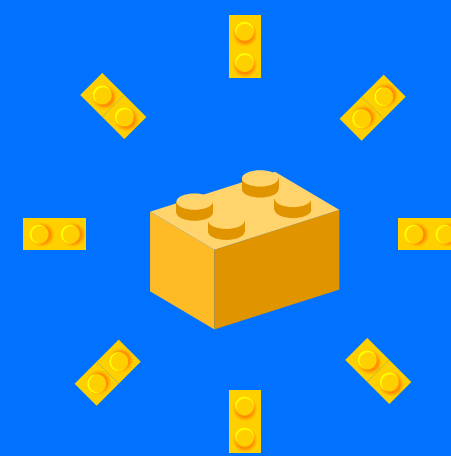
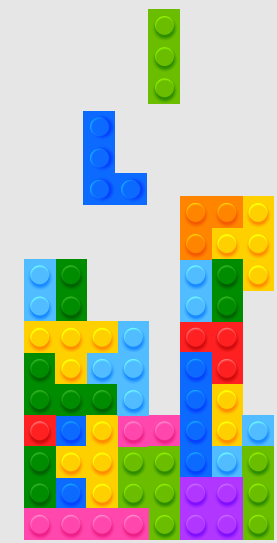
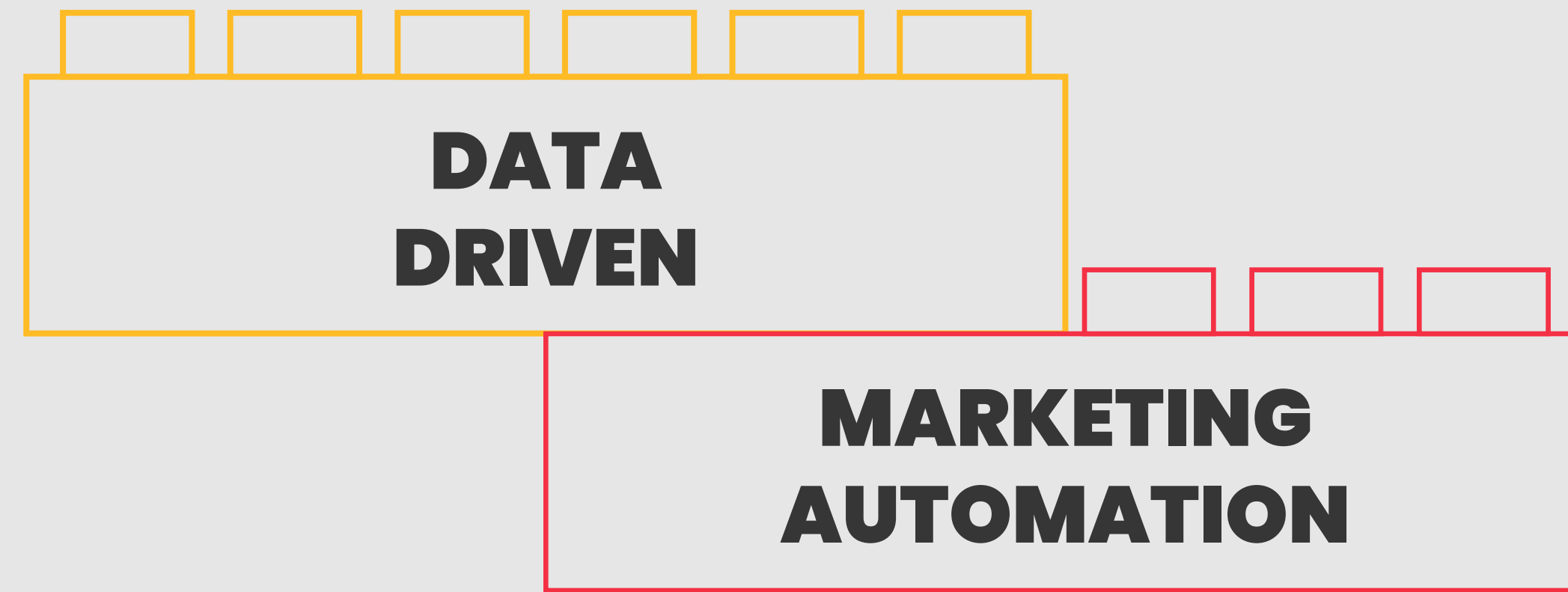


MONETHA PLATFORM

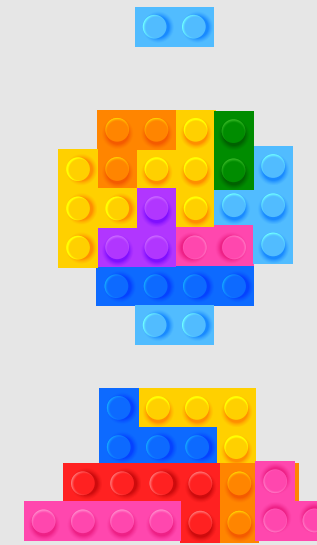
Data-driven marketing automation





Know your audience & improve marketing

Real time data analysis.
Data-driven user targeting.
Personalized approach to users.
Automated marketing.



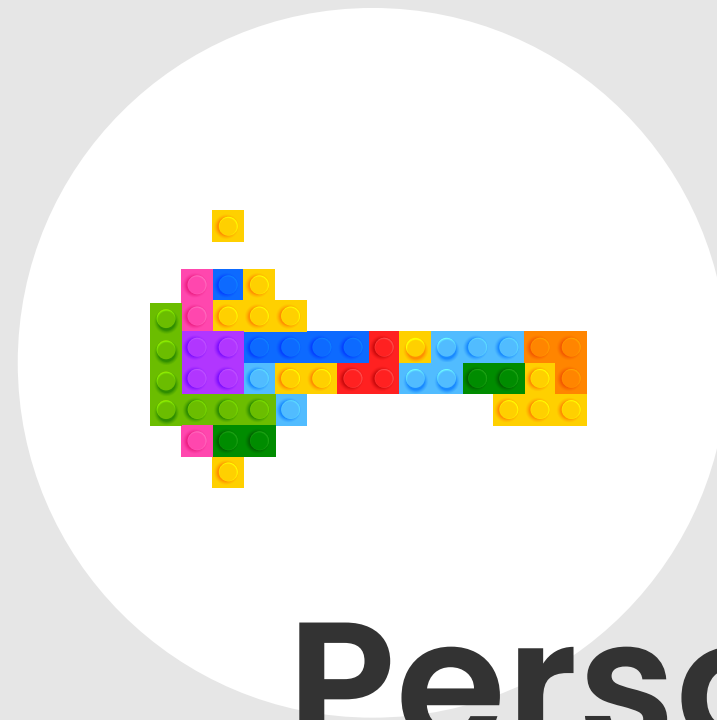
Attract new customers & build loyalty

Rich user profiles: **Demographic, Psychographic, Geographic, Behavioral.**
First-party personal data in exchange for discounts.
Transparent business-customer relations.
Easy-to-setup loyalty programs.



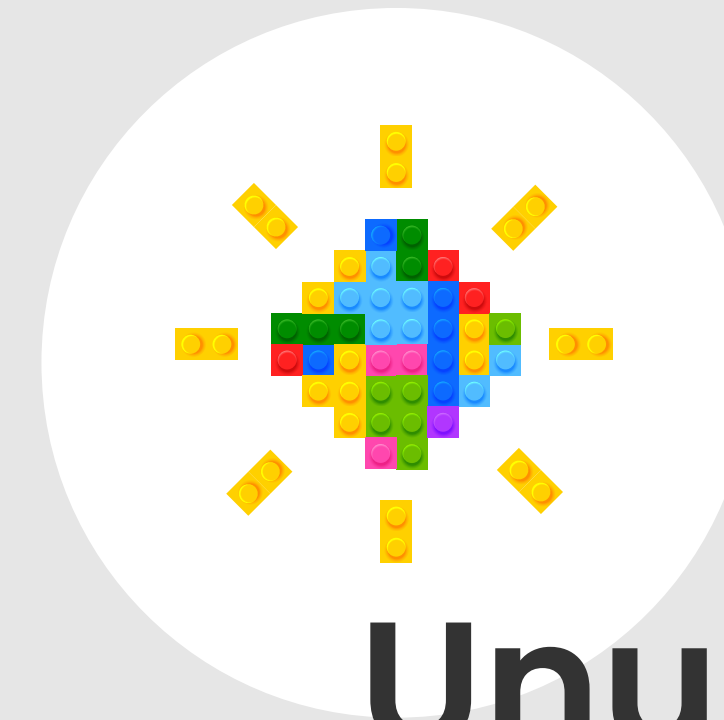
Ineffective marketing

Increase effectiveness of marketing efforts with automated data-driven marketing.



Personal data vs GDPR

Get access to first-party customer data in GDPR compliant way.



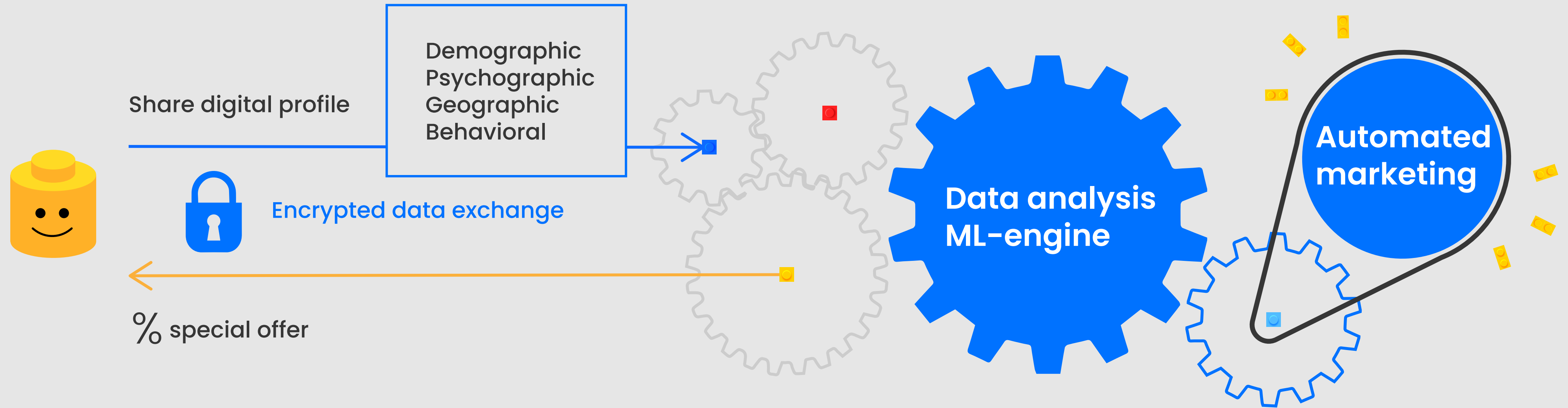
Unused potential of data

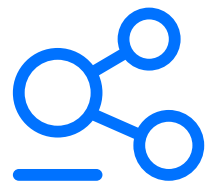
Know everything about your customers' profiles and behaviour through real-time data analysis.



**WITH
UNIQUE**

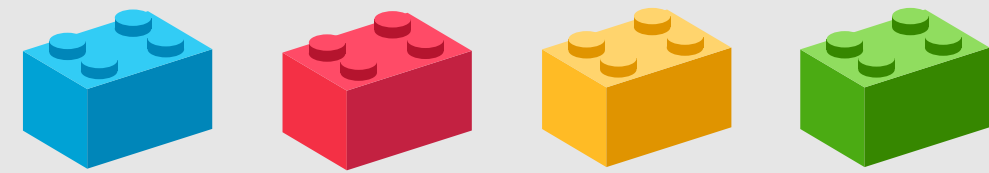
**AND SECURE
APPROACH**





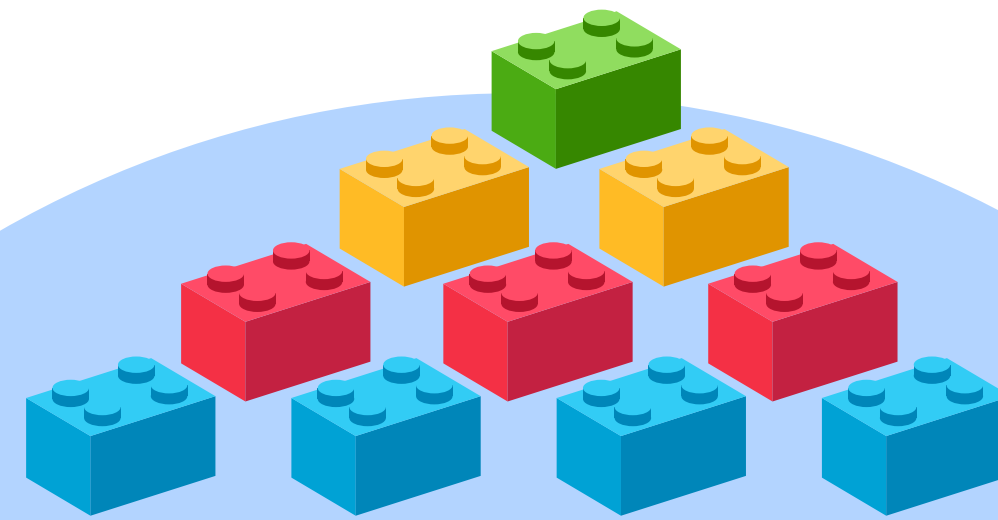
OUR OFFERING

Fully customizable solution: all parts can be used both separately and as a whole to meet individual business needs.



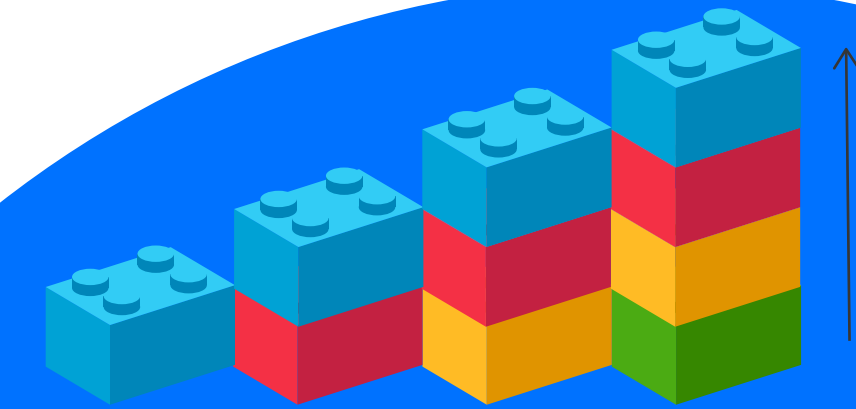
Know your audience

Understand your audience better by analyzing data from multiple sources. Identify best user segments to improve marketing efforts, decision making, and engagement with the audience.



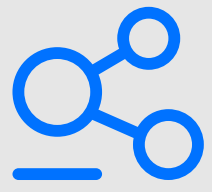
Automated data-driven marketing

Optimize marketing efforts by automating management of marketing campaigns and interactions with customers. Every automated action is based on your unique data.

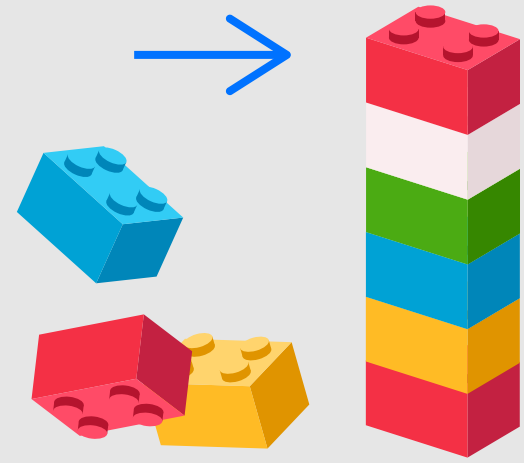


Enriched customer data

Take customer data to a new level by acquiring rich personal data directly from customers in GDPR compliant way. Know more than your competitors.

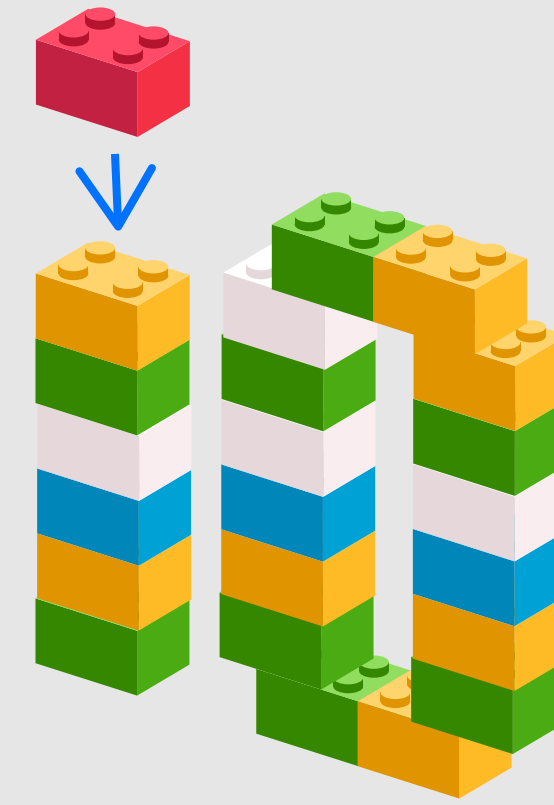


Know your audience



Systemize scattered data

First step to data-driven business: turn data swamp into a crystal clear data lake!



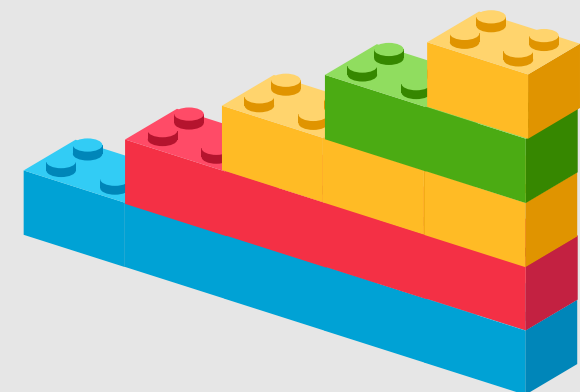
Turn data into knowledge

Ask your data most important business questions.

- Where to find best customers?
- Which products perform better?
- How to setup marketing campaigns for better results?
- How discounts affect different customers?

Make data-driven decisions

Use predictions based on knowledge from your data to make calculated decisions.

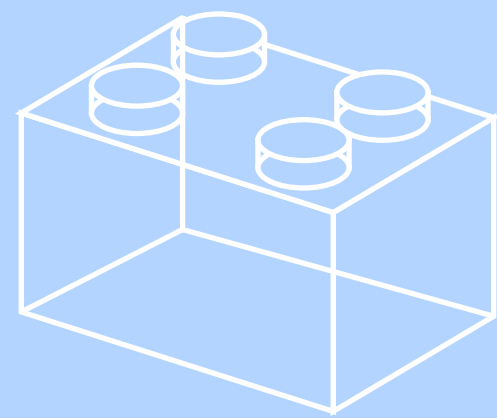


- Target best customer segments in the most effective way instead of spending budget on everyone.
- Offer discounts if they will likely have positive effect on a specific customer.
- Offer specific products to customers who are likely to buy them.
- Cross-sell products that increase chance of second purchase.

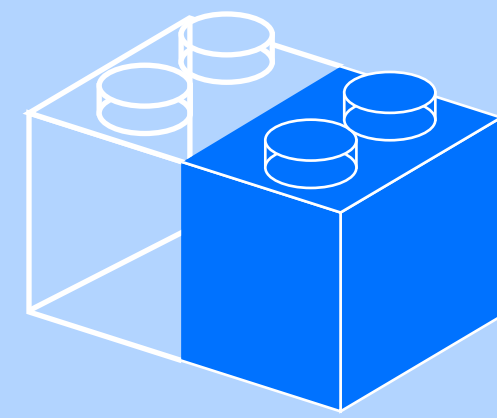


Automated data-driven marketing

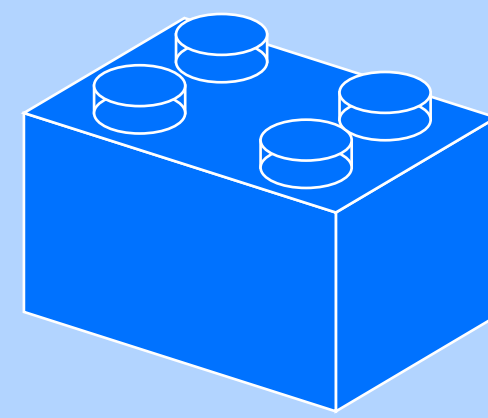
**AUTOMATICALLY IMPROVE CUSTOMER EXPERIENCE
AND ESHOP'S PERFORMANCE IN REAL TIME**



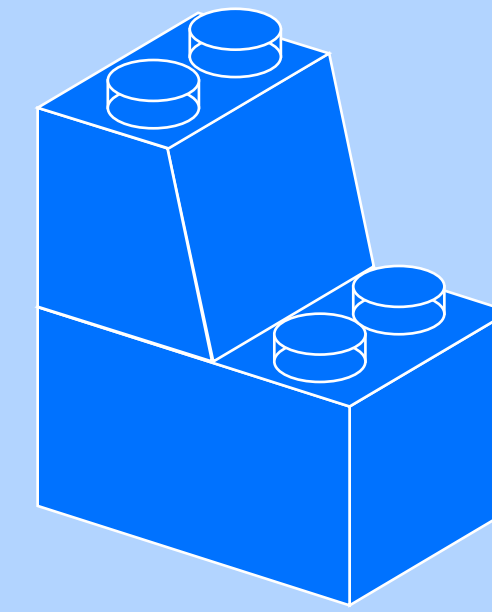
Customer comes to website



Algorithm **analyzes** the customer's behaviour and profile in real time



Algorithm **predicts** the customer's future behaviour and reaction to certain events

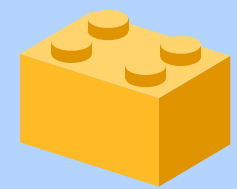


Algorithm **performs actions** that will have positive effect on the customer

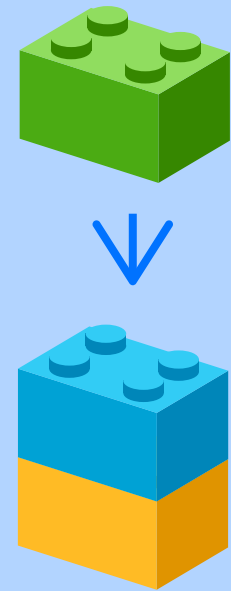


Automated data-driven marketing

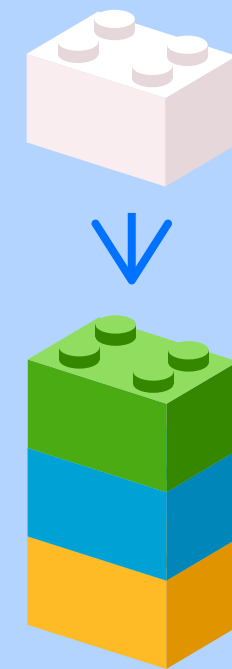
AUTOMATICALLY CREATE AND MANAGE MARKETING CAMPAIGNS



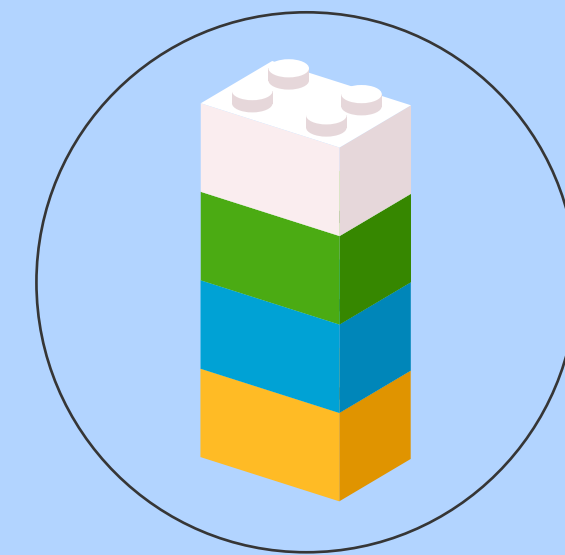
Build **lookalike audience** that will perform best for specific marketing campaign



Automatically manage **marketing campaigns**



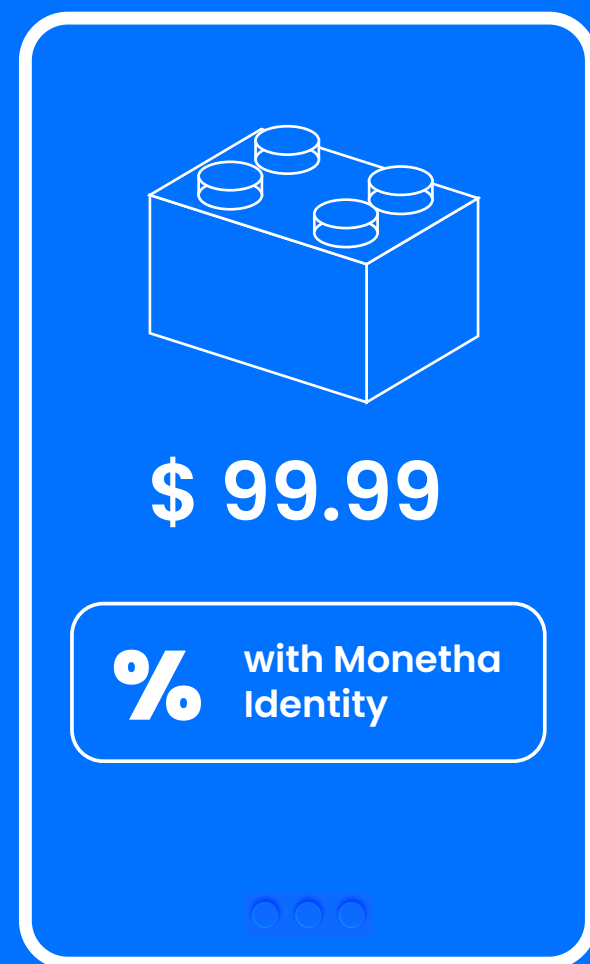
Regularly send **personalized email campaigns** to automatically defined segments



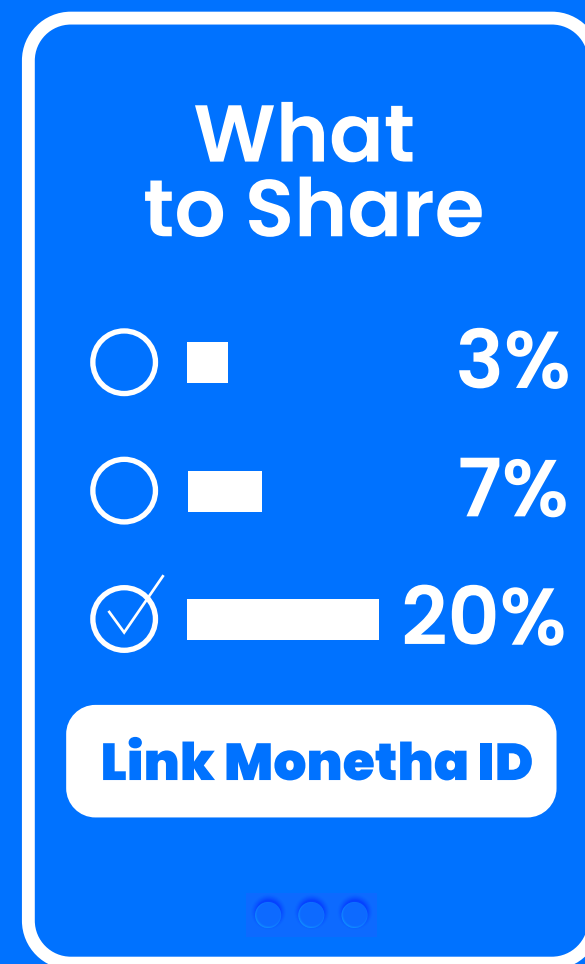
Automatically manage **products visibility** based on their performance



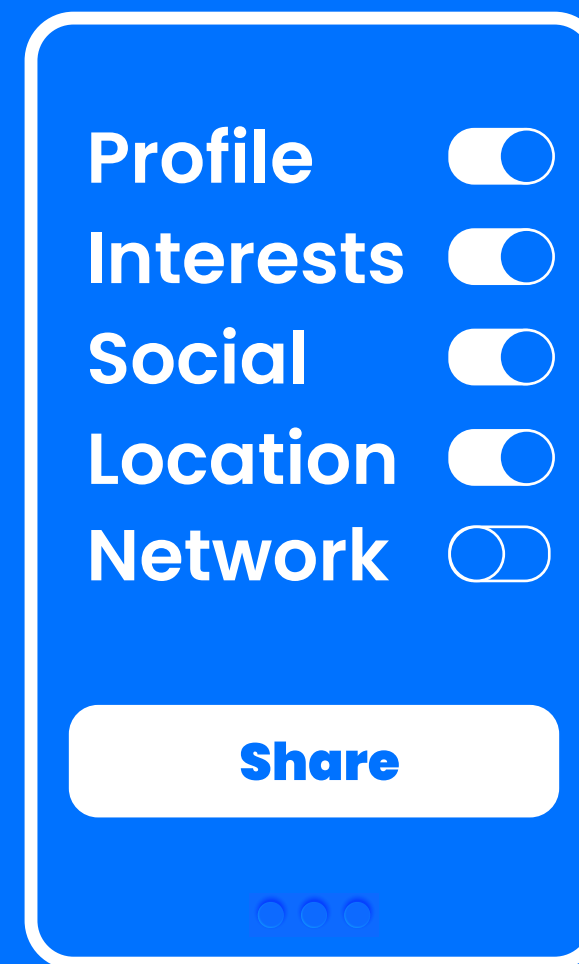
Enriched customer data



Monetha plugin seamlessly integrates to all popular eCommerce platforms



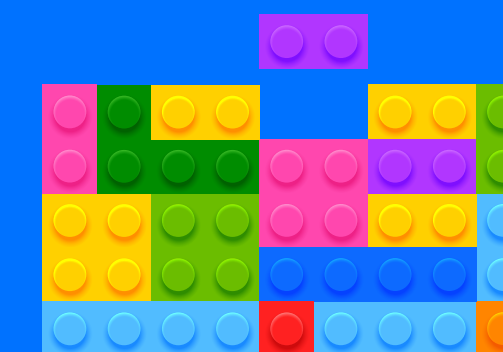
Discount level depends on how much data a customer shares



Shared profile goes directly to data analysis engine where it is processed real-time



Customer gets a **discount**, business receives **unique data** – win-win!



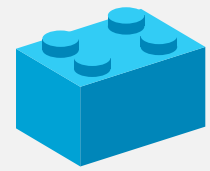
Enriched customer database

Enriched customer data enables more precise marketing and advanced customer engagement.



USE CASE EXAMPLES

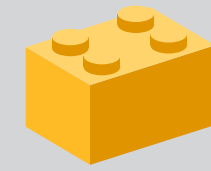
Results of Verfacto data-driven marketing strategies' implementation



Clothing / Fashion eshop

Optimized marketing budget by precise data-driven targeting.

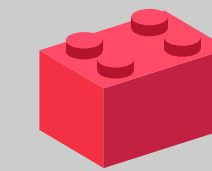
Revenue increased by **20%**
ROAS increased by **112%**
(13 to 29).



Sporting Equipment eshop

Drastically scaled revenue through automated Google and Facebook solutions with lookalike audiences.

Revenue increased by **211%**
Maintained low CPA (3.25€) and high ROAS (14).



Electronics eshop

First two strategies combined, plus personalized communication with existing customers through segmented retargeting.

Revenue increased by **311%**
ROAS increased by **82%**
(11 to 20).



Let's work together

Download
Monetha Identity
application

