



**EPICA**

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THE POWER OF PREDICTION

 **+5-Times**

Revenue grows with the increase in customer lifetime value led by Machine-Learning-enriched experiences. Start now with the Customer Prediction Platform that has delivered **+5-times the clearance inventory retention goal for Adidas.**

# This is the right time to start building extraordinary Customer Experiences

The average outcome from a consumer perspective is that brands fail to deliver the basic experiences they expect and need. According to Gartner, over 70% of CX leaders struggle to design projects that increase customer loyalty and achieve results.

# Customer Experience is the new business battlefield



## Customer expectations are not met yet

Only 22% of marketers say their CX efforts have exceeded customer expectations.



## The Customer Experience race has started

74% of Customer Experience leaders expect budgets to rise in 2020.



## Start Now or fall behind

“Validate the business value of CX or risk losing budget and influence.” Gartner



Not taking CX seriously **results in failing to impact the business, costing millions** in opportunities that drive up revenue, lower churn, reduce costs and grow the business.

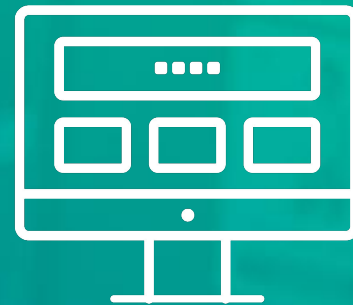


## EXTRAORDINARY EXPERIENCES LEAD TO CUSTOMER LOYALTY

“Brands best able to help customers either do something or feel something will win customer loyalty, which is why personalization efforts must prioritize help.”

**Gartner**





EPICA's Customer Prediction Platform enables  
**ENHANCED CUSTOMER EXPERIENCES**

**Machine Learning platform** that helps increase client retention rates and customer lifetime value by understanding audiences, predicting customer's intentions and personalizing offering in real-time. It has delivered +5-times the clearance inventory retention goal for Adidas in less than six months.



FOR THE CONSUMER WORLD  
**THE CUSTOMER  
PREDICTION PLATFORM**

### Easy-to-Run

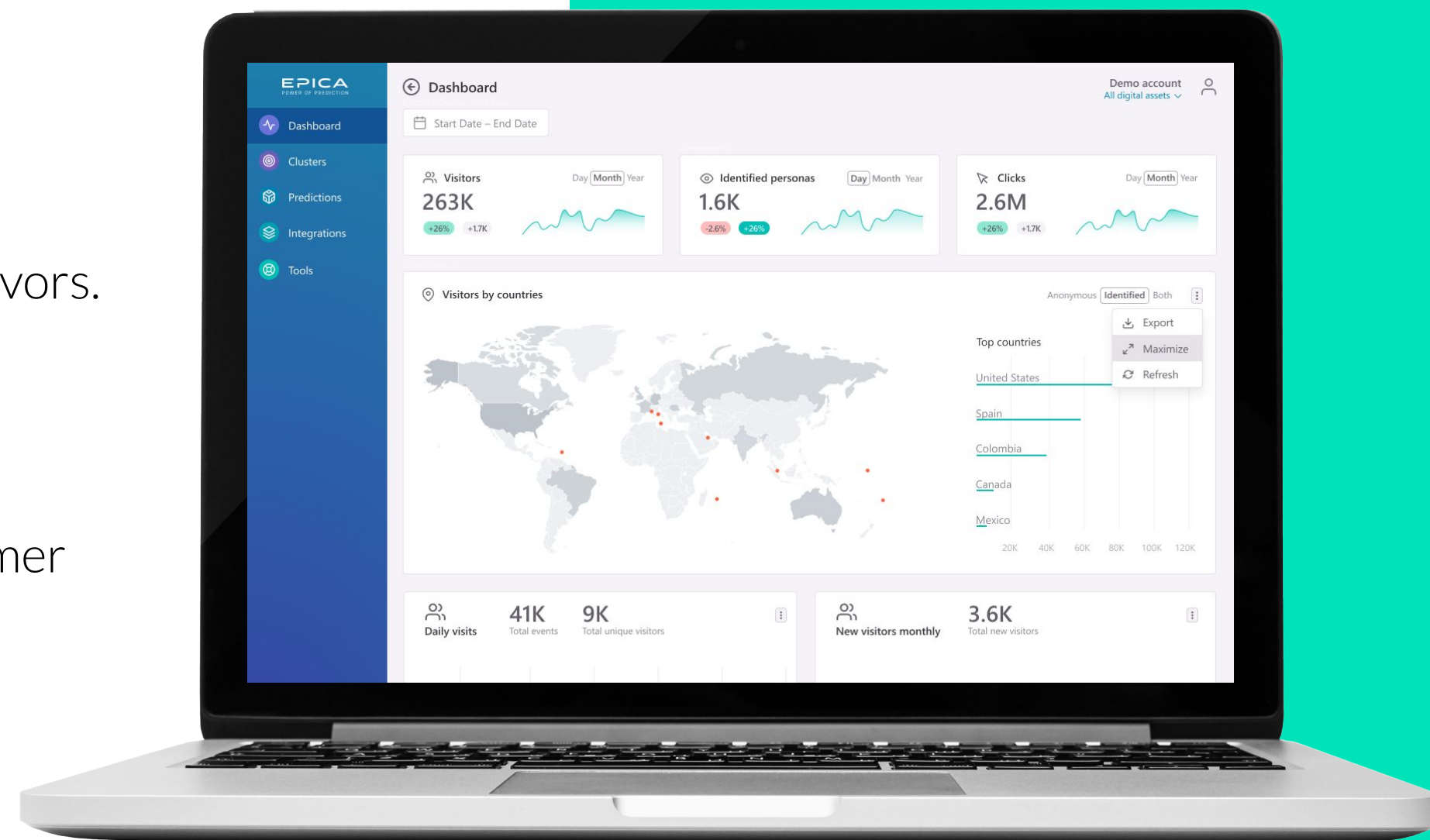
5 times faster than in-house Data Science endeavors.  
Get results within weeks instead of months.

### Quick Time-to-Value

Over 70% Performance improvements of customer retention indicators in less than two months.

### Proven by 500 Fortune Companies

This technology has been serving business results to Adidas, Unilever, CocaCola, etc.





# Deliver Extraordinary Customer Experiences



## Real-time Engagement

Customizing the experience to reflect current context, previous purchases and shopping behavior.



## Differentiated Personalization

Mobile and digital portals recognize customers to create hyper-relevant displays for every interaction.



## Relevant Recommendations

Build confidence by recommending products based on shoppers' needs, preferences and fit.

# Take control of Customer Experience



## Faster than fast

Accessing data takes minutes and a matter of weeks to deliver results.

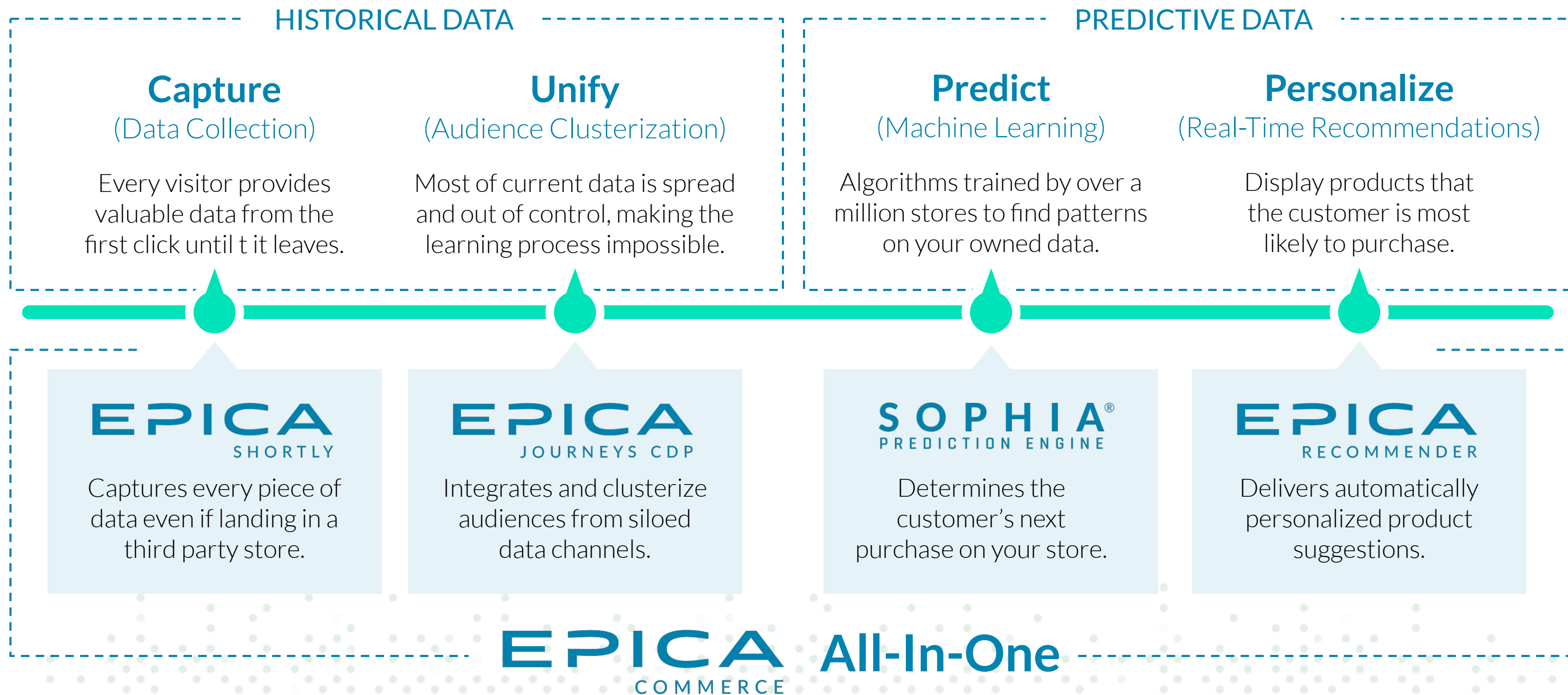
## Frictionless Model

All stages run within the same platform with no data leftovers.

## IT Hands-Free

Once the access is granted, the model start running by itself.

# One Platform for Multiple Stages



# THE MACHINE LEARNING ENGINE -SOPHIA<sup>®</sup>- IS FUELED BY THE MOST DIVERSE SOURCES OF DATA



# Predictions as a Service for smart scaling



## Zero End User Technical Requirements

State-of-the-art platform  
designed under a  
plug-and-play model.



## Additional Data Knowledge Is Not Required

No retraining is needed.  
Machine learning fueled by the  
behavior of millions of shoppers.



## Data Is Always Yours

Data and predictions always  
belong to you. Data collection is  
GDPR & CCPA compliance.

# KEY RESULTS

**SAMSUNG**

▲ **70%**

CTR Increase.  
2 months



▲ **5%**

Clearance inventory reduction (goal 1%).  
Six months



▲ **500K**

Qualified Shoppers.  
Six weeks

EPICA Commerce is trusted by  
+150 world's leader companies



SAMSUNG



Coca-Cola



100% GRASS-FED DAIRY  
MAPLE HILL  
= CREAMERY =

grupoGodo

BRM  
GRANDES INTERACCIONES



Together, we are building a best-in-class company that empowers companies in the Consumer World to succeed.



**Microsoft**  
Partner

Proud Microsoft for  
Start-ups and  
partner.



**SOUTH  
SUMMIT**  
INNOVATION IS BUSINESS

1st Cutting-Edge  
Technology South  
Summit Madrid



**SOUTH  
SUMMIT**  
INNOVATION IS BUSINESS

Overall Winner  
South Summit  
Pacific Alliance



Top 5  
Faster-Growing  
company in Florida.



Shortlisted North  
America 2020  
awards



# Get A Personalized Predictions Demo Now



Easy Implementation



No Cost



No Risk



**EPICA**  
POWER OF PREDICTION

Thanks!