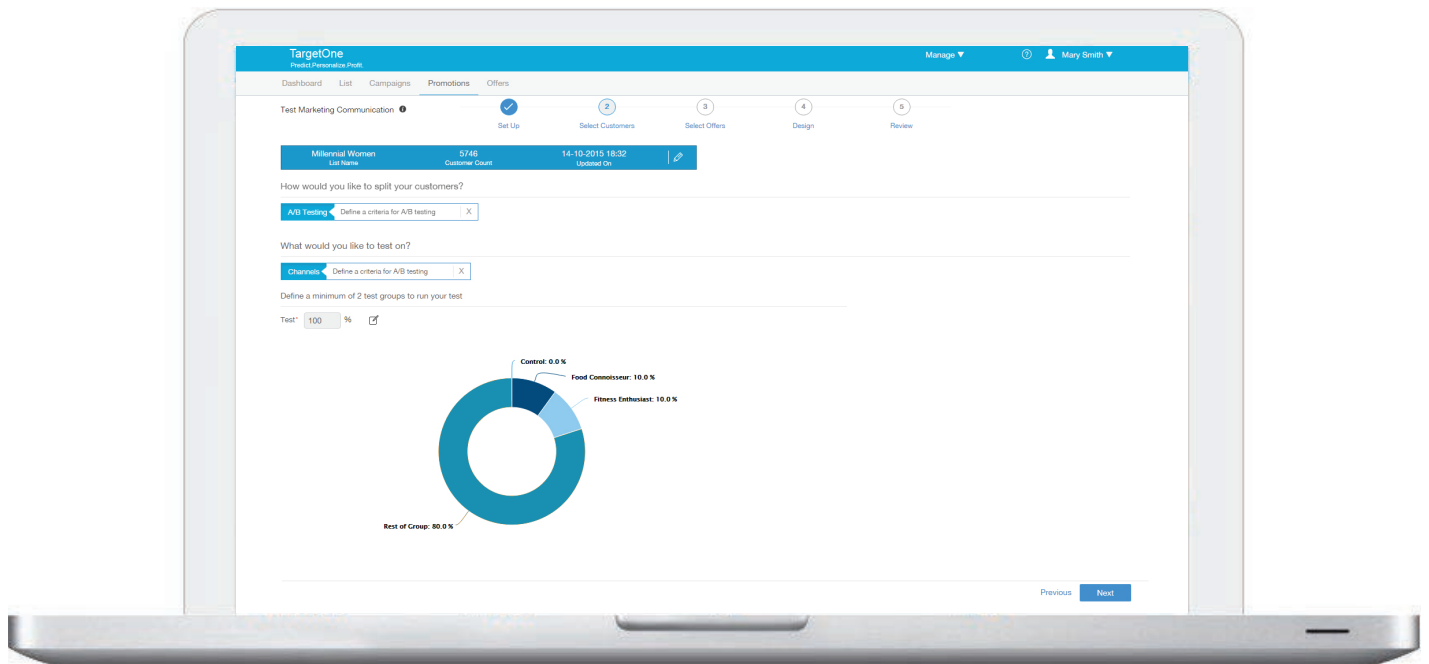


Manthan TargetOne



Manthan's TargetOne delivers increased purchases, loyalty and marketing ROI by enabling marketers to have 1:1 dialog with shoppers.

TargetOne serves as a centralized, integrated personalization platform that centrally maintains customer profiles across all touch points, is powered by deep analytical algorithms and can execute personalized promotions across multiple channels such as Emails, SMS, Mobile Apps, Ecommerce platforms and POS to drive revenue improvements and marketing ROI.

Enables Analytics Powered Personalization

Automated Offer Recommendations:

Leverage powerful machine learning recommendation engine to personalize promotions based on individual preferences and needs. TargetOne's recommendation engine comprises algorithms that are modeled for retail and are capable of accurately identifying unique recommendations for each customer from sparse and dense data.

Contextual Targeting:

Execute highly contextual and relevant communications by creating unique micro-target segments based on customer profile attributes, purchase behaviors, loyalty data, promotion response and channel preferences.

Respond in real time to customers as they interact across multiple touch points. Marketers can set up comprehensive rules to define response to specific customer events, interaction context and basket composition.

A/B testing within TargetOne helps marketers recognize offer, content and design preferences of the target segment. TargetOne can be setup to take action on the tests and automatically execute the best performing option to the remainder of the segment.

Actionable Insights:

Out-of-the-box analytical dashboards within TargetOne surface customer insights like lifecycle distribution, purchase behavior and product preferences. Marketers can also get insights about marketing campaigns including promotion performance, channel performance and sales contribution.

Key Features

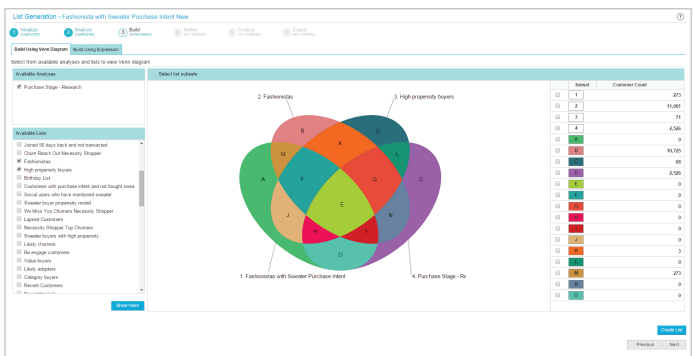
Recommendation Engine:

TargetOne embeds machine learning algorithms which can deliver personalized recommendations for every individual customer. Our ensemble modeling approach allows catering to range of scenarios including identification of:

- Right customers for new or distressed products.
- Personalized recommendations for retailers having high frequency customer engagement.
- Personalized recommendations for retailers having low frequency of customer engagement.
- Best fit offers & products when merchandize SKUs change frequently.

List Management:

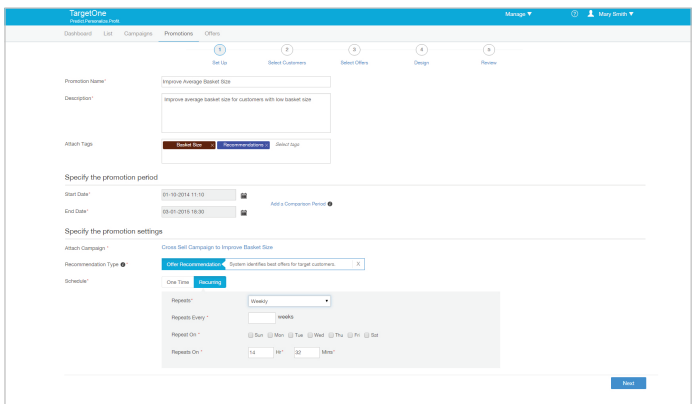
List Management in TargetOne enables marketers to quickly create micro segments based on a combination of customer demographic attributes, purchase behavior, loyalty program engagement, past promotion responses and channel behavior. Intuitive and easy to use tool allow marketers to:



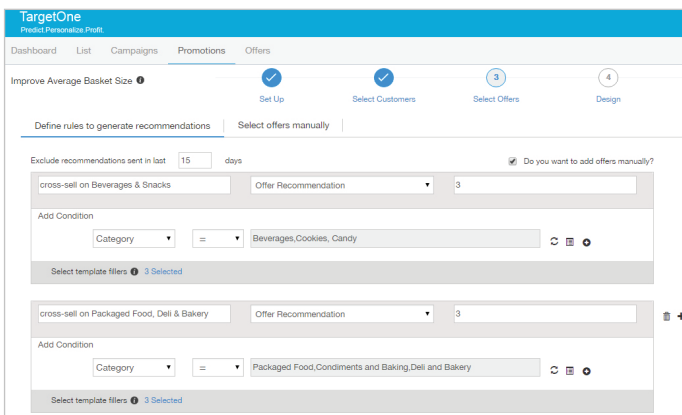
- Define dynamic segments which can be kept in synch with changing customer profiles and behavior.
- Merge multiple segments or de-duplicate multiple segments using a visual Venn diagram to create a unique target segment.
- Import lists created outside of the system or export lists created within TargetOne to other execution systems

Promotion Scheduling:

Scheduled promotions help automate execution cadence and frequency for newsletters, loyalty point updates and lifecycle emails. with planned marketing calendars to achieve marketing objectives of driving traffic, revenue and overall marketing ROI.



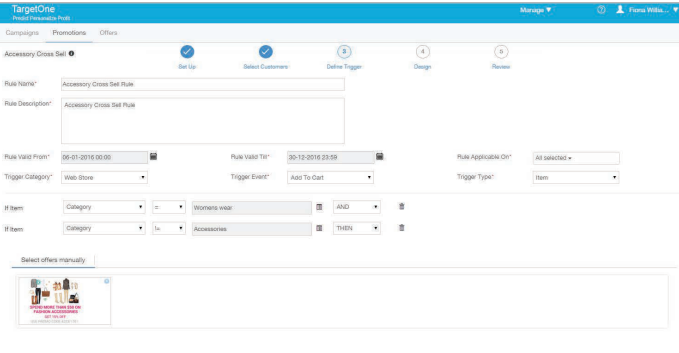
- Create & execute highly targeted and relevant promotions by associating relevant messages with micro-segments.



- Create personalized promotions by embedding personalized recommendations
- Set up recurring schedules to automate communication frequency
- Create and execute multi-channel promotions

Triggered Promotions:

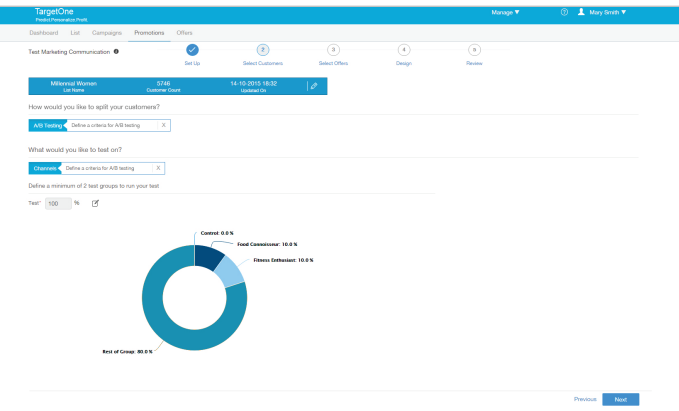
Triggered promotions in TargetOne capitalize on specific customer events at POS, ecommerce and mobile apps. A comprehensive rules engine help define pre-set response rules for specific customer events and customer context.



- Define rules, based on customer past behavior and current interaction context, channel attributes and customer's current basket context
- Sense and respond to triggers from multiple customer touch points, in real-time, with contextual and relevant promotions.

A/B Testing:

Execute A/B tests to identify the ideal creative treatment, headline, copy or channel mix that will elicit the maximum response from the target segment. Once set up, TargetOne automates winner identification and execution of winning option to remainder of population.



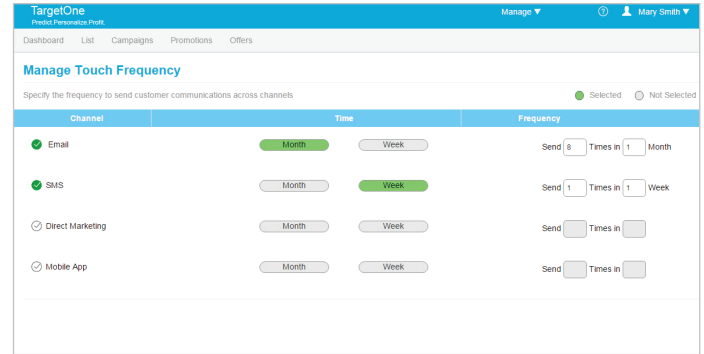
- A powerful tool to test segment preferences among multiple variables.
- Not just limit to A and B, but can expand to multiple test groups.
- Flexible to allow definition of test group percentages, testing timeline, winning criteria and test variables.

Centralized Governance:

Set up controls and thresholds to govern number of times a customer can

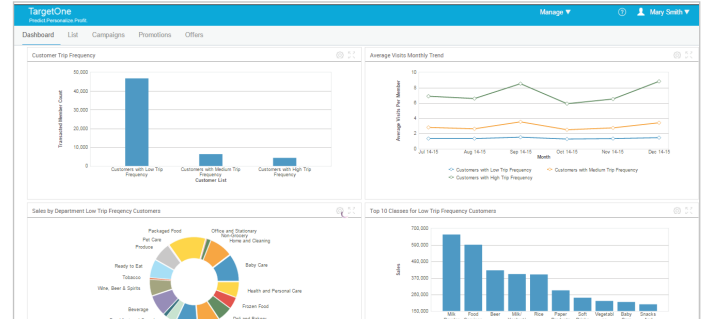
be contacted with a promotion across all media vehicles and for unique time periods.

TargetOne centrally manages customer subscriptions, touch history, channel preferences and un-subscribes across all channels.



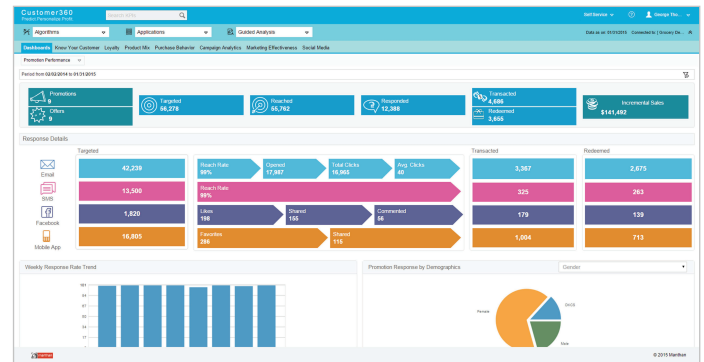
Customer Lifecycle Insights:

Gain quick insights into opportunities associated with customer lifecycle journey across new customer on-boarding, revenue maximization for low basket size customers and low trip frequency customers, retention for lapsed customers and engagement for recent customers & best customers.



Marketing Performance Insights:

Leverage out-of-the-box campaign dashboards to get insights into promotion performance across channels, customer segments and sales. Use promotion performance insights to further refine and plan next wave tactics.



Secured & Scalable Platform

Secure Infrastructure:

All customer data is secured with 5 layers of security – Operational Audit, VPN, AWS Security, Private Cloud and Application Access Control. Any data transmission to and from TargetOne is tightly controlled with advanced access control framework and appropriate encryption.

Scalability:

Offered on cloud, TargetOne delivers high-performance for very high volumes of data. Proven in environments with over 25 million customer records and a transaction volume of over 2 billion transactions per year.

Interoperable:

A comprehensive set of XML based APIs are available which allow easy integration with any external data sources to ingest data for real time triggering and with any delivery gateway to deliver personalized promotions.

About Manthan

Manthan is the Chief Analytics Officer for consumer industries worldwide. Manthan's portfolio of analytics-enabled business applications, advanced analytics platforms and solutions are architected to help users across industries walk the complete data-to-result path - analyze, take guided decisions and execute these decisions real-time. Sophisticated, yet intuitive analytical capability coupled with the power of big data, mobility and cloud computing, brings users business-ready applications that provide on-demand access and real-time execution - the only path to profit in a contemporary, on-demand and connected economy. Manthan is one of the most awarded analytics innovators among analysts and customers alike. To see how your business can gain from analytics, visit www.manthan.com.