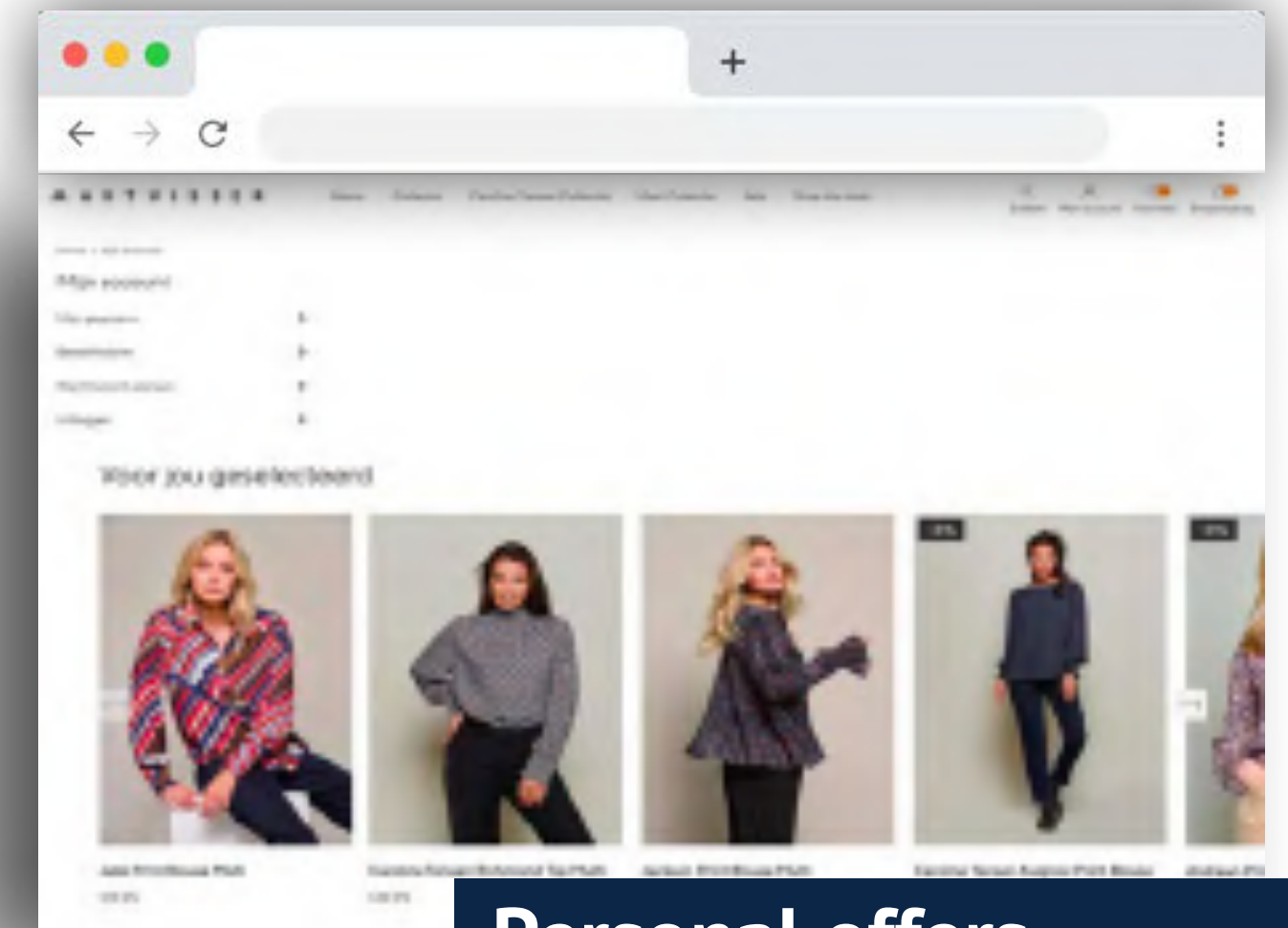




+87.9% Conversion  
+25.6% AOV



Personal Recommendations for the Home page



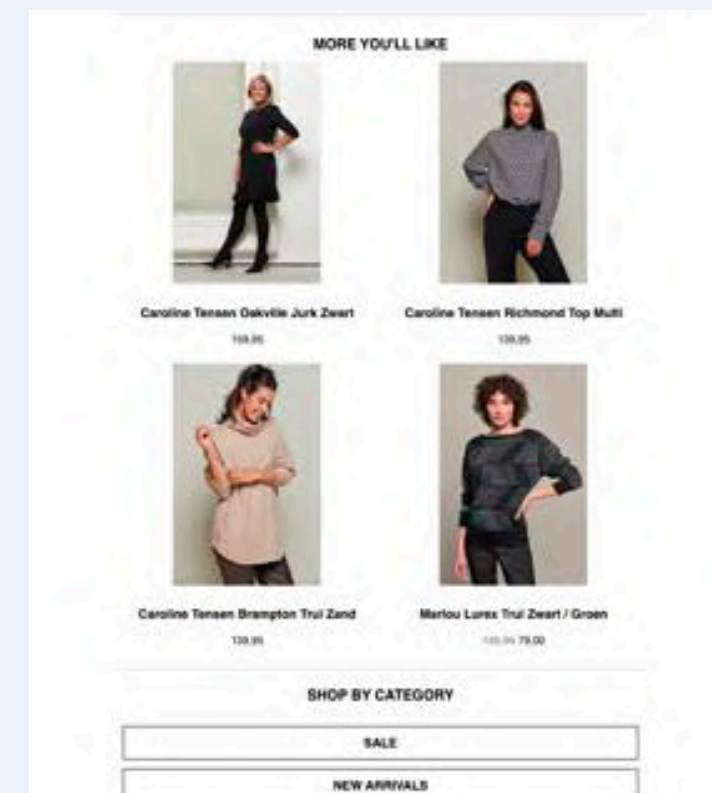
Personal offers account page



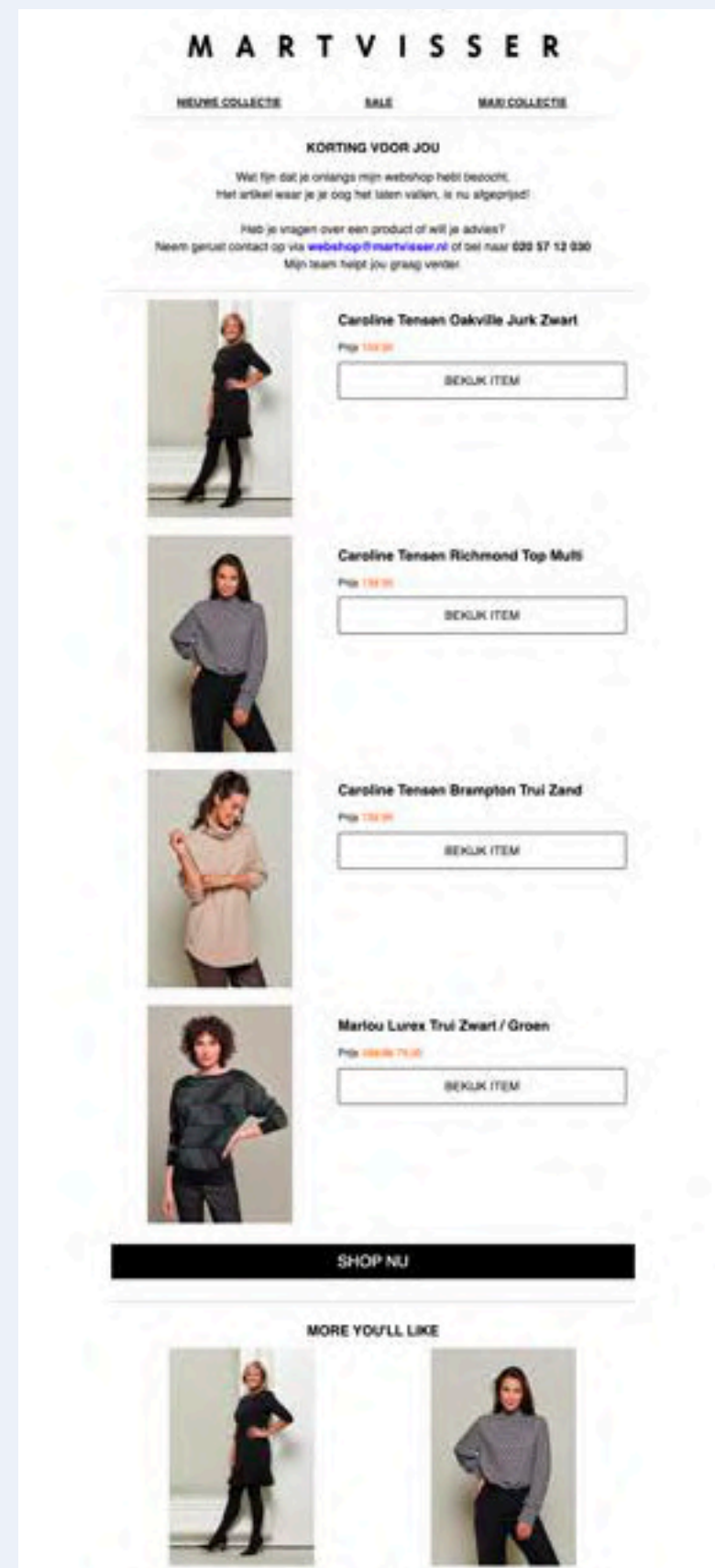
Dynamic Banner



## Price drop Abandoned Basket

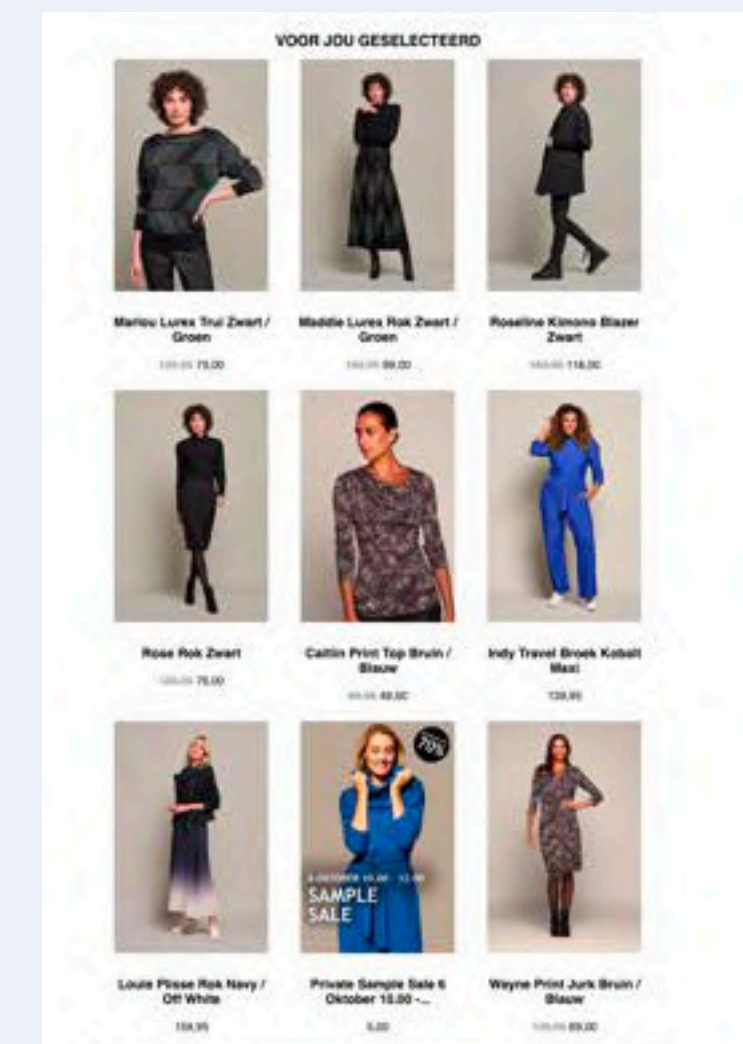
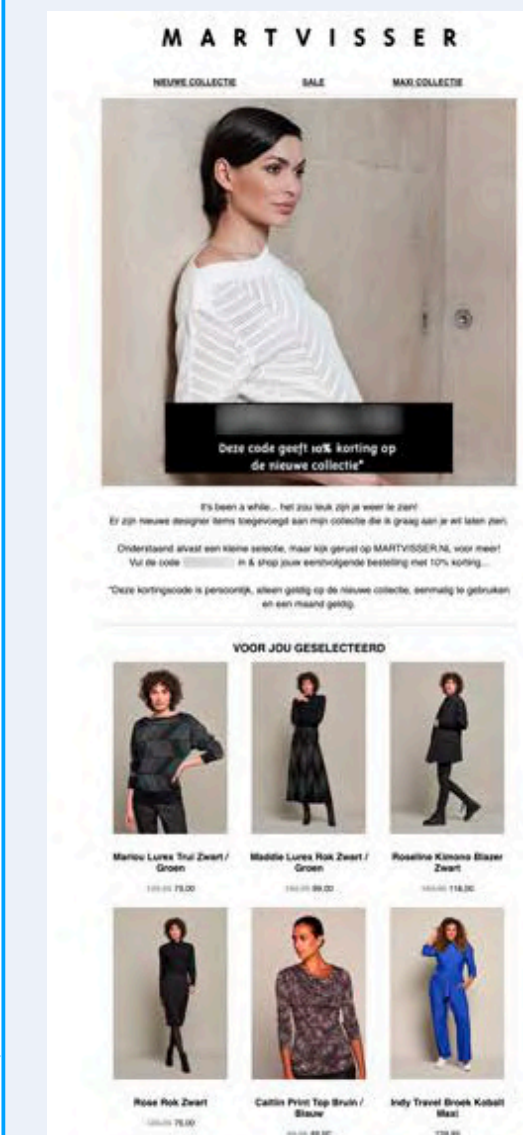


Send Personalised alternatives based on unique behaviour



Send a notification when the product in de basket is dropped in price

## Reactivation



Send an email to promote other products that might be of interest

Send an email to reactivate the customer after they have purchased

## Situational marketing

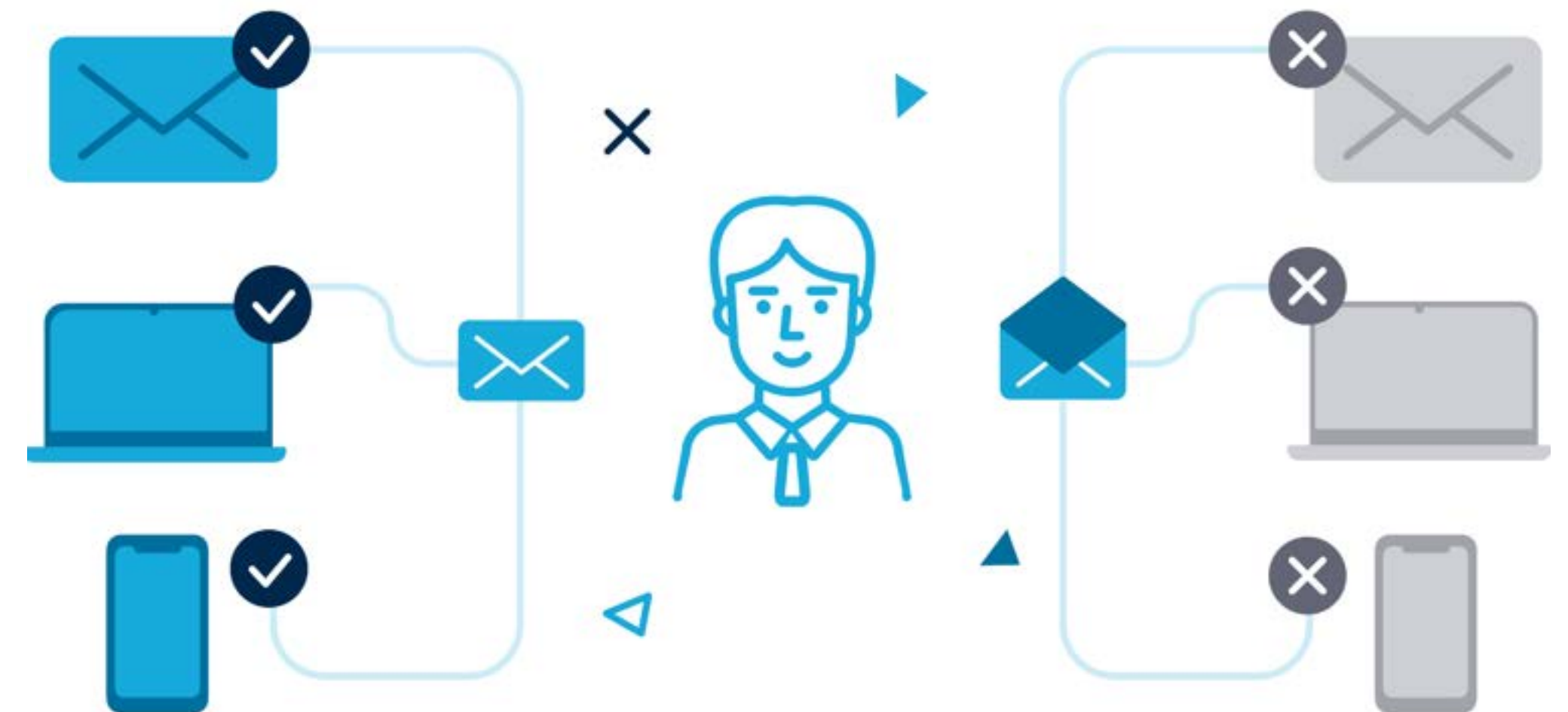
Mass mailing  
campaigns

Discounts

CRM



## Data-driven marketing



Smart triggers

Advanced  
segmentation

Last-click

Introduction  
To AI

retailrocket



### Mass mailing for Retailers

- All you need for your email campaigns: newsletters and recurring campaigns, unlimited subscriber data properties, smart segmentation, powerful analytics, A/B testing
- E-commerce features: product recommendations, discount coupons, products database (including region-specific stock & pricing data)
- Built-in smart personalisation features for precise targeting and dynamic content

### Powerful automation

- Behavioural triggers for every step of the customer journey
- Date and event based automation
- Predictive analytics using Customer Intelligence and Next Best Offer algorithms

### Service / Transactional emails

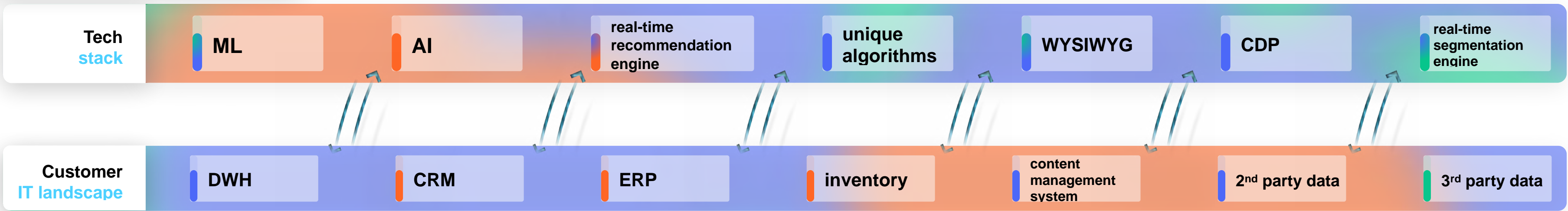
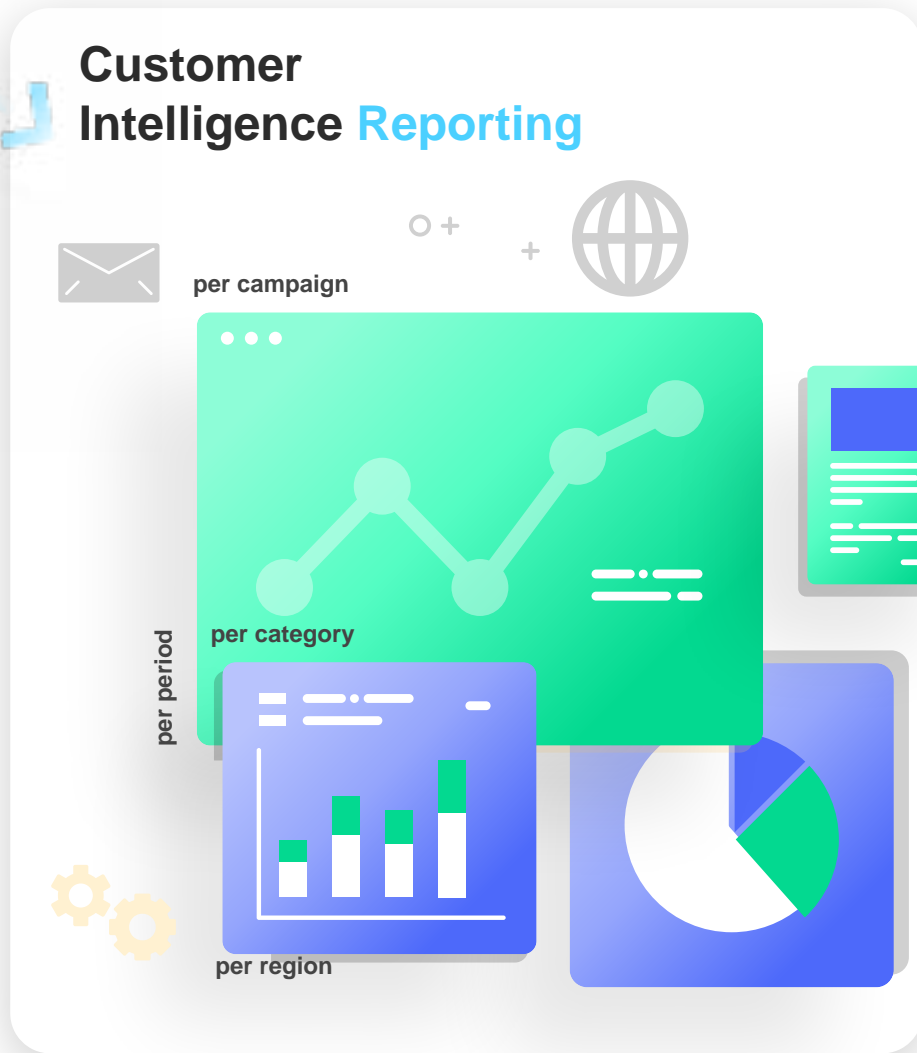
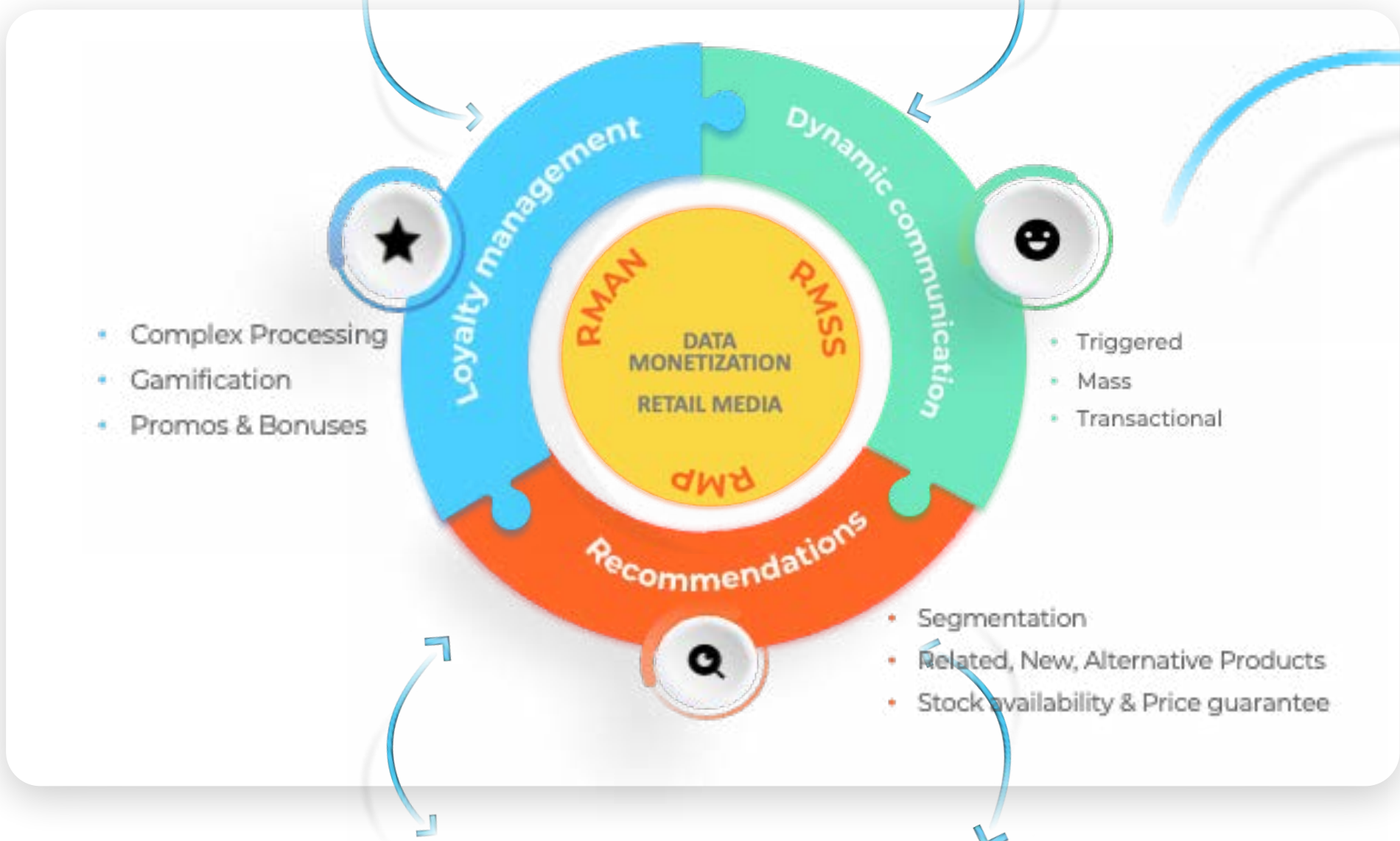
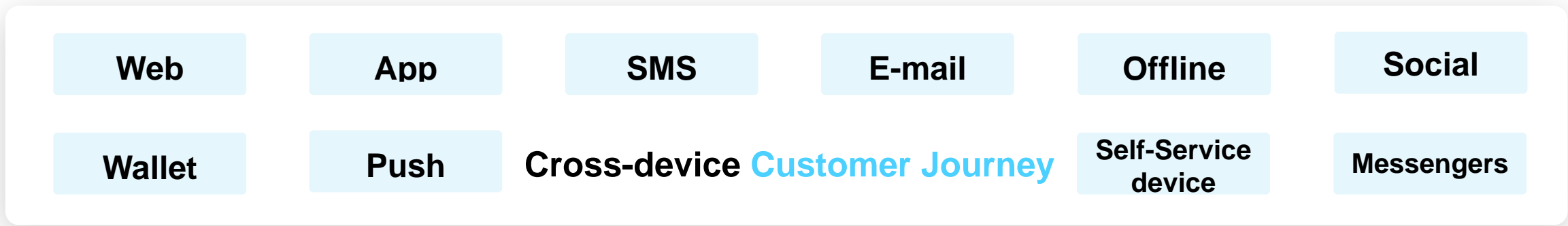
- Smart personalisation features
- Dynamic content



## Tijd voor strategie







## Waarom Retail Rocket





# retailrocket

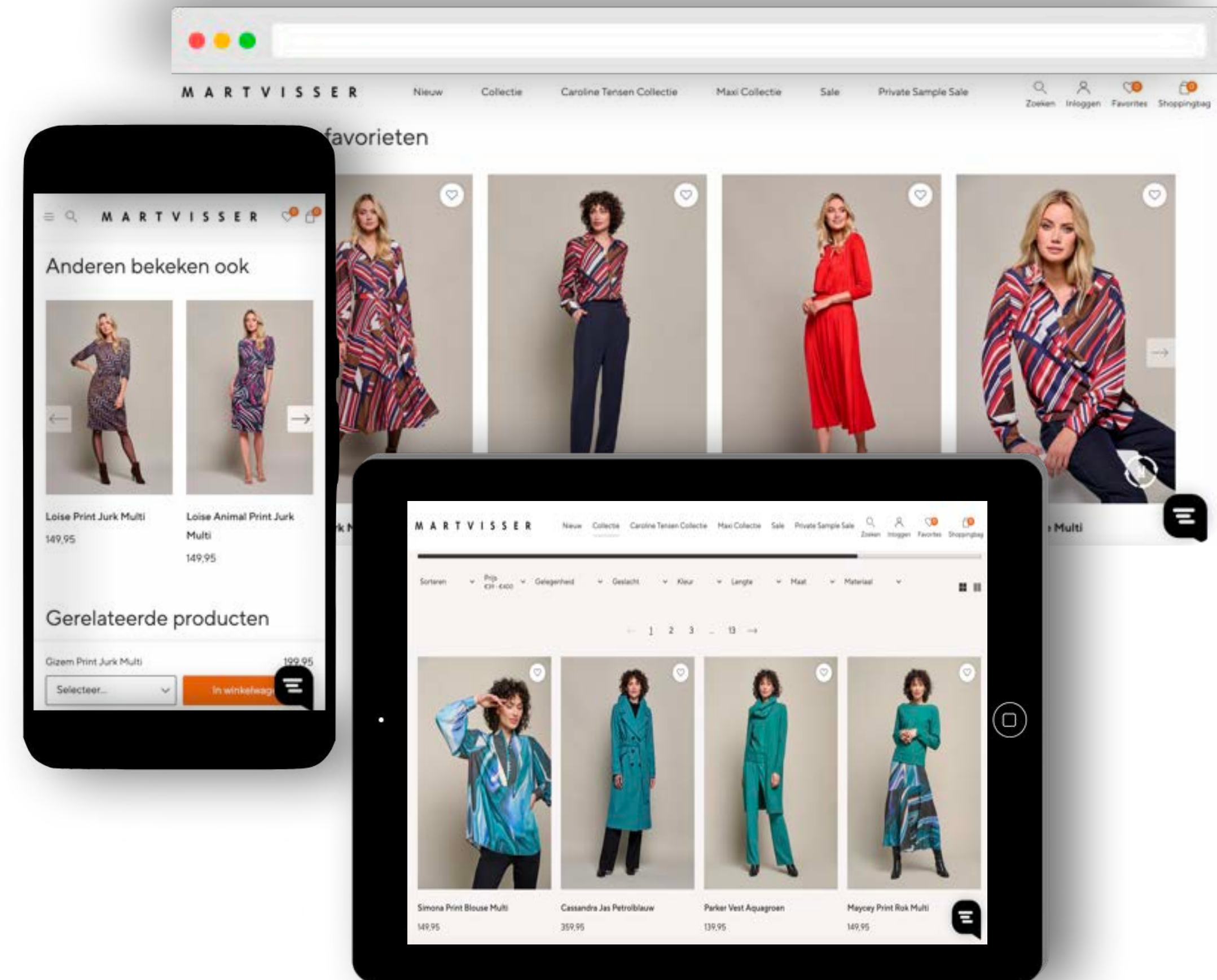
We play everywhere

Any Page

Any Device

Any Design

retailrocket



# retailrocket

## Strategic marketing

Full use of AI

Retention management

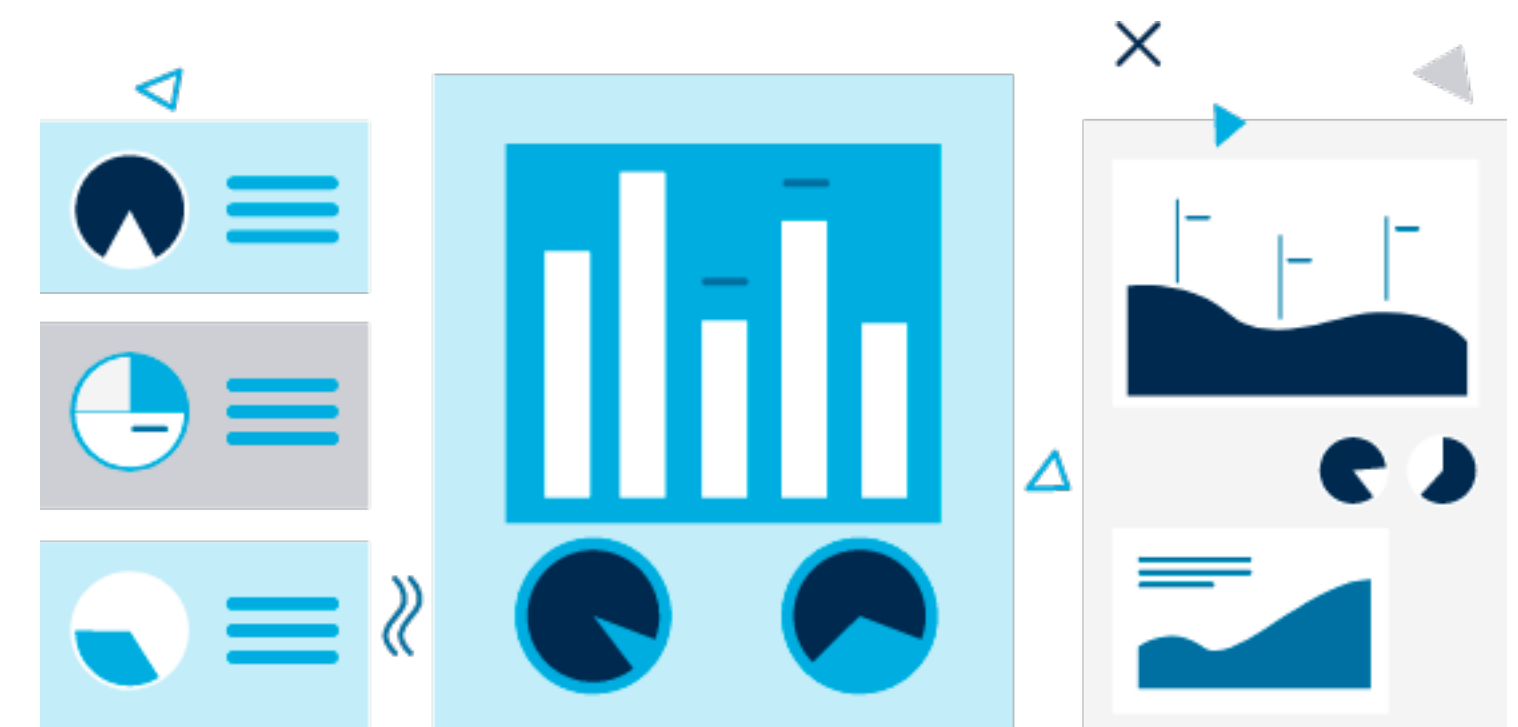
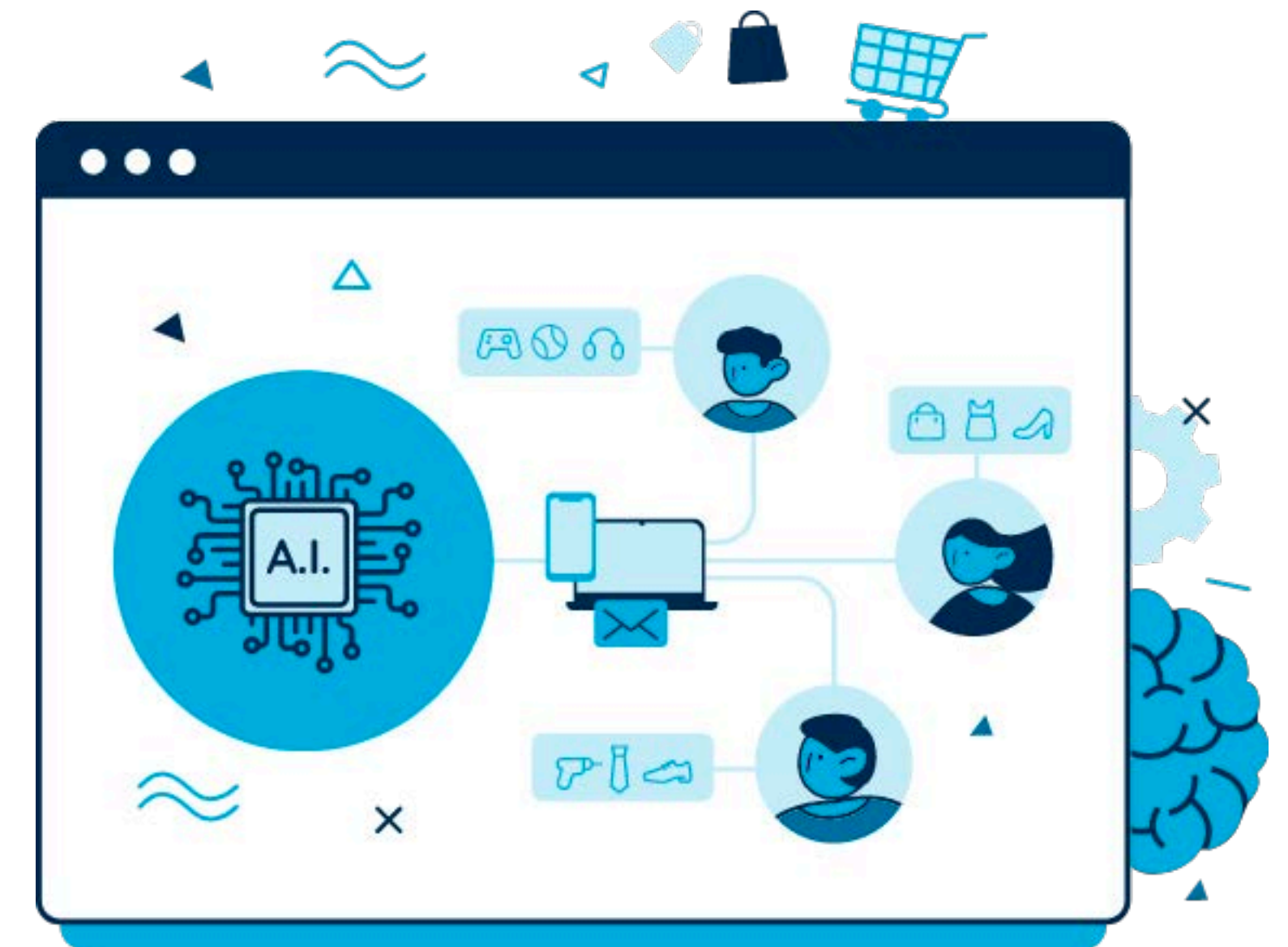
Increasing LTV

Increasing retention rates

Built a bigger loyal client base

Lower Cost of Acquisition

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Thank You!

Retail Rocket  
GROUP

**Quint Pimentel**  
Senior Customer Success Manager

