

Connecting Customers to Merchants

Based off of user transaction data



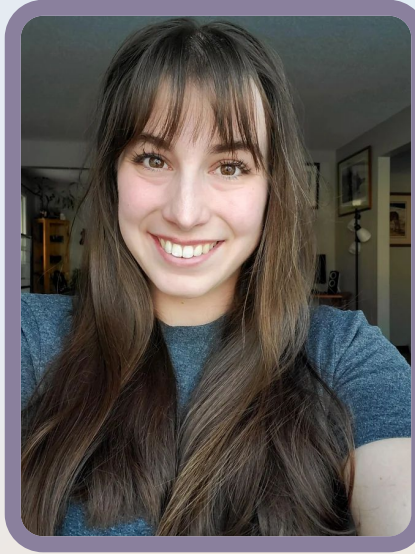
x





29 years old

Debit
card
User



Meet Jane

Disconnected
online
customer

General
customer
experience



~~Engagement~~



The disconnect with **customers**

64%

of Canadian consumers said relevant marketing is very important to them

33%

of consumers abandon a brand that lacks personalization.

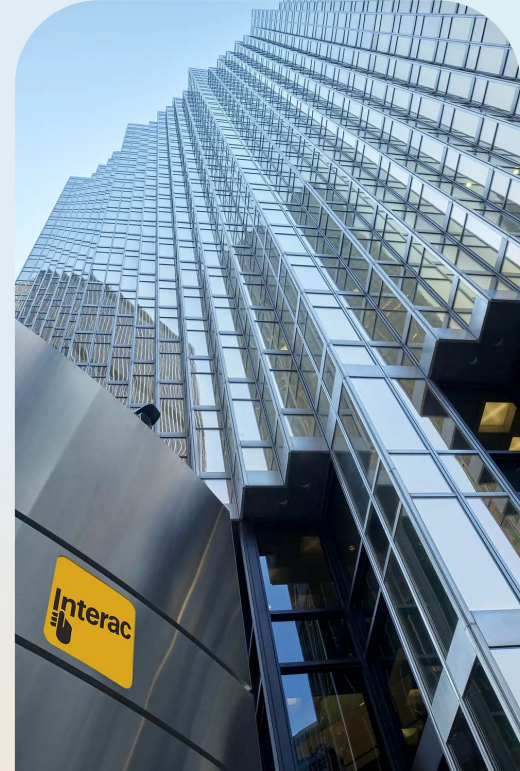
57%

Canadians (57%) have experienced some form of payment friction in the past six months, including constraints on preferred payment methods



Problem

- ⇒ **Limited Personalization:** Consumers lack tailored product recommendations, leading to a less optimal shopping experience.
- ⇒ **Business-Consumer Disconnect:** Businesses struggle to understand what a customer entails
- ⇒ **Lack of Data:** Businesses don't have much data to go of, missing out on opportunities for targeted offers and promotions.





RICH DATA

MULTI-PLATFORM ACCESS

KONEK™

A **simple and secure** way to pay online.

FLEXIBLE PAYMENT METHODS




Cart

Shipping
Arrives Mon, Aug 12
78-2945 Thomas St

1 item can also be picked up. [Pickup instead](#)

Sold and shipped by SUPFY SHOP

 Black Friday Deals 2022 **\$7.36**
TIMIFIS Winter Gloves Unisex ...
Actual Color: Pink
Clothing Size: M
\$7.36/ea

[Remove](#) [Save for later](#)

Subtotal (1 item) \$7.36

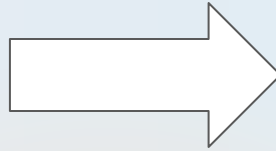
SUPFY SHOP shipping \$8.55

Taxes 96 ¢
13% HST 96 ¢

Estimated total \$16.87

Estimated total \$16.87

Pay with KOZOK



9:41 KOZOK \$79.10

Order Review
redexample.com

Pay with another profile? [Sign out](#)

YOUR STORE
Order Subtotal \$70.00
Shipping & Handling @ GST/HST Free \$9.10
Total \$79.10



SHIPPING ADDRESS
*** Adelaide St. West *** [Change](#)

PAYMENT METHOD
Chequing — 0308 [Change](#)

To view full shipping and payment details sign in through your bank.

Authorize \$79.10

Recommended for you

100% **100%**

Now \$9.00 **100%**
New arrival from 2022

100%
Waterproof & Breathable
Color Coated For High-Visibility
Full Winter Ready Snow Pants

100%
Waterproof & Breathable
Waterproof Snow Snow Bibs
Complete Winter Waterproofing

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Product Recommendation

Current Cart Analysis

- Similar Items (Word2Vec - semantic*)
- Itemsets (FP-Growth - cheap*)

Past Purchase Analysis

- Sequential Patterns/Trends (LSTM Model + Neural Collaborative Filtering)

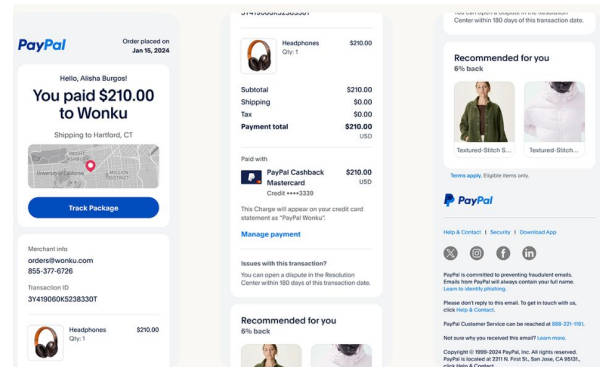


Market Validation

venmo

Smart Receipts
for personalized recommendations

100,000,000+
customers have used this service,
providing customer validation as well.



Your Social Selling Index

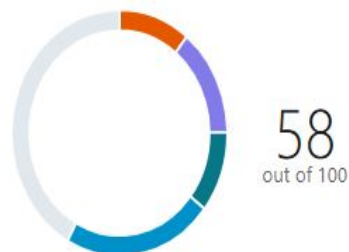
Top Overall SSI rank

79%

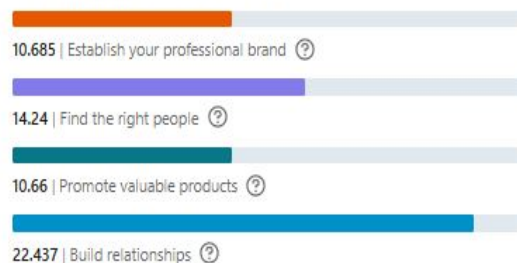
Top Industry SSI rank

80%

Current Social Selling Index [?](#)



Four components of your score



Companies in sneaker industry



You sold less sneakers than the industry at a percentage of 38% of the average.

You rank in the **top 79%**

No change since last week

Companies in t-shirt industry



You sold less t-shirts than the industry at a percentage of 35% of the average.

You rank in the **top 80%**

No change since last week



Thank you, and we look
forward to **helping solve**
this problem!