

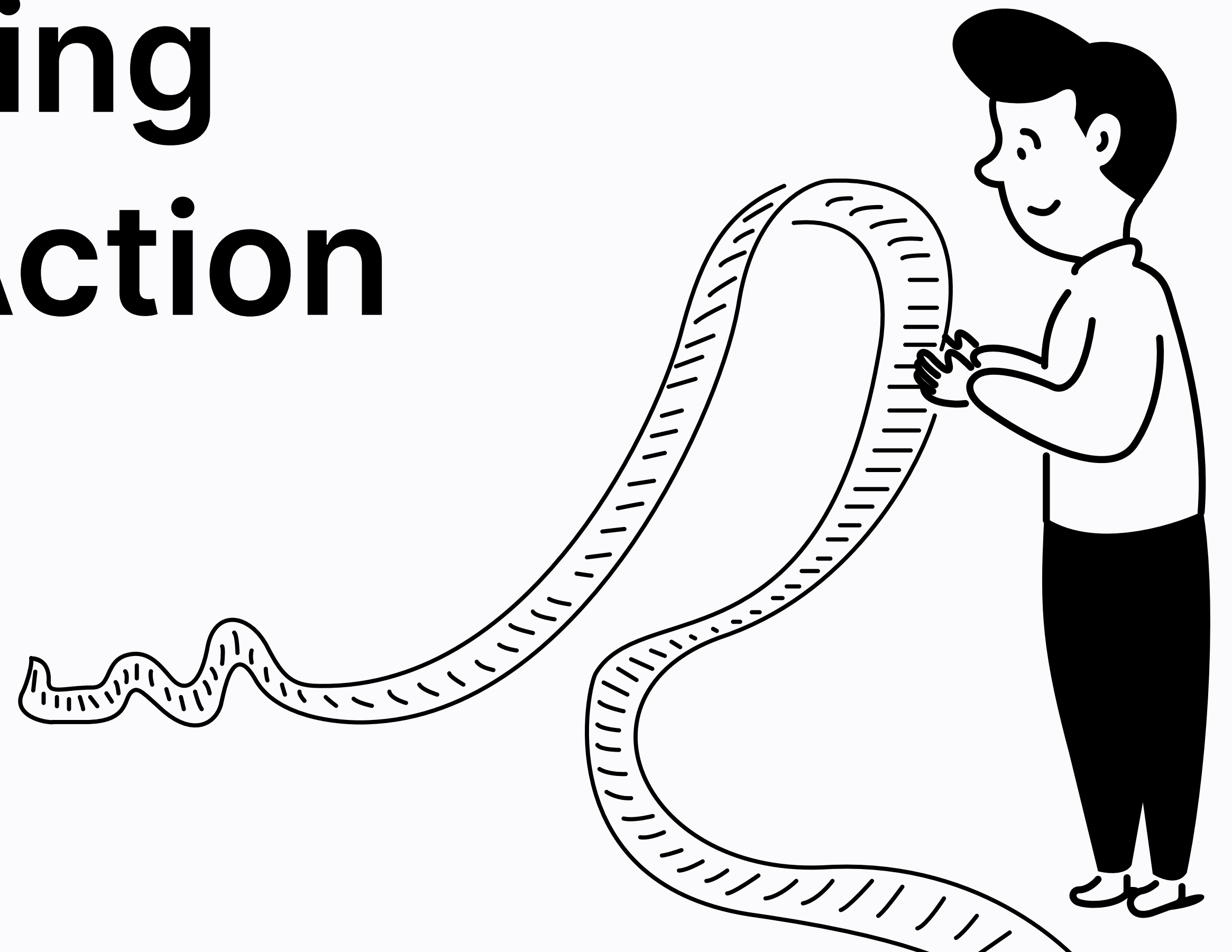
Introducing the **growth**

**No-code**

**Customer Profiling**

**and Next Best Action**

**for CRM!**



**When?**

**What?**

**How?**

**to get a yes!**

Over **50%** of the customers **ignore** the brand after irrelevant marketing messages

**45%** of the customers **unsubscribe** from the brand after irrelevant marketing messages

# CRM and Business Development Managers Fail to Optimize Profit Growth.

**01** They are dependent on technical experts hard to find. →

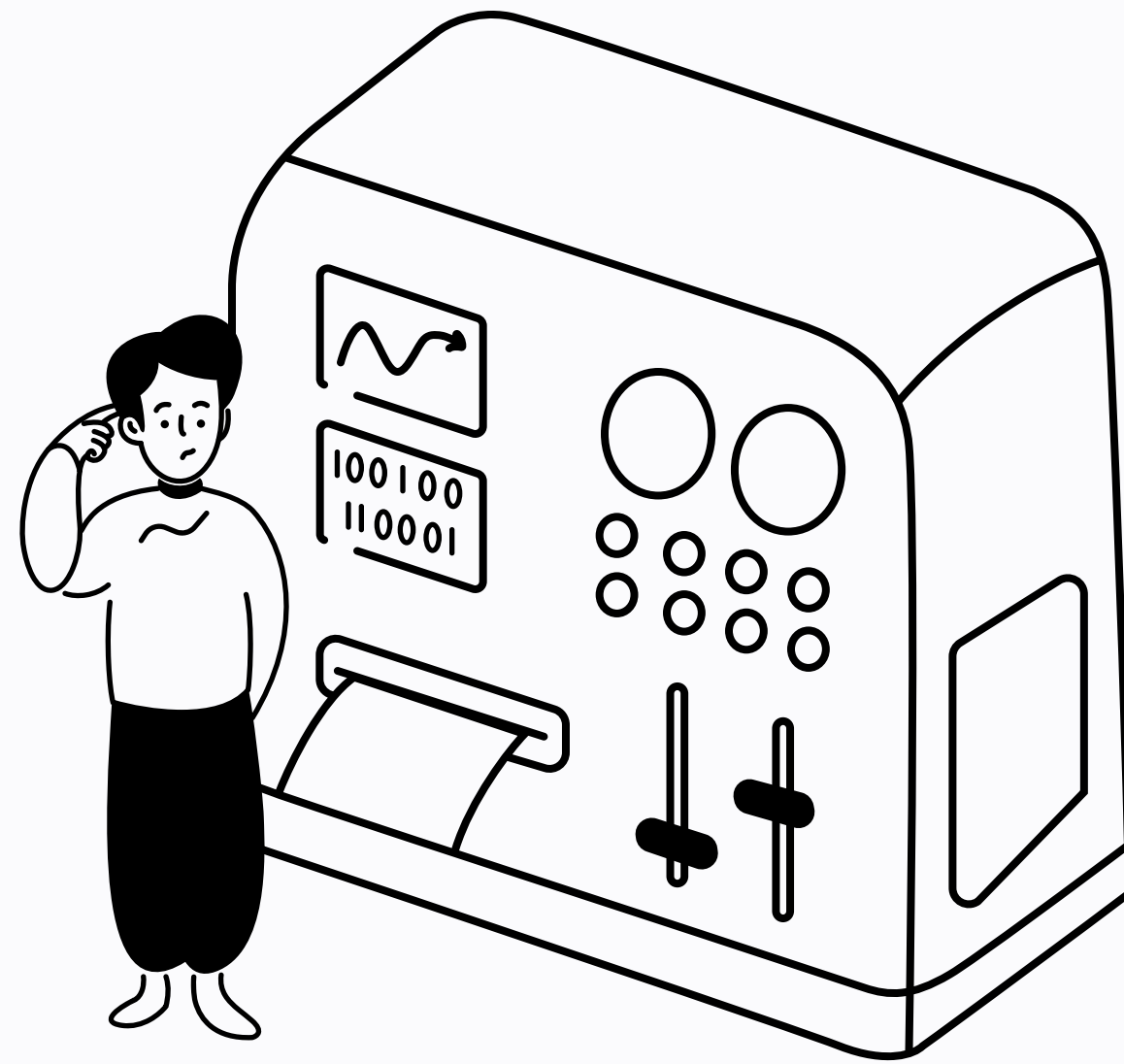
**02** Even there are experts in the team, analytical solutions take months to develop. →

**03** Even the solution is developed, they are not efficiently aligned with the business →

**04** Even if the results align, they are project-based and can't be automated →



# Current solutions in the market



**too technical  
not actionable**



**rule based  
too inefficient**



# Advanced analytics

## Auto pilot, no-code

Enhance your CRM processes with artificial intelligence to stay one step ahead of the competition.

Elevate your marketing strategy and customer relationships to a new level.

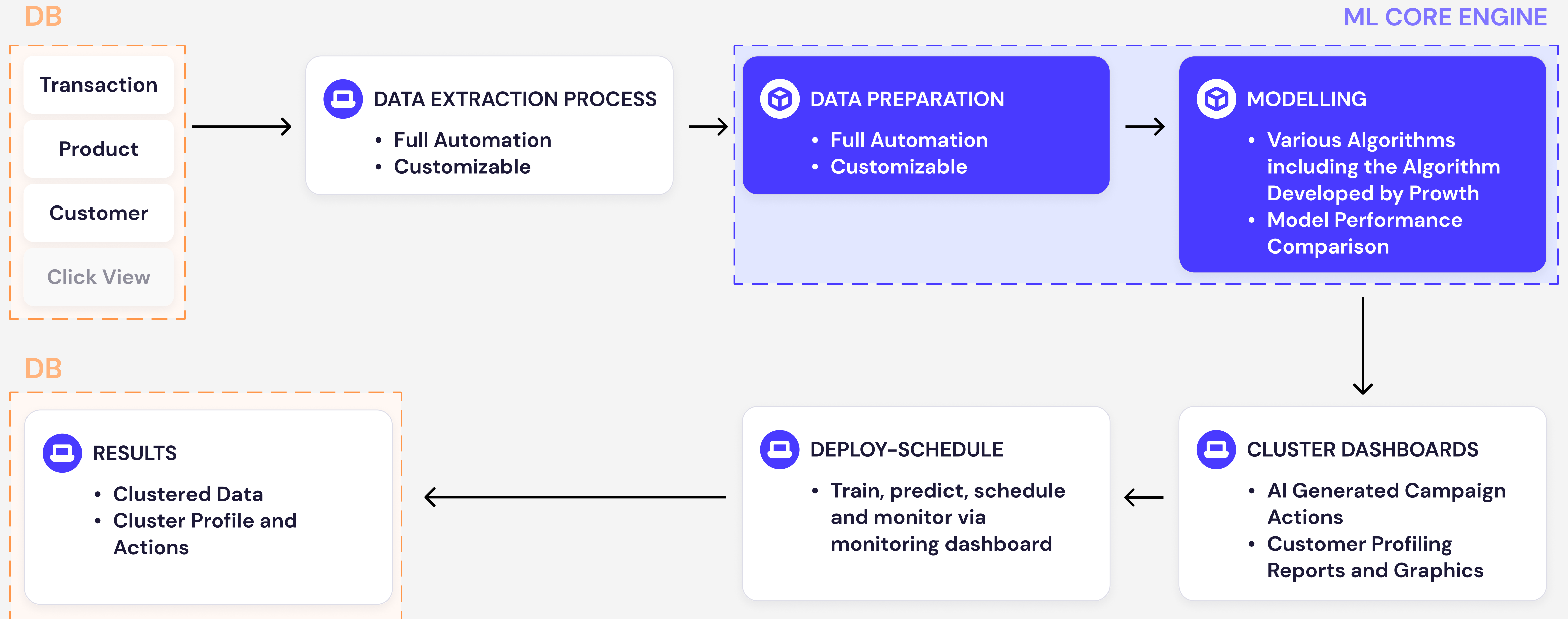




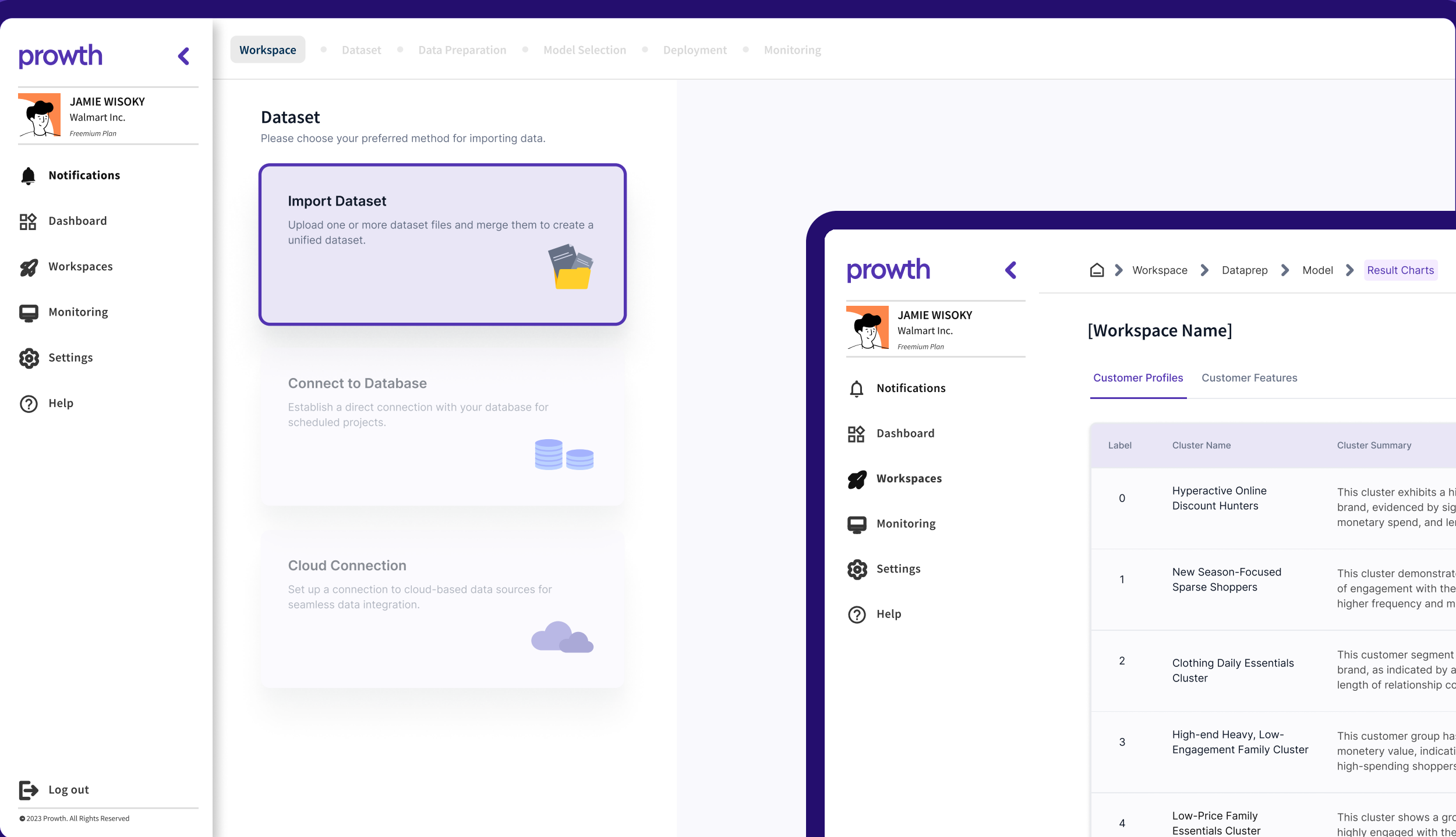
# Decathlon – Prowth Campaign Result

Campaign	Conversion Rate *
Daily Products – In Store	+84%
Sustainability – Technicality	+82%
Kids Products – Tech. Kids Products	+28%
Tech. Products – Related Sport Categories	+25%
Discount – Hiking Fitness	+2%

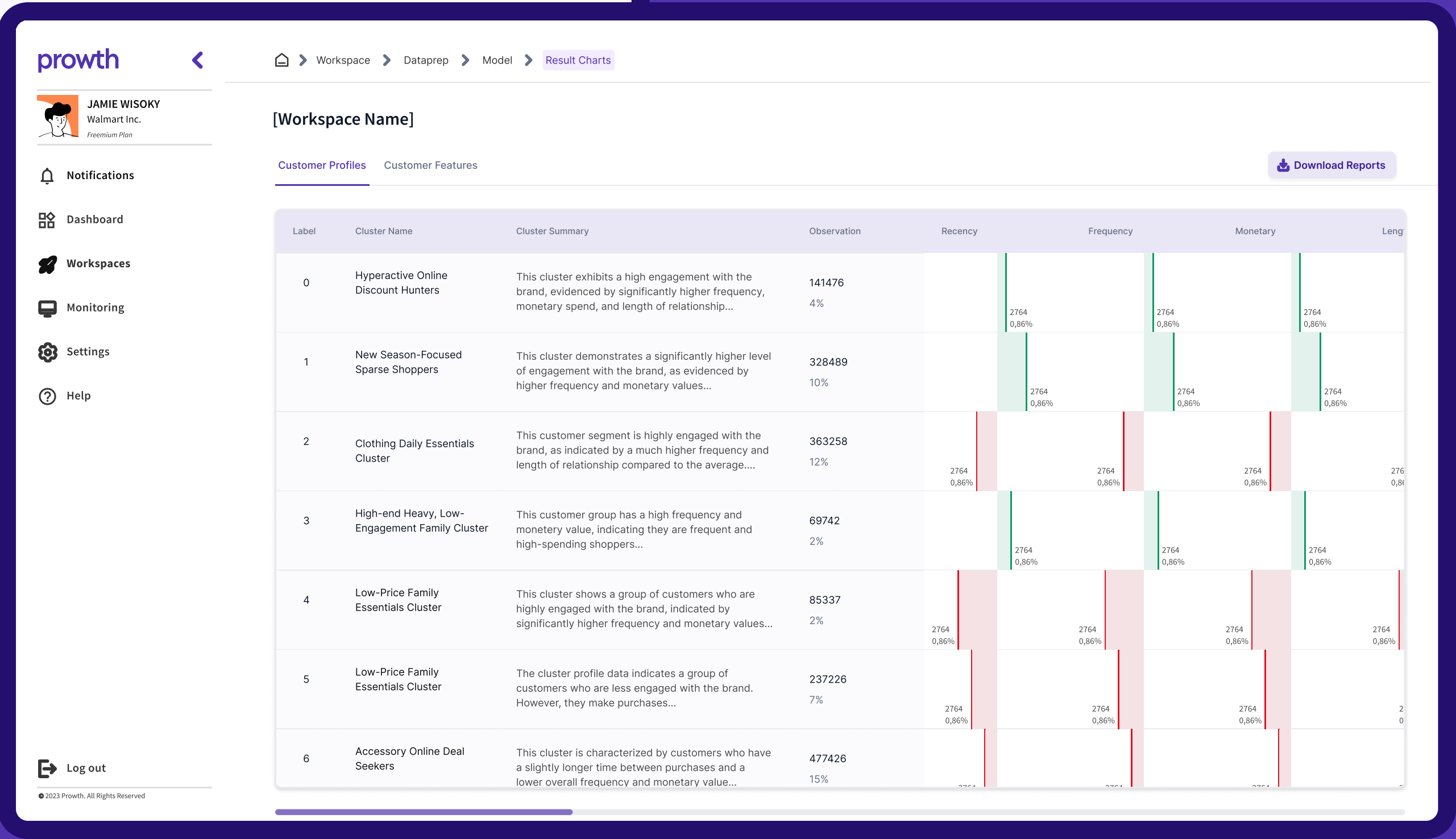
\*It represents the increase in the mail/messages turns into sale rate after a one-month campaign period using the Prowth.



# Upload your data, run Auto Pilot, and view your reports.



Interactive Demo



# Compare customer segments

prowth

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JAMIE WISOKY

Walmart Inc.

Freemium Plan

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Workspace

Dataprep

Model

Result Charts

Customer Profiles

Customer Features

Download Reports

Hyperactive Online Discount Hunters

Cluster 04%

- \* Enhanced Engagement
- \* Elevated Purchase Frequency
- \* Higher Monetary Value
- \* Extended Membership Duration
- \* Deal-Driven Purchases
- \* Slightly Lower Profitability
- \* Predominantly Online Interaction

New Season-Focused Sparse Shoppers

Cluster 110%

- \* Recent Engagement
- \* High Purchase Frequency
- \* High Monetary Value
- \* Extended Membership Duration
- \* Low Deal-Seeking
- \* Slightly Increased Profitability
- \* Lower Online Engagement

Clothing Daily Essentials Cluster

Cluster 212%

- \* Enhanced Recency
- \* Elevated Frequency
- \* Increased Monetary Value
- \* Extended Membership Length
- \* Reduced Deal Seeking
- \* Slightly Higher Profitability
- \* Lower Online Engagement

High-end Heavy, Low-Engagement Family Cluster

Cluster 32%

- \* Enhanced Engagement
- \* Elevated Purchase Frequency
- \* High Monetary Value
- \* Longer Relationship Duration
- \* Deal-Independent Purchasing
- \* Marginally Increased Profitability
- \* Lower Online Engagement

Low-Price Family Essentials Cluster

Cluster 42%

- \* Recent Engagement
- \* High Purchase Frequency
- \* Elevated Monetary Value
- \* Extended Membership Duration
- \* Deal-Indifferent Purchasing
- \* Marginally Increased Profitability
- \* Predominantly Offline Purchasing

Accessory Online Deal Seekers

Cluster 57%

- \* Enhanced Recency Engagement
- \* Reduced Purchase Frequency
- \* Slightly Lower Monetary Value
- \* Significantly Shorter Membership Length
- \* High Deals Orientation
- \* Marginally Lower Profitability
- \* Predominant Online Interaction

Loyal Daily Essentials Cluster

Cluster 615%

- \* Slightly Increased Recency
- \* Reduced Purchase Frequency
- \* Lower Monetary Value
- \* Extended Membership Length
- \* Minimal Deal Seeking
- \* Marginally Higher Profitability
- \* Limited Online Engagement

In-store Outlet Deal Seekers

Cluster 714%

- \* Increased Recency
- \* Reduced Purchase Frequency
- \* Lower Monetary Value
- \* Shorter Membership Length
- \* Low Deal-Seeking Behavior
- \* Enhanced Profitability
- \* Minimal Online Engagement

Sparse Daily Essentials Cluster

Cluster 818%


- \* Increased Recency Engagement
- \* Reduced Purchase Frequency
- \* Lower Monetary Contribution
- \* Shorter Membership Duration
- \* Faster Ordering Process
- \* Limited Deal-Seeking Behavior
- \* Slightly Decreased Profitability


Loyal Online Deal Seekers

Cluster 99%

- \* Slightly Increased Recency
- \* Substantially Lower Frequency
- \* Significantly Reduced Monetary Value
- \* Drastically Shorter Length
- \* Highly Elevated Deals Purchases Ratio
- \* Marginally Lower Profitability Ratio
- \* Extremely Higher Online Channel Ratio

# Analyze the details of customer profiles, establish your strategy with campaign and action recommendations.





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Hyperactive Online Discount Hunters	Cluster 0	4%
New Season-Focused Sparse Shoppers	Cluster 1	10%
Clothing Daily Essentials Cluster	Cluster 2	12%
High-end Heavy, Low-Engagement Family Cluster	Cluster 3	2%
Low-Price Family Essentials Cluster	Cluster 4	2%
Accessory Online Deal Seekers	Cluster 5	7%
Loyal Daily Essentials Cluster	Cluster 6	15%
In-store Outlet Deal Seekers	Cluster 7	14%
	Penetration	4%

Cluster Features

Recent Engagement

High Purchase Frequency

Elevated Monetary Value

Extended Membership Duration

Deal-Indifferent Purchasing

Marginally Increased Profitability

Predominantly Offline Purchasing

Slightly Lower Sustainability Focus

Increased Kids Product Affinity

Enhanced Technical Product Interest

Comparable Medium Product Engagement

Slightly Reduced Daily Product Interest

Cluster Actions

Product Recommendations

Highlight daily use products for this cluster.

Focus on kids' products that cater to family-oriented customers.

Emphasize products related to water sports and team sports.

Promotion Strategies

Implement loyalty programs that reward frequent purchases.

Offer personalized discounts based on past monetary contributions.

Create long-term membership benefits to leverage the high length of customer relationship.

Engagement Approaches

Use direct, personalized communication, such as emails or a loyalty app, to engage with customers.

Develop in-store events or community gatherings to encourage interaction, given the lower online channel ratio.

Provide sustainability information and initiatives to slightly increase the sustainability transaction ratio.

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## How **growth** Accelerates Your CRM Workflow

### Traditional CRM Projects

Creating ML Models: ⌚ 3 - 6 months

Analyze Outcomes w/Teams: ⌚ 4 - 8 weeks

Generate Action Strategies: ⌚ 4 - 8 weeks

Total Time: **600 hours!** 😞

### Prowth-powered CRM Projects

Run AutoML Models: ⌚ Just 1 to 24 hours

Observe Outcomes with Metrics: ⚡ Instantly

Get Action Suggestions: ⚡ Instantly

Total Time: **25 hours!** 😊🌟



# Our Team



**Gözde Tüfekçi**

Co-Founder

Head of Analytics



**Ege Kandemir**

Co-Founder

Head of Product



**Can Tüfekçi**

Co-Founder

CEO



**Elif Nur Çağlar**

Associate Product Manager



**Can Bakır**

Data Scientist



**Murat Bilginer**

Full-stack Developer



Join us to removing  
barriers between  
operational teams and  
customers through  
data analytics.

