

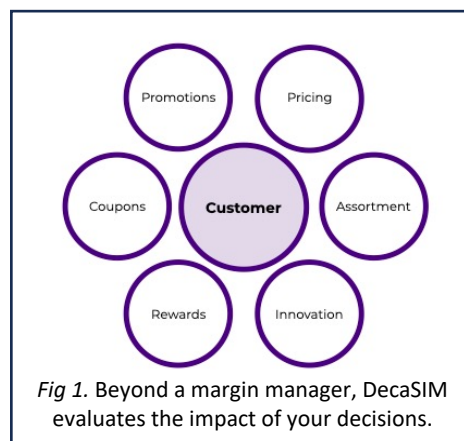
### Benefits to your business

Advances in AI and deep learning make it possible to build large, granular models which consider item choices, price changes, seasonality and customer behavior all at an individual level.

DecaSIM's AI platform provides insights and strategy by identifying hidden purchase patterns and customer behavior buried in big data. It goes beyond pricing models or margin management tools, and looks at big data to find combinations and patterns that drive customer engagement, propensity for basket growth and the most compelling ways to move customers from marginal to frequent and loyal.

### How does it work

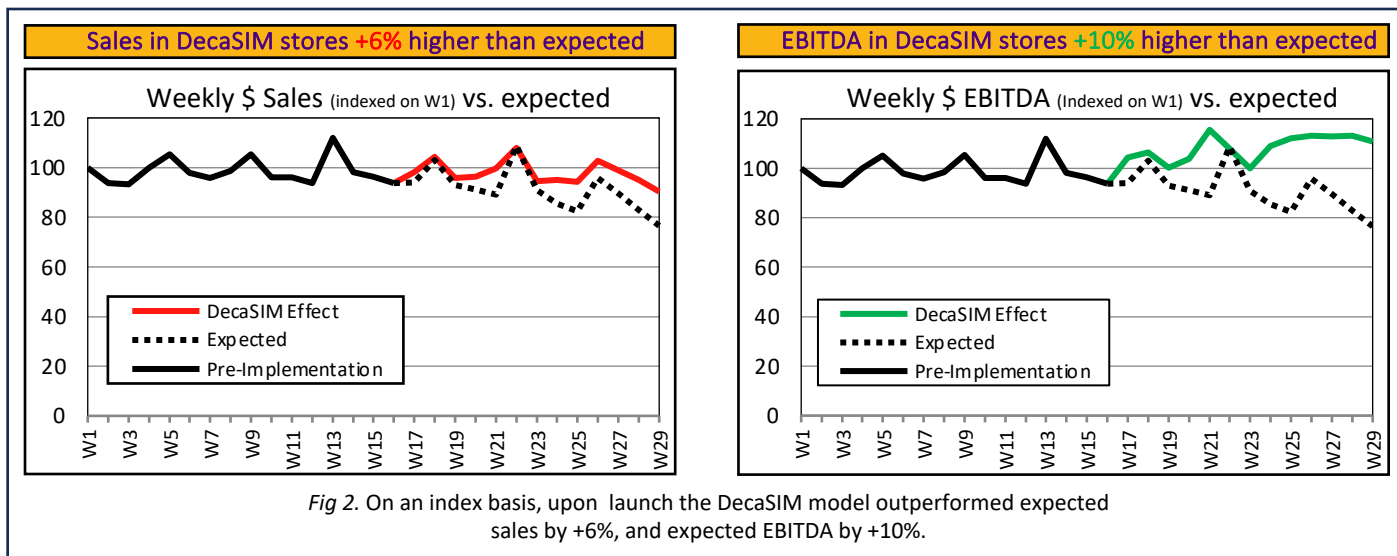
DecaSIM puts customer dynamics and preferences at the heart of business decision making. Using AI and machine learning, DecaSIM builds models which allow business leaders to simulate the impact of different marketing and product decisions down to the micro customer level, and up to the macro combinations of items, prices, promotions, seasonality, culture and geographies. This is important because building customer level models enables you to fine tune your marketing strategy, finding the balance between driving customer engagement and frequency of purchase. The model is particularly good at attracting *marginal customers*; the high number of customers who engage with a brand or service briefly, but then leave.



Sometimes wrongly considered to be 'low value' customers because of their cost of acquisition and CLV, marginal customers can drive the highest growth by sheer numbers (there are lots of them) and the headroom for basket growth. Simple but important metrics, e.g. CPA and CLV, can cloud the assessment of a customer's potential. By identifying the patterns and calculating the highest propensity for one more trip/purchase or bigger basket, DecaSIM takes out the guess work and puts the customers' behavior at the center of the investment and resource decisions.

### Impact

A regional grocer launched DecaSIM with the objective of maximizing engagement and growing customer count. In this case, this was done by optimizing selection of promoted items. The results were positive from the first week of implementation. We built additional models for more granular impact and have similar results for different regions, types of store, cultural diversity (Hispanic) and promotional strategy.



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