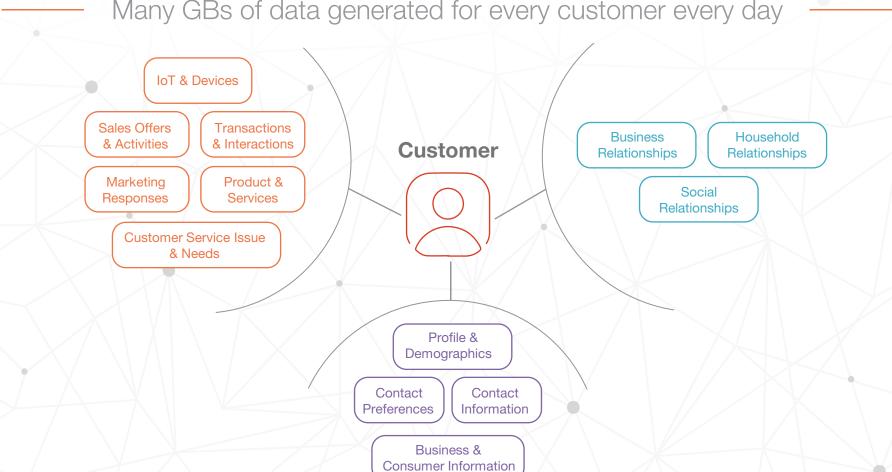
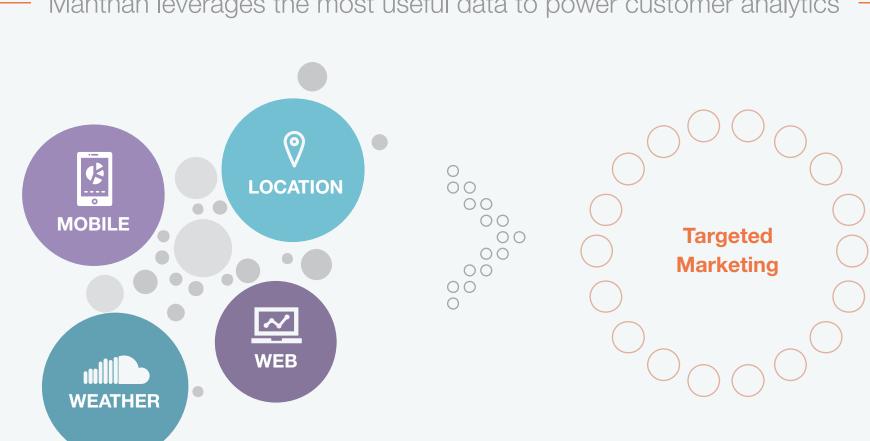
#### ENHANCING CUSTOMER ANALYTICS WITH NEW DATASETS



Many GBs of data generated for every customer every day



Manthan leverages the most useful data to power customer analytics



#### Hyper-local Marketing

Bring together purchase, loyalty, 3rd party mobile and geo-demographic data to identify marketing opportunities



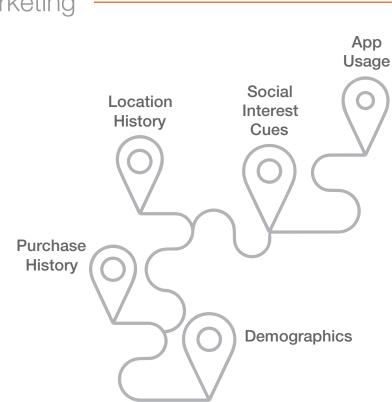




Target shoppers certain area or certain types of stores



Target shoppers with a certain persona based on shopping locations, home address etc.



## Path to Purchase Mapping

Leverage customer and cross-device behavior data to recognize path to purchase and engage customers with right message on the right channel



Recognize customer across multiple devices to create a single customer or household ID



Recognize engagement of customer with content on digital assets across device



Mash content engagement with historical purchases to recognize true purchase intent



## Weather

Leverage purchase and weather data to identify correlations and reasons for performance.



Mash weather and purchase data to surface correlations



Understand historical impact of weather on sales



and opportunities based on weather patterns

Predict future demand

# Partnerships with leaders in data solutions





geo-demographic and digital marketing partners.





Location data, cross device identity,



Limited) feature on Manthan's board. For more information, go to www.manthan.com



MANTHAN Manthan is a leading cloud analytics company that has pioneered analytical applications for consumer-facing businesses. We excel in the application of decision sciences, advanced math, and artificial intelligence and have a restless ability to invent and bring ideas to life. Headquartered in Bangalore with offices in Santa Clara, London, Dubai, Mexico City, Singapore and Manila, Manthan's current client footprint spans 22 countries. Leading investment firms like Norwest Venture Partners, Temasek Holdings, and Eight Roads (Fidelity International