

# END TO END SHOPPING GOVERNANCE USING AI PERSONALIZATION TECHNOLOGY

How Sagarmatha yielded a 1% annual sales uplift for a large US based retailer.



## INTRODUCTION

Our client, a major US retailer, was looking to amplify their loyalty program with personalized relevant offers to their customers using suppliers and self-funding offers. Sagarmatha's technology enables effective & transparent personalized marketing collaboration between retailers and suppliers and helps optimize offers, promotions, budget management while using ongoing measurement and analytics.

The client defined specific KPIs as success criteria:

- Maximize incremental sales and ROI
- Improve customer engagement & satisfaction from the loyalty program
- Increase trips and basket size
- Grow Share of Wallet; Reduce defectors



## STRENGTHENING COLLABORATION WITH SAGARMATHA'S PLATFORM

Traditionally retailers and suppliers have separate data sets, performance goals and KPIs, thus also viewing the customer in a different manner. In order to achieve optimal performance, the strategy needs to benefit both parties, this is where Sagarmatha comes in.

Using our AI powered technology, we strengthened the collaboration together with our partner, the retailer who funded the personalized basket offer and the supplier who funded personalized product offers.

What did we do?

Working closely with our partner throughout the years we were able to analyze and optimize campaign performance and expand the number of campaigns delivered to consumers to achieve the retailer's business goals.

As a part of this collaboration, we implemented tests & learns to improve campaign performance, we implemented constant strategy adjustments to align with business needs, and we analyzed data to recommend offers which drive loyalty and sales, implemented different strategies to different customer segments and breakdowns according to our partner's view and business goals.

## INTELLIGENT PERSONALIZED CAMPAIGNS

- **Monthly campaigns:** Where we targeted mostly CPG funded offers, combined with stretch/ reward basket offers according to a customer's engagement level segmentation
- **Theme campaigns:** Supporting a sale event that takes place inside the stores with special themed digital offers according to the marketing brief (Summer/ Back to School/ Holiday etc.)
- **Category campaigns:** e.g.: Pet/ Baby- with a goal to induce loyalty and "stickiness" to shopping in the different categories, these campaigns were custom made to target each segment with the right offers suitable to their shopping behavior (dog owners will receive only dog relevant offers, cats the same etc.)

## INDIVIDUAL SHOPPER TARGETING

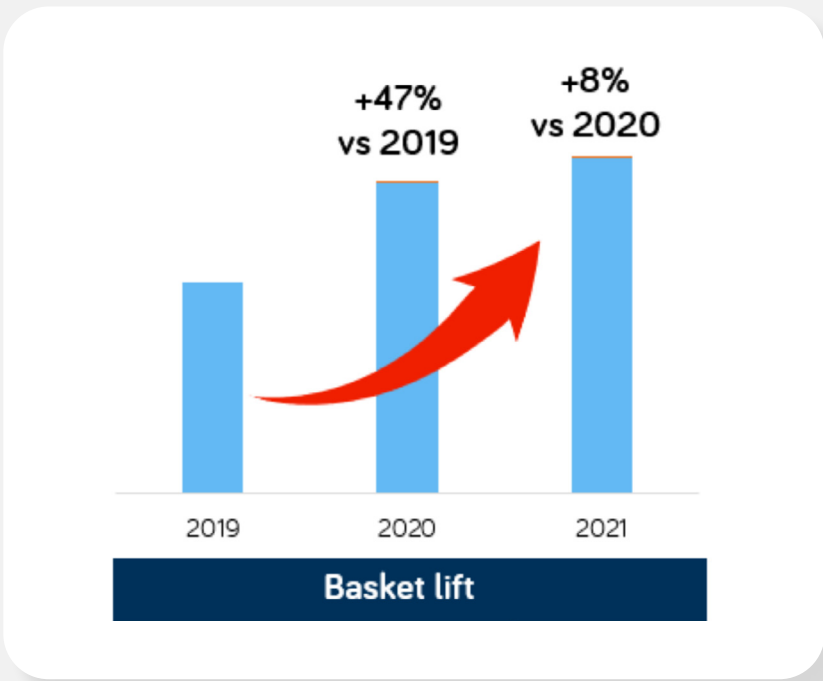
1.6 M/ Month

## OFFER CONTENT LIBRARY

Mix of supplier funded product offers and retailer funded basket & category offers

## THE RESULTS ARE IN...

Using our technology and subsequent strategy we were able to achieve together with the client, a continued performance increase under high complexity and scale throughout the years:



In 2021 we achieved the following results:

- 1% yearly sales uplift
- 37% Participation rate on average each quarter (out of active customers)
- 2% incremental visits among redeemers on average each quarter
- 10M CPGs Funds
- X4.4 Retailer ROI



## WHY KNOWLEDGE (AND GOOD TECHNOLOGY) IS POWER

Being able to tap into the target segment is an important advantage and this allows retailers to learn not just about selling a particular product that customers want but also knowing why it will sell in the first place (thus helping to "seal the deal" and increasing sales and ROI) – which brings us back to why the use of Sagarmatha's Intelligent AI-based, robust, highly-flexible personalization and optimization engine will answer the challenges the customer posed.