Act on insight

agillic

The modern marketing department feeds on data

Data is the raw material for the modern marketing department: transactional data, behavioural data, browser data etc. Every piece of data contains insights and can serve as fuel for customer communication. Today's marketers use data to understand customers' needs and preferences, deliver compelling personalised communication and create a unique customer experience.

However, the sheer volume of data – and its exponential growth rate - is a challenge. And in a rapidly-changing world even the latest insights quickly become outdated. To get maximum and sustained value from their data, marketers need smart assistance from machine intelligence.

The expected exponential growth rate of data
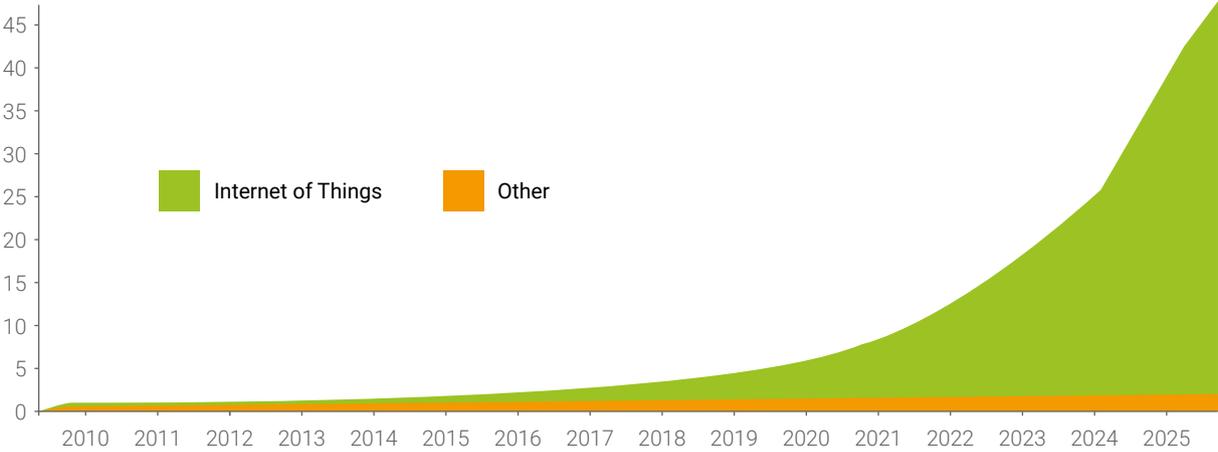
With the increase of mobile devices and Internet of Things ("IoT"), large amounts of data are generated.
As shown in the graph, the increase in data volumes is expected to explode towards 2025. Source: IDC´s Data Age 2025 study

Finance

Financial products are to a large degree generic and can be copied overnight, but loyalty built on personalised communication can't be copied. We help the financial industry build AI-powered customer journeys to create sustainable customer relationships.

Act on Insight

At Agillic, we believe that relevance delivers value. Our motto "act on insight" is all about understanding consumers and taking them seriously. All knowledge obtained from each customer should be taken into account to make communication as relevant as possible.

With the enormous amount of customer data available, there is no excuse for not being rele-

vant – and increasingly, consumers think so too. Agillic's AI-powered marketing automation platform gives companies a head start in the quest for creating loyal, satisfied and profitable customers. We deliver artificial intelligence in sophisticated, pre-built customer journeys that crunch any volume of data to provide true personalisation.

Relevant and profitable

The personalised communication carrying for example offers based on previous purchase has a significant impact on the the customers' inclination to purchase. As our customers can testify, relevant communication is profitable communication.

» We have seen significant improvements since we started using the Agillic platform. Up to 40 percent of our revenue comes from the new communication tools and since customers now increasingly purchase both online and offline we are experiencing a value growth of up to 40-45 percent for our omnichannel customers.

Stefan Kirkedal,
Head of Omnichannel Development and Customer Insights,
Sportmaster

Artificial intelligence scales marketers' capabilities

Consumer behaviour is constantly changing. Humans can't keep up with volume, variety and velocity of data that produces, but Agillic's AI is continually learning, keeping its knowledge up to date and ensuring it makes the highest quality decisions and recommendations.

The combination of omnichannel marketing automation and AI links profound customer insight to the ability to execute 1-1 communication: a game changer in marketing.

Retail

Retail holds a lot of customer data and with AI-powered customer journeys, we turn rich data into action, that drives loyalty and profit. We have a solid business case demonstrating that sales can be increased by index 956, when deploying AI-powered customer journeys. This takes retail to the next level.
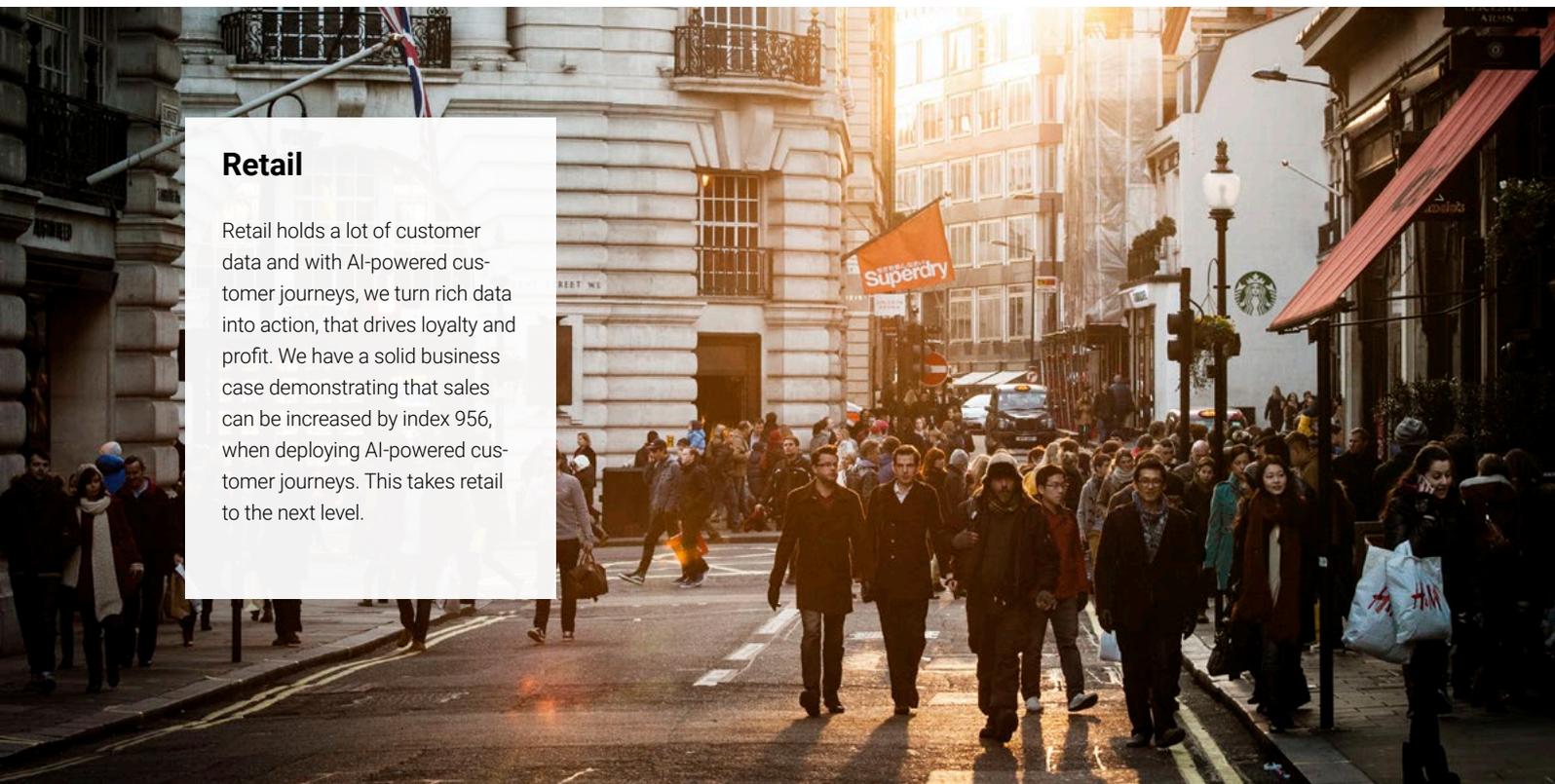
A solid business case for AI-driven marketing

Norwegian beauty retailer VITA averagely sends out two weekly unsegmented newsletters, which perform very well. However, being a player on a fierce and competitive market with consumers always on the lookout for a better offer, VITA decided to deploy AI in order to be able to deliver even more relevant offers to the newsletter subscribers.

The average conversion rate of VITA's newsletters is set to index 100 measured over a period of 22 weeks. When VITA deployed AI to their email communication to e-commerce customers, the conversion rate improved markedly in four select types of communication:

- Emails with transactional recommendation convert by index 614
- Emails with product replenishment convert by index 956
- Emails with the specific intent of increasing share of wallet through cross-selling convert by index 446
- Win-back emails, even though sent to inactive customers still convert by index 79

These numbers are a superior demonstration of the impact of AI-powered communication. AI qualifies the communication in unprecedented ways, driving loyalty and profit.

» **We see artificial intelligence as an investment in customer experience and we are looking for the best points for deploying AI for maximum impact. We started with the low-hanging fruits: product replenishment and transactional recommendation and have seen an increase in the conversion rates of up to index 956 – this is a solid business case for AI-driven marketing.**

Alf Jondahl,
CRM & Marketing Manager at VITA

Conversion impact with AI
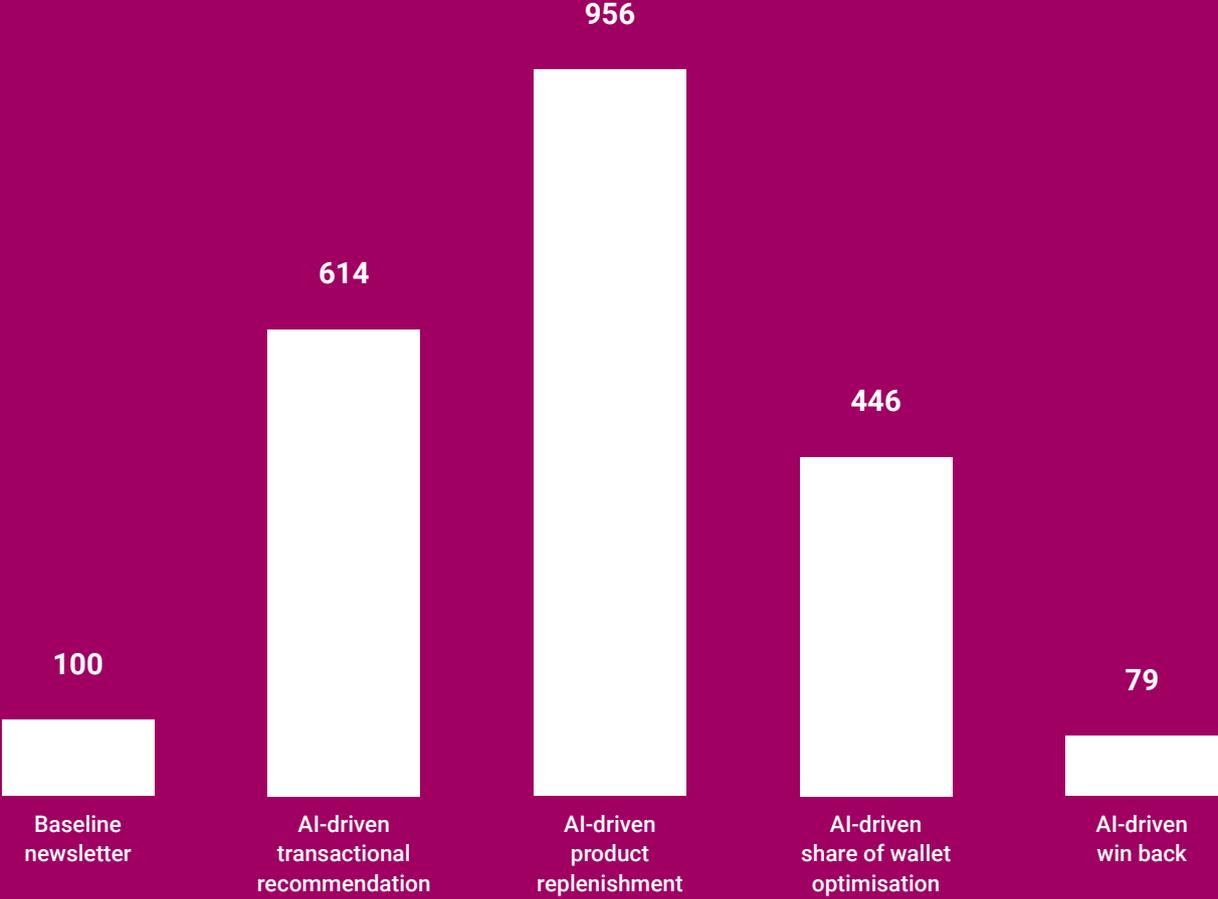
Average of 22 weeks. The numbers have been corrected from seasonal fluctuations, such as Black Friday.
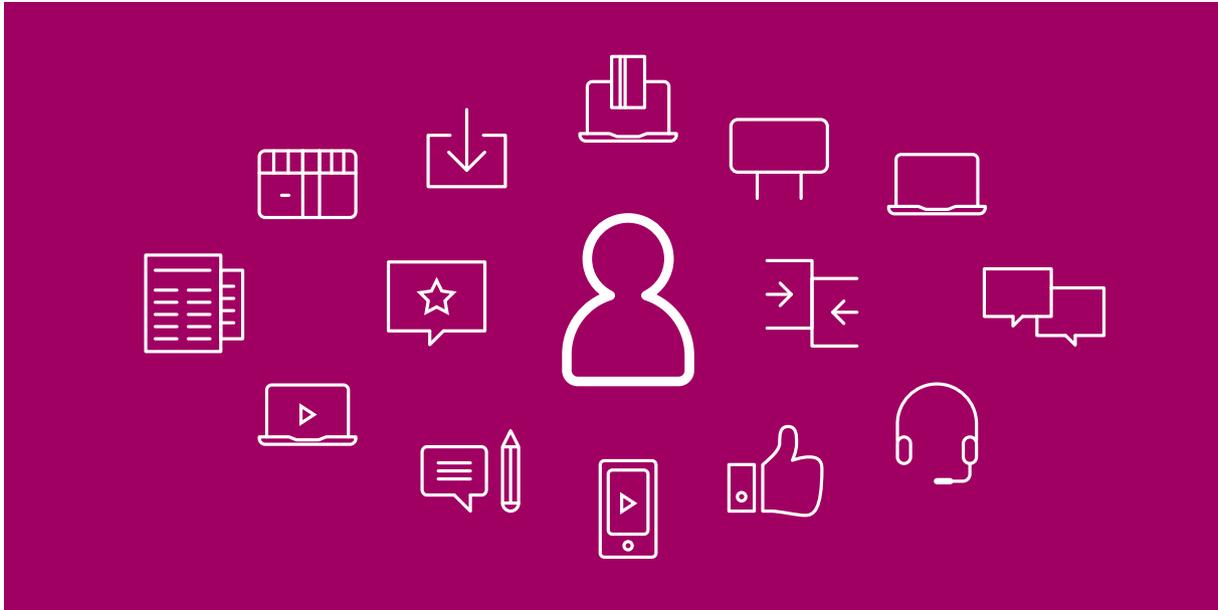
Your customers live in an omnichannel-world

Omnichannel marketing isn't about pushing the same messages through as many channels as possible. Different customers will choose to interact with your brand across different combinations of channels.

The aim is to engage with customers through the channels that are appropriate to them. Even if your current marketing activity only focuses on a single channel, when you are ready to go omnichannel, Agillic's platform will make the transition painless.

Omnichannel is a strategic advantage

The article, "A Study of 46,000 Shoppers Shows That Omnichannel Retailing Works " (Harvard Business Review, January 3rd, 2017), reported that 73 percent of the consumers are using more than one marketing channel in relation to a purchase, while 27 percent are using a single marketing channel. The same survey showed that the more marketing channels the consumers are using, the more money they spend.

Fashion

There may be a one-size-fits-all in fashion, but when it comes to communication one-size fits none. We help retailers in the fashion industry reach, grow and retain customers via personalised communication and create synergy between physical and online stores.

About the Agillic Platform

Powered by Artificial Intelligence (AI)
Cutting edge data analytics and predictive models analyse, learn and improve with every interaction, progressively understanding customers and their behavioural patterns.

Smart personalisation
AI scales true personalisation across the largest customer bases, ensuring that the right message reaches the right customer, at the right time, through the right channel.

Customer journeys ready to deploy
Preconfigured customer journeys address key marketing imperatives with rapid time to value. Unlike "one-size fits all" approaches, Agillic's customer journeys connect to your data and create powerful predictive models that are unique to your business and your customer base. Choose the journeys you need, add your own content, launch communication, and reap the benefits: increased conversion rates, greater customer value, higher loyalty and more.

Truly customer-centric
Built from scratch for marketing automation and with a focus on the customer from the very start. Designed and built by marketing automation specialists and analytical experts with deep knowledge of data-driven marketing.

Omnichannel
The Agillic platform is channel agnostic and supports email, SMS, app push, paid media, web, social, call centre, beacons, display and print.

User-friendly
Marketers work with predefined customer journeys which are ready to deploy. Agillic processes data and automates the communication flow, while the marketers create the content for the communication.

SaaS platform
Agillic is cloud-based. No coding, no cumbersome implementation, no need for expensive hardware and no costly maintenance. Get up and running in no time.

Well-proven solution
The solution is deployed by leading brands across Northern Europe.

Training and support
We have a dedicated customer success team, who will ensure you get up to speed quickly with the solution and get maximum benefit from it.

The Agillic approach

The Agillic AI driven marketing automation platform is modular, and different combinations of modules provide multiple entry points. Where you start depends on your business, your existing capabilities, and your aspirations for how you want to develop in marketing. Regardless of the starting point, the system will grow with your needs, supporting you as you move towards leveraging the full combined capabilities of marketing automation and AI.
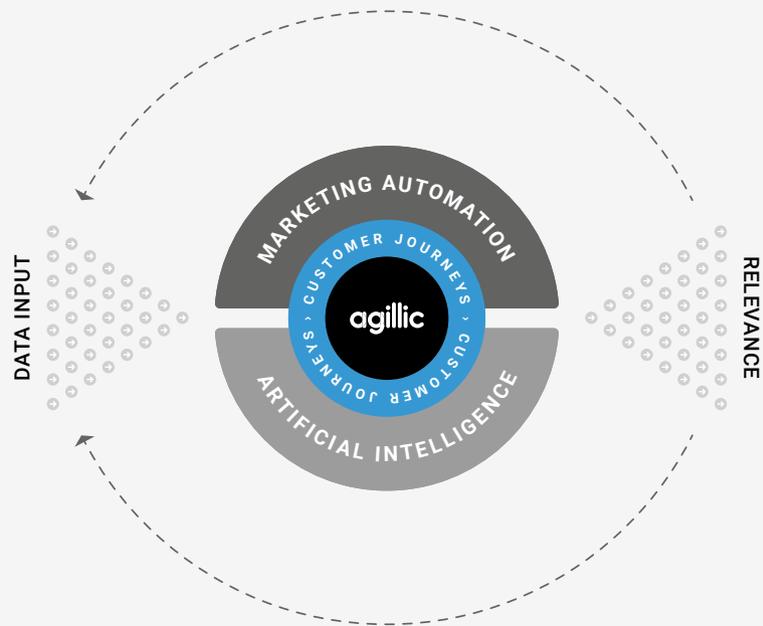
What our customers say

» Agillic is absolutely central in the development and implementation of Club Matas.

Anne Lene Hamann
Director of Marketing, Matas

» The agillic platform is a crucial tool in keeping our customers engaged.

Morten Strunge
CEO, Storytel

EU GDPR

An independent ISAE3402 audit has ensured that Agillic's Information Security Management System is ISO 27001 compliant. This means that the personal data you have collected from your customers is safe with us. In addition to being ISO 27001-compliant, we have the appropriate processes in place to comply with the GDPR.

krifa
Kristelig Fagbevægelse

****
BabySam

miinto.dk
A COLLECTIVE OF FASHION STORES

EGMONT
We bring stories to life

Eidsiva

LU
LM

EnterCard

solar

FK
DISTRIBUTION

SPORTMASTER

ColorLine

VICHY
LABORATOIRES

Interflora

matas

Santander

BØRSEN.

mofibo

NorgesGruppen

2

widerøe

VITA.NO

Sydbank

Sportigan

xln | for small business

Want to know more?

If value creation through automated, personalised and relevant customer communication is on your agenda, Agillic is here to help. Let's start by meeting to discuss your challenges and objectives.

Contact us in London
Alex Olley
alex.olley@agillic.com
020 3958 4130

Contact us in Copenhagen
Thomas G. Andersen
tga@agillic.com
+ 45 27 25 50 76

Publishing

AI-powered personalised product recommendations increase the customer's engagement and enhance the value of content, whether it be a news article or an audiobook. Our cases testify, that subscription-based companies experience increased intake and lowered churn enriched with AI.

About Agillic

Agillic is a Danish software company dedicated to delivering AI-powered omnichannel marketing automation. Our solution enables marketers to explore customer data and leverage it across all channels to create an optimum customer experience, driving loyalty and profit. Our sophisticated, pre-built customer journeys crunch any volume of data to provide true personalisation.

With Agillic, marketers can focus on creating profitable customer communication and grow their business. The Agillic Platform is delivered as SaaS and is continually developed to enhance the business value of our customers' communication and to keep our customers at the forefront of AI-powered, personalised omnichannel marketing.

Agillic A/S
Gammel Mønt 2, 1117 Copenhagen K
CVR: 25063864
Tel: +45 70 25 28 25

London Office:
25 Eccleston Place, London SW1W 9NF
Tel: +44 20 3598 4130