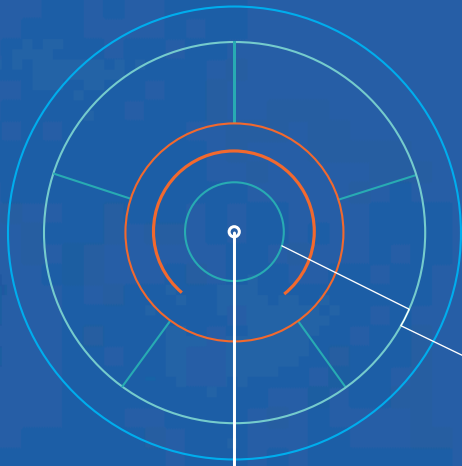




Reflektion



CUSTOMER ENGAGEMENT PLATFORM

Individualize.
Engage.
Transform.

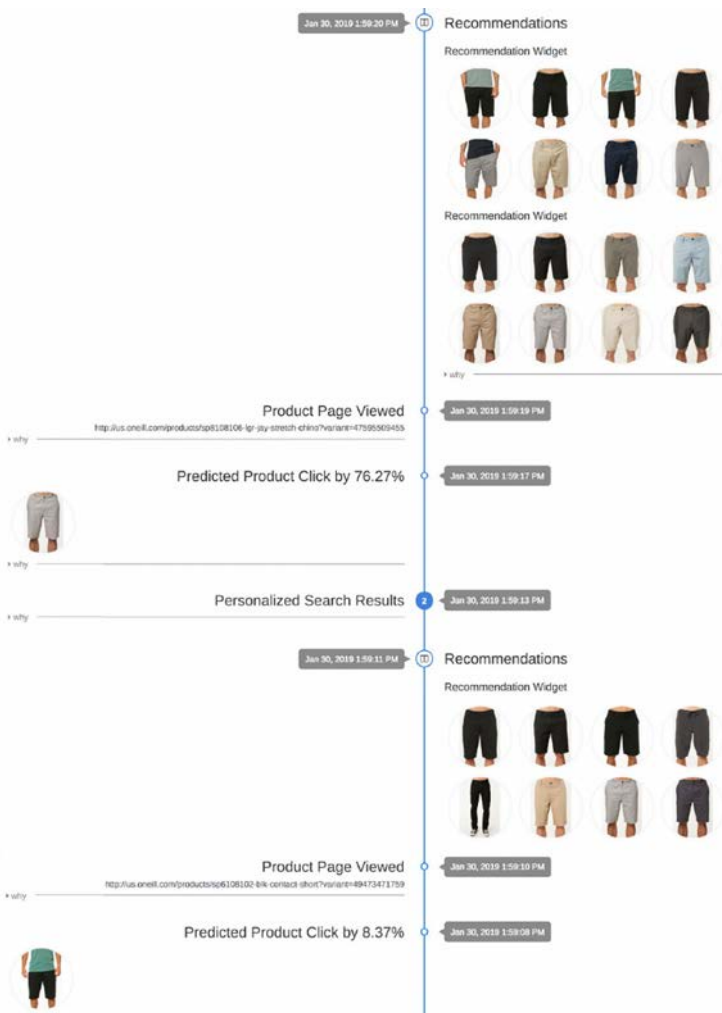
**WE OPERATE IN A
HYPER-COMPETITIVE
E-COMMERCE MARKET.
BOOSTING SITE VISITS
IS SIMPLE, BUT REVENUE
CONVERSION HASN'T
KEPT PACE.**

WHY?

Because shoppers quickly bounce from sites when displayed products and content don't immediately appeal to their individual tastes and desires. It's why brands and retailers are looking to create a consistent, 1:1, predictive customer experience at every step of the shopping journey to drive higher conversions, bigger orders, longer time-on-site, better visitor return rates, and greater loyalty.

Individualizing every customer engagement requires the latest computer science thinking, applying state-of-the-art technology, and making it all incredibly accessible for merchandisers and marketers. First-generation legacy products just haven't kept pace, constrained by manually controlled rules, small datasets, and point tools, that only provide limited personalization, and in turn, minimal revenue boost.

A NEXT-GENERATION PLATFORM FOR INCREDIBLY INDIVIDUALIZED CUSTOMER ENGAGEMENT



Exact timeline of shopper's actions and the personalized results shown by Reflektion's AI in real-time

The Reflektion Customer Engagement Platform is different, architected from the ground up to autonomously and continuously apply the latest Artificial Intelligence and Machine Learning algorithms to vast, continually growing visitor interaction Big Data—and automatically apply those insights to every visit, every touchpoint. With Reflektion, acting on every customer's real-time purchase intent is now attainable. Intuitive, easy to use, scalable, and delivered in the cloud, hyper-personalization is now accessible for every online brand and retailer.

↑
24%
Conversion



↑
9%
Revenue / Visit



↑
17%
Average Order



THE POWER TO INDIVIDUALIZE EVERY VISITOR TOUCHPOINT. AUTOMATICALLY.

The Reflektion Customer Engagement Platform delivers best-in-class, highly engaging, predictive, and individualized shopping experiences across all online touch points so brands and retailers can drive more revenue and delight every visitor. A scalable, modular architecture delivers experiences for Search, Recommendations, Category, and Landing Pages, Content Personalization, and Email, all made smarter with E-Commerce AI that's continuously uncovering hidden relationships across broad and growing combinations of products, attributes, visitor interactions, and their subtle preferences.

Breakthrough 1:1 Customer Engagement Technology. Finally Within Reach.

No hodge-podge of on-premises and hosted tools. No custom coding. No reliance on developers and data scientists. We built the Reflektion Customer Engagement Platform in the cloud, so any marketing and merchandising manager, at every brand and retailer can deploy plug and play visitor experiences that drive behavior, realize the benefits of real self-learning AI and configure it all with clicks, not code—and see the impact of it all with visual analytics and executive reports.

Reflektion easily integrates with any existing E-Commerce platform, using JavaScript or APIs so any online retailer can enhance their current site with the latest hyper-personalization technology, quickly and efficiently.

Reflektion Customer Engagement Platform



JAVASCRIPT / API



System of Intelligence

System of Record

INDIVIDUALIZATION INTELLIGENCE

Know Your Customer and Predict their Preferences using Artificial Intelligence and Big Data



Purpose-Built Artificial Intelligence

Unmatched by legacy tools, Reflektion's AI and Machine Learning algorithms continually run to uncover hidden links between products, visitors, and their preferences

Learning from and analyzing shopper interactions, preferences, and SKUs in real-time, Reflektion's AI predicts and displays the highest propensity to buy products for every customer, turning that insight into individualized content.



Individual Customer Profile Database

Reflektion continuously flows shopper location, search, history, and in-session clickstream data into a secure Big Data store, to build an increasingly high-fidelity picture of each shopper, that's constantly analyzed by Reflektion's AI.

Customer data is never shared or sold and is strictly compliant with current and emerging General Data Protection Regulation (GDPR), and local data privacy standards.

MODULAR VISITOR EXPERIENCES

Turn visitor insights into individualization and personalization with Reflektion plug and play experiences



Hyper-Personalized 1:1 Search

Preview Search instantly displays personalized product images at the first interaction. With blazing fast query speed and visual autofill, smart images display while visitors type, driving engagement and shopping cart loading.

Full-Page Search delivers fast, personalized, context-sensitive, intelligent query results, deep retail key phrase understanding, prioritizing the right products and quickly integrating with or updating homegrown and 1st-generation search tools like Endeca and Solr.



Predictive Product Recommendations

Add recommendations to any page, powered by our proprietary AI and Big Data Individual Customer Profile Database that continuously learns individual shopper preferences with every interaction.

Take the Reflektion A/B test challenge and compare to your existing tools, we're confident that you'll see a measurable boost in customer conversions, on your home page, product details, cart/wish list, and other site locations.



Flexible, Contextual Content Personalization

Reflektion's Content Personalization enables merchandisers and marketers to create and adjust personalized banners based on context, test site imagery, and customize site creatives for specific campaigns, or any other requirement.

Click-not-code configuration makes it simple to tailor banners, imagery, CTAs, promos, emails and more to new, returning visitors, or other groups.



Dynamic Category and Landing Pages

Take your conversion from organic search and SEO/SEM investment to the next level with highly personalized pages and content designed to boost engagement on the first landing.

Reflektion remembers your visitors, who they are, what they were looking for, and re-ranks products, displaying the most attractive products for each individual. Dynamic facets speed navigation.



Individualized Email Campaigns

Get more relevancy, higher shopper engagement, and increased conversion of bounced visitors and abandoned shopping carts. Unlike legacy tools, Reflektion's Personalized and Behavioral Email modules, are powered by individualization, for smarter promotions, drip marketing, and re-targeting.

Reflektion's email suite taps into visitor interaction data collected from every Reflektion touchpoint. Upon opening an email, your audience gets dynamic, personalized content that automatically prioritizes and recommends the right products and categories, to maximize conversion.



6.1%

Average Order



13%

Conversion Rate



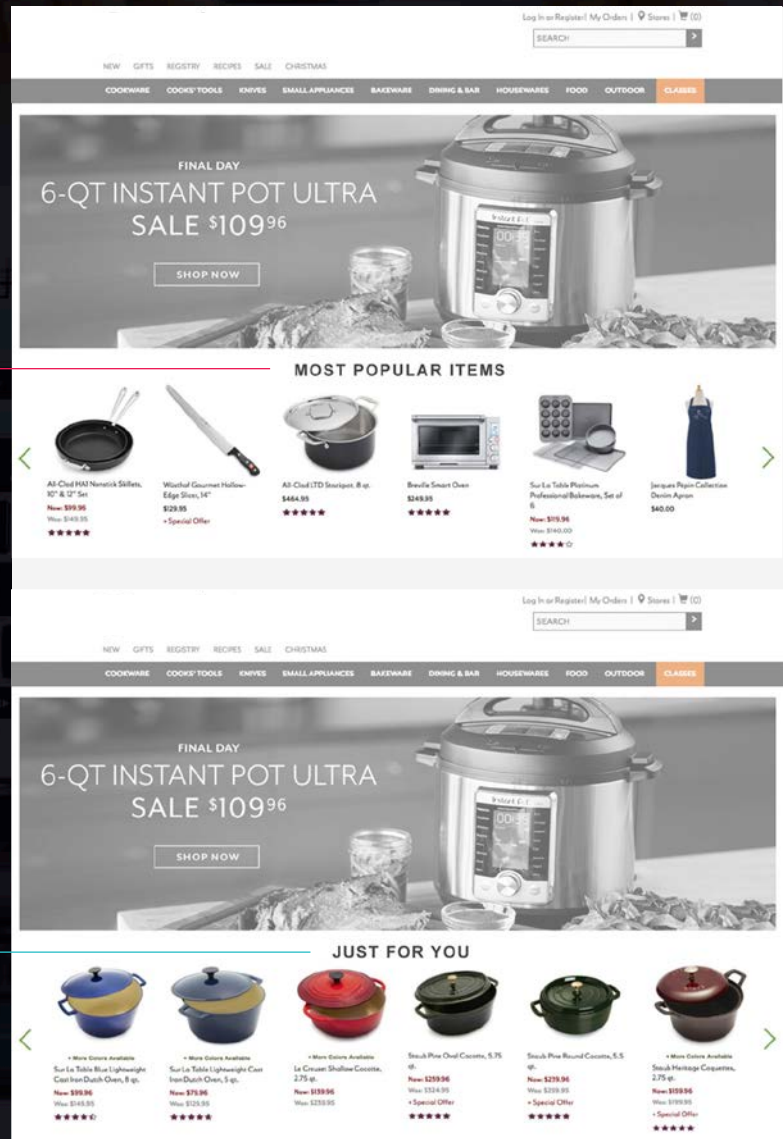
62%

Page Views



WITHOUT REFLEKTION


- ⊗ Visitor views generic page
- ⊗ Not personalized
- ⊗ More likely to abandon




WITH REFLEKTION

- ☑ Visitor views customized page
- ☑ Highly individualized
- ☑ More likely to convert


↑
5.2%
Revenue / Visitor


FRAMESDIRECT.COM

↑
12%
Conversion Rate


SPORTCHEK

↑
6.1%
Average Order


TOMS

SIMPLE TO CONFIGURE. POWERFUL TO OPTIMIZE.

Empower Merchandisers and Marketers with Customer Engagement Console



Complete Merchandiser Control

Reflektion empowers managers to make changes on the fly, with easy-to-configure merchandising rules and full slot level control.

Merchandisers and marketers get full control over merchandising rules, enabling them to promote or demote products and categories based on attributes, specials, seasonality, special promotions, margins, and any other factor.



Comprehensively Configurable

Calibrate product rankings by adding product attribute weightings for further contextual control on product ranking. Preview results for a visitor context. Configure facets based on keyphrases and/or audience segment. Schedule updates and or apply them on-demand.



Analyze Personalization Effectiveness

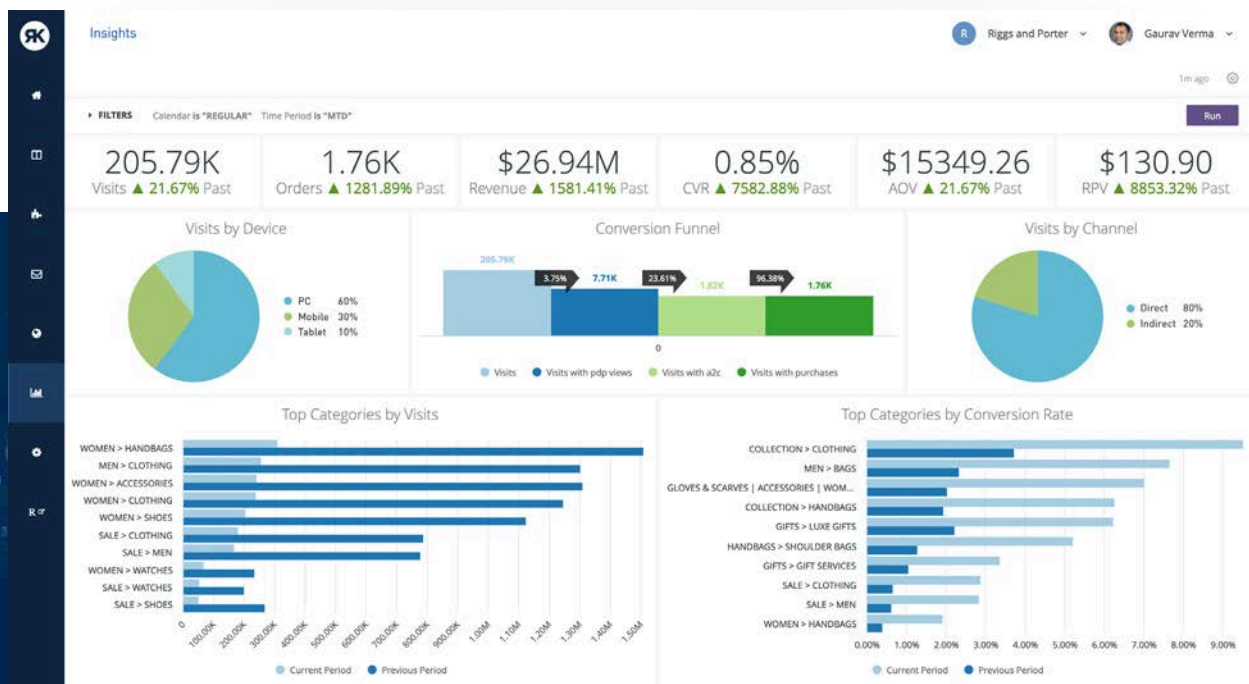
Built-in analytics provides merchandisers and executive management with complete interactive visibility into personalization performance.

Visualize funnel conversions, the impact of personalization on visits, orders, revenue, conversion rate, average order value, revenue per visitors, and product and category performance.



Conduct Experiments with A/B Split Testing

Built-in support for A/B and multivariate split test experiments enables merchandisers and marketers to conduct data-driven optimization. Split traffic based on different keywords, relevance, and weights, and quickly compare different outcomes and scenarios using analytics.





Reflektion

TRANSFORM CUSTOMER ENGAGEMENT BY ACTING ON REAL-TIME PURCHASE INTENT WITH REFLEKTION

Reflektion is creating a new standard—individualized customer engagement. Powering some of the world's biggest brands and retailers like Ulta, Michael Kors, Hanes, and numerous other leaders, we're putting the power of individualization in the hands of merchandisers and marketers, so they can deliver an unparalleled visitor experience that drives business results which move the dial.

With a platform built from the ground up using the latest Artificial Intelligence, Big Data, and Cloud Computing, and with experiences that delight visitors with every interaction, we are systematically replacing first generation market leaders. Maximize customer engagement and instantaneously act on real-time purchase intent, with Reflektion.

Contact Reflektion to see
a demo and experience the
power of next-generation
customer engagement.

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