

ES Engage improves customer lifetime value with individualized offers, while ensuring promotions are optimized and executed in a brand-sustainable manner.

Retailer Benefits



Increase conversion rate, purchase frequency & average order value



Optimize promotional expenditure



Drive deeper category penetration & shape demand

Key Capabilities



1:1 Customer Messaging



Machine Learning & Predictive Analytics



Margin-Aware, Variable Incentives



Real-Time & Omni-Channel



Rapid Cloud-Based Implementation



Continuous Optimization

In-Market Results



10%+
INCREMENTAL
REVENUE AND MARGIN

- includes 8% lift in orders



2x
ROI IMPROVEMENT
ON MARKETING SPEND

- uses 5-10% average incentive



15%
INCREASE IN
CUSTOMER
LIFETIME VALUE

- growth in new customer acquisitions

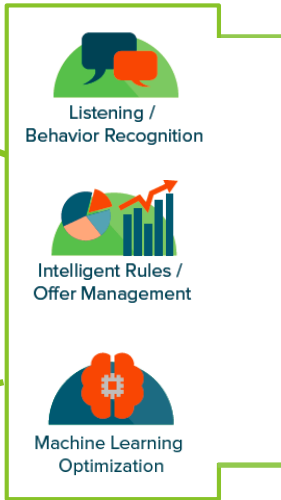
Evidenced by a clear attribution model, using client-verified rigorous test/control measurement.

How It Works

Engaging known and unknown customers in real-time and in the right channel, we privately message individualized, 1:1 offers that deepen your customers' engagement and drive the most profitable incremental behaviors.

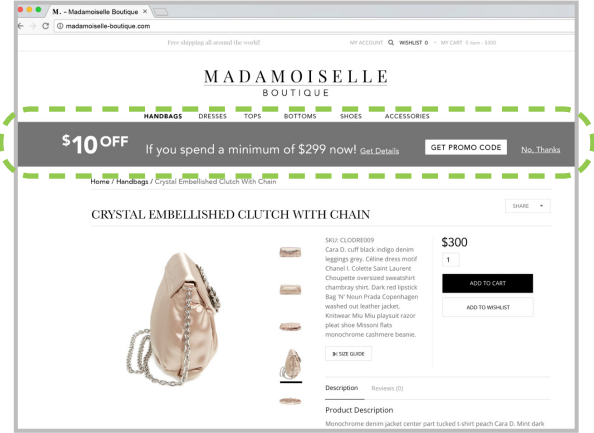
Intelligent Offer Inputs

Real-time and historic data



Individualized Offer Output

The right incentive, at the right time, to the right customer, in the right channel



Getting Started is as Easy as 1...2...3...

1. Install a Tag
2. Allocate Space for Offer Message
3. Set Up Promo Codes

Pricing

Pay-per-performance, clear attribution model. We only make money when our customers do.

Select Clients & Partners



Contact

Toronto
416.646.7000

Boston
781.693.0300

www.exchangesolutions.com

Email
info@exchangesolutions.com

LinkedIn
linkedin.com/company/exchange-solutions

Twitter
twitter.com/ExchangeSolns

