

Drive Measurable Outcomes with Omnichannel Retail



Put your customers at the center of your business and accelerate your digital transformation

Key challenges we help solve for



To get more customers, buying more often, at higher value

Data in different systems and no visibility into omnichannel customers

Eliminate silos with unified online and offline customer data to deliver an omnichannel strategy

No analytics or insights on in-store customers

Reach your entire audience by increasing customer identification rate in store

Most of revenue comes from first-time buyers

Increase retention with a truly integrated loyalty program

Marketers are dedicating too much time reporting and analyzing performance

Continuously optimize business results with AI and predictive analytics

Customer experiences are disjointed and impossible to homogenize

Deliver true 1:1 customer personalization across all channels and devices

Marketing's impact is only measured on online sales (which is only ~30% of all revenue for most businesses)

Measure the impact of all digital marketing tactics on sales and marketing



Transform Your Omnichannel Customer Engagement with Emarsys

Emarsys unifies and connects customer, product, and sales data from online, offline, and mobile into a single customer engagement platform built for retailers. With the Emarsys Customer Engagement Platform, you will **get more customers, buying more often, at higher value**. Using AI, we help you find where your next best growth opportunities are from your data. Access crowd-sourced retail strategies from industry leaders that deliver more personalized customer experiences and better business outcomes.



We had the right platform, foundations, data, and insights to communicate the right message and provide offers to customers which put us in a good position.

Shane Lenton, CIO, Cue Clothing

+61%

Active customer retention rate

+58%

Improvement in customer churn rate

+34%

Increase in offline to online revenue



Accelerating Your Digital Transformation Together

Within 90 days we will help you assess, improve and scale your digital engagement and retail strategies so you can quickly accelerate business outcomes, capture new growth opportunities and deliver superior omnichannel customer experiences.

Day 1-14

Identify and Assess

Understand your operational readiness, data collection and analysis, peer benchmark reporting, and define your desired business outcomes.

Day 15-30

Design Acceleration Programs

Map your customer journeys using predictive analytics to personalize products and incentives for marketing execution activities. Measure the impact against offline and online KPIs.

Day 31-60

Implement and Monitor Programs

Receive continuous on-demand training and enablement in developing strategies that drive predictable and profitable sales.

Day 61-90

Adopt and Learn

Get accessible additional support based on your platform knowledge to ensure you leverage the entire platform and drive measurable business results as soon as possible.



We want to provide relevant and impactful communications that prompt customer interest, add value and drive real engagement that fosters relationships. Emarsys enables us to generate deeper insights into consumer behaviors, using retail-specific analytics and use cases alongside its AI and automation capabilities to drive measurable business results at scale.

Rick Almeida, Vice President, E-commerce at PUMA North America

Learn how Emarsys can accelerate your business outcomes at emarsys.com/demo