

FOR ENGAGEMENTS THAT ARE ALWAYS IN STYLE



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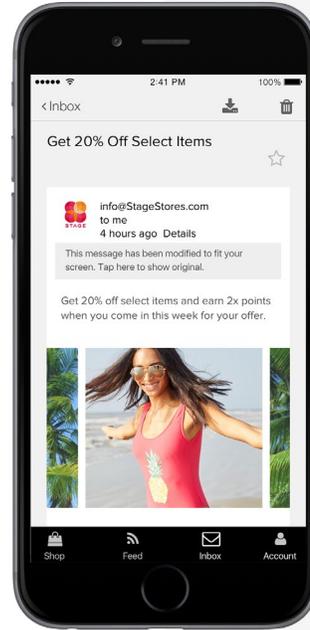
Today's marketing is all about personalization and making a one-to-one connection with the consumer. With growing competition from retail giants like Amazon that can deliver personalized experiences quickly, retailers need to fully understand their customers and elevate their customer experience in order to win back market share.

Many of the world's biggest and most well known retailers are using the SessionM Platform to put customer data at the heart of their engagement and loyalty initiatives. With a customer data platform at its core, SessionM provides campaign execution capabilities coupled with a flexible and comprehensive loyalty management solution to help drive targeted, outreach in real-time to increase engagement and profitability.



Data-Driven Loyalty

SessionM provides the ability for retailers to craft highly personalized and gamified loyalty experiences, incentivizing customers to purchase more frequently while gaining valuable information about their behaviors. With powerful tiering functionality, a number of different levels can be created, each with their own unique entrance, behavior and maintenance rules. Give customers a compelling reason to spend their loyalty points within a reward store. Stores can be designed to provide customers with a number of different rewards they can purchase using their points. Reward stores can be customized and populated based on which tier a customer is a member of.



Tier Behaviors

Set up different tier behaviors to encourage various actions:

Entrance Behaviors

Define criteria on how customers enter or graduate into a new tier

E.g. Customer must spend \$250 within the last 12 months to enter into the Silver Tier

Purchase Behaviors

Set up rules about the benefits customers receive from specific purchase activities

E.g. Earn 2 points for every dollar spent

Event Behaviors

Set up rules about the benefits customers receive from completing specific events

E.g. Issue an offer to a customer once they complete all required fields in their member profile

Maintenance Behaviors

These are the behaviors a customer must meet in order to remain in their current tier

E.g. Customer must spend \$200 a year to remain in the Silver Tier

Stats

3X

overall loyalty program ROI.

15%

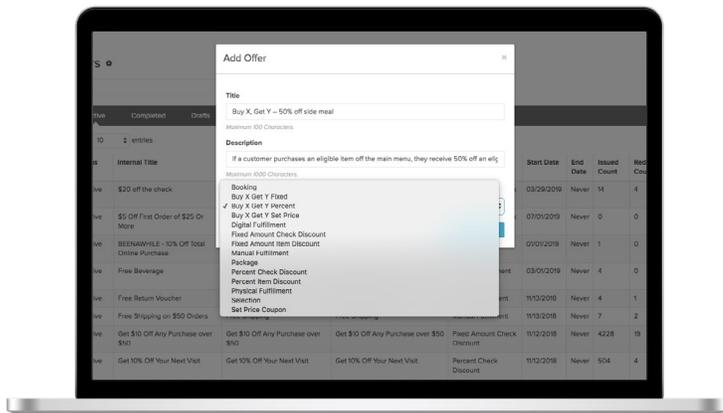
higher purchase frequency among loyalty members.

\$9M

in annual EBITDA impact.

Personalized Offers

Entice customers to complete desired behaviors using closed loop offers. SessionM enables marketers to deploy different offer types through promotional campaigns, reward stores, tier behavior rules, and more. Create and distribute unique offers for each customer, deliver them through their preferred channel, verify eligibility and take the discount right at the in-store point of sale or ecommerce website.



Offers Tailored for the Retail Industry

Buy X, Get Y

- Purchase a pair of shoes, get a free pair of socks
- Purchase a sweater from the new fall collection, get 25% off denim

Fixed Amount Discount

- Get \$25 off all pants
- Get \$10 off all pants

Fulfillment Offer

- Free Express Shipping
- Free tote bag with a minimum purchase of \$25

Stats

\$200K

incremental spend per offer.



11X

incremental spend generated per targeted offer.

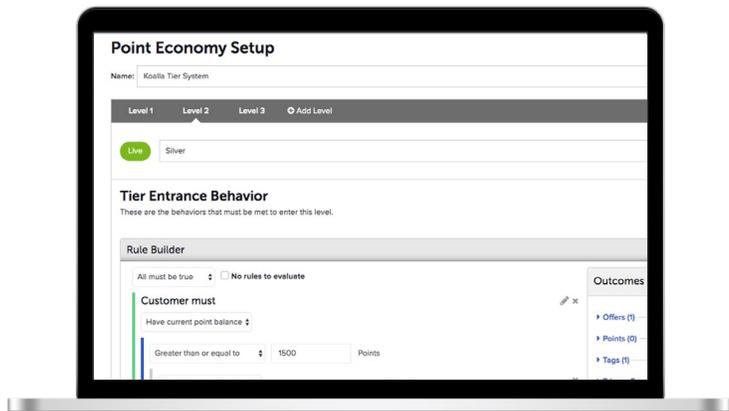


¢60

higher ticket size among loyalty members.

Dynamic Rules Engine

Build compelling engagements by rewarding customers for completing a specific behavior or series of behaviors. Different outcomes and parameters can be created to reward customers for completing a rule, such as making three purchases in a month or spending over \$200 in the last 90 days.



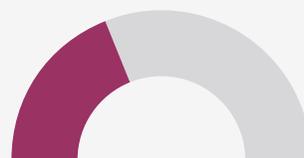
Rule-based Challenges

- Deliver 25 bonus points if a customer purchases a pair of pants and a pair of shoes
- Run Double Points Days once a month, exclusively for Gold Tier members.
- Provide an offer for \$10 off a purchase made via the brand's ecommerce website
- Reward new customers with 50 bonus points for making 3 purchases within 30 days of registering

Stats

\$180K

incremental revenue generated in a single campaign.



38%

increase in purchases of targeted product via email campaign.



16%

increase in spend on campaign targeted at new enrollments.

Holistic Customer Profiles

SessionM ingests, unifies and enriches data streaming into the platform from your ecommerce platform, messaging channels and more. Declared, observed and predictive data is tied to each individual customer profile and updated as customers take action, enabling marketers to use real-time data to create highly targeted segments. Additionally, a deeper understanding of customer behavior equips teams across the organization, such as customer service and in-store staff, with the information needed to craft smarter and more personalized interactions.

Data Surfaced within Each Customer Profile

Declared

Information a customer has entered of their own volition, typically during account creation or when modifying their information.

E.g. Name, email address, age

Observed

Data obtained when a customer engages with your brand, such as making a purchase or redeeming an offer.

E.g. Customer purchased X meal Y days ago

Predictive

Values that are established through observing and predicting customer behavior.

E.g. Customer lifetime value, risk of churn, product recommendations

Data-Privacy Support

SessionM is engineered to provide retailers around the world with the tools needed to be data compliant. The platform is purpose-built to handle all customer requests under the General Data Protection Regulation (GDPR) and more. SessionM gives retailers the ability to:

- Send the customer a copy of all personal data in a .csv file
- Pause all activity in loyalty or other marketing programs. Additionally an account can be reinstated to enable participation in loyalty or other marketing programs
- Permanently forget an account and its associated data

Stats



4B

transactions
processed daily



250M

customer profiles
managed



Reduced campaign
setup time from 5-9
weeks to less than

1 day