

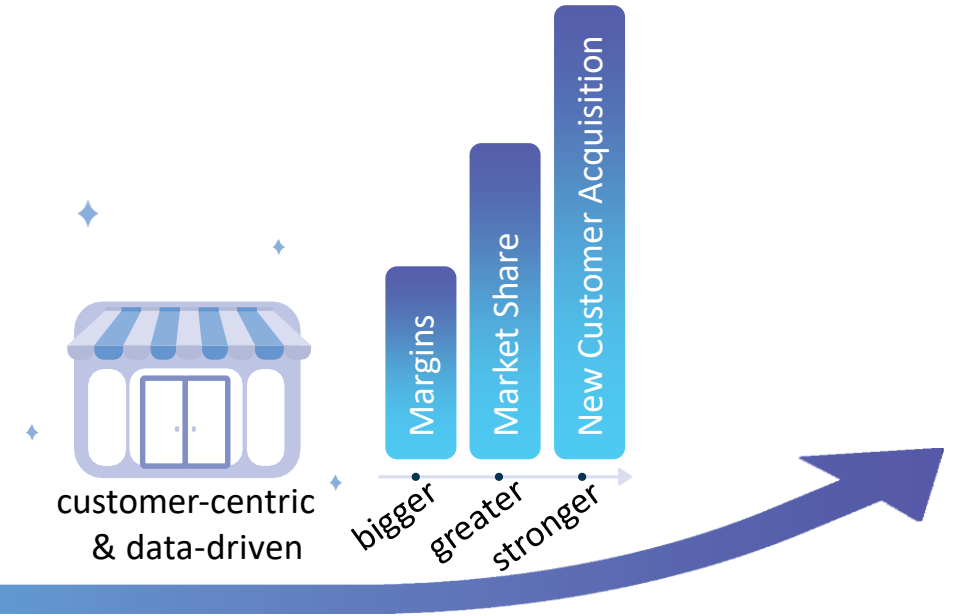


**incuda BI for multi-channel business**

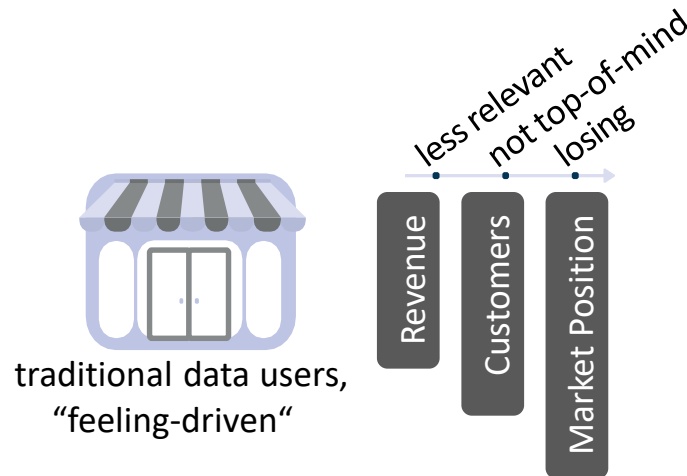
**data-drive your business.**

## customer-first, data-centric retailers raise the benchmark

The retail industry is witnessing significant change: Customer-centric, data-driven pioneers are growing fast by having deep customer understanding and using that to drive every day decisions. Their improved services become the new market standard, the new benchmark.



## BENCHMARK

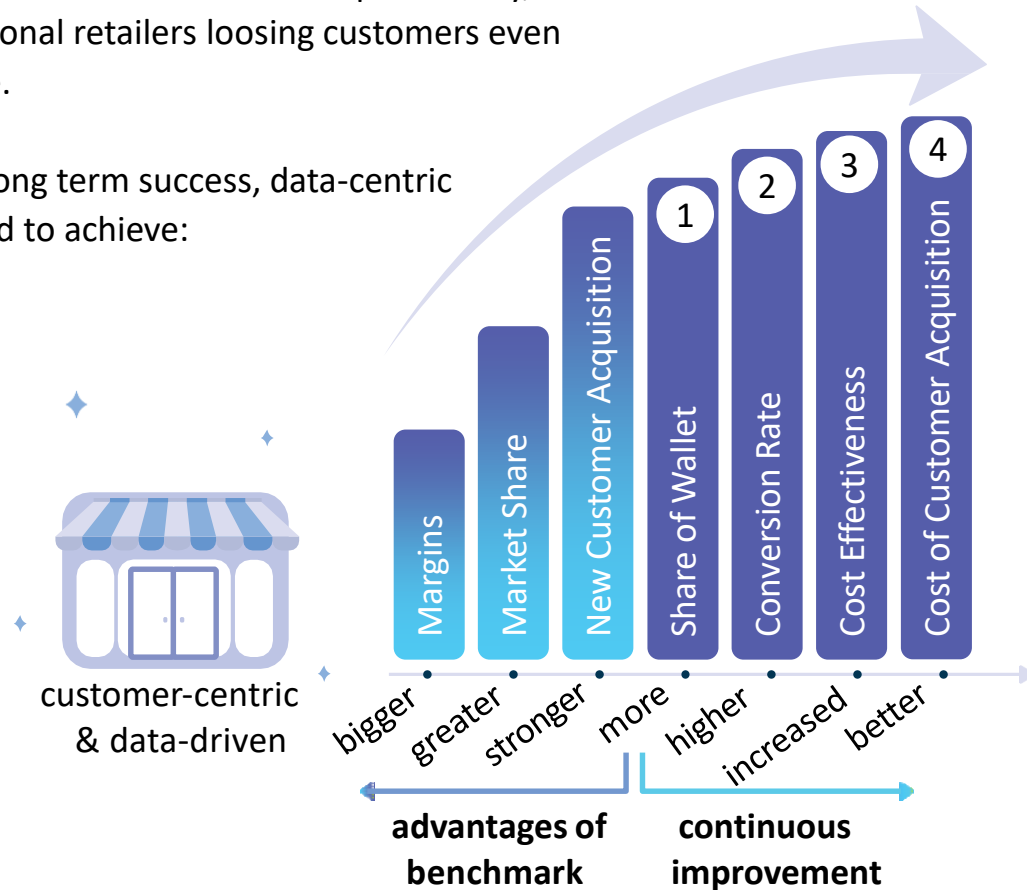


## customers leave retailers below benchmark

Meet or beat the new benchmark, otherwise expect troubles with customers. As the benchmark is being raised, change becomes more urgent every day!

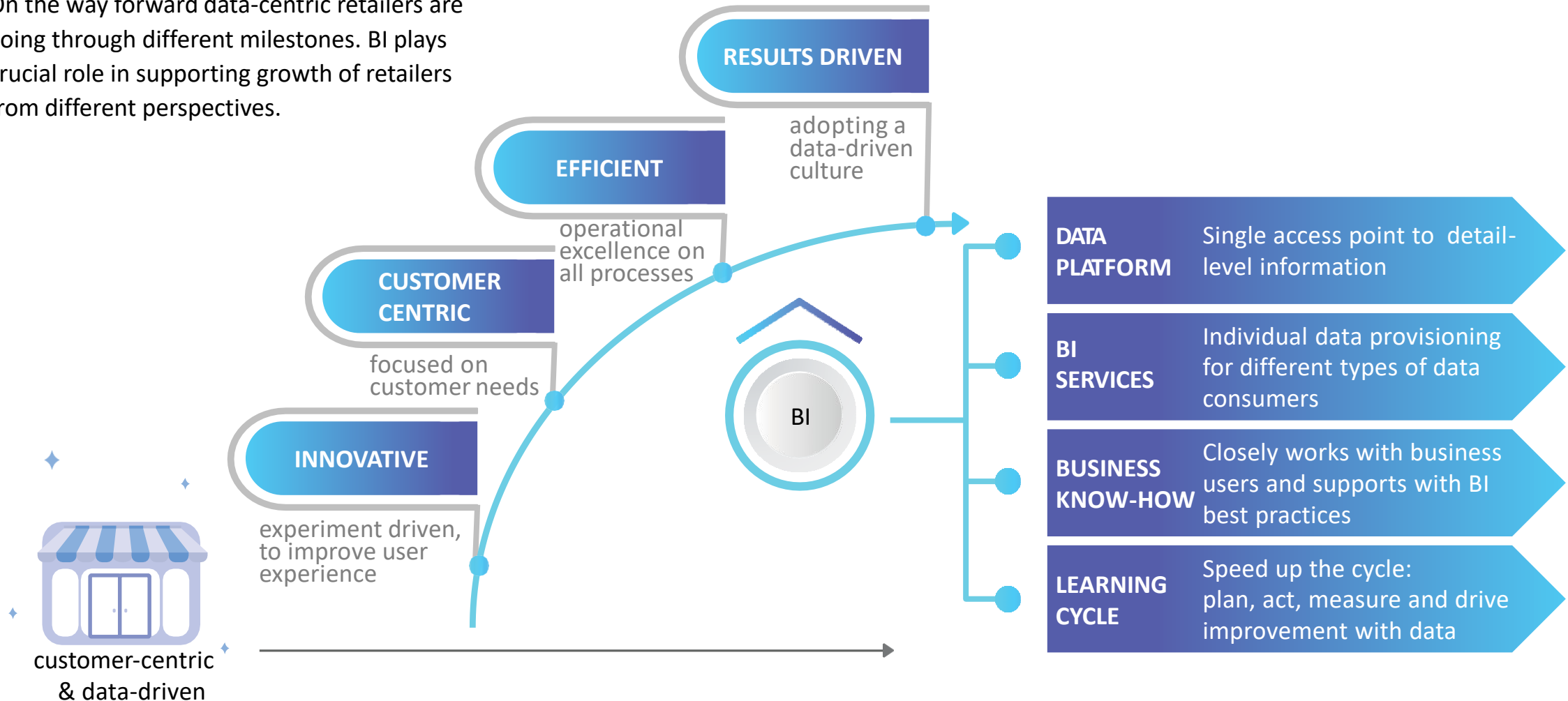
Retailers above the benchmark use earnings from this market advantage in continuous service improvement. This causes the benchmark to increase exponentially, resulting in traditional retailers losing customers even faster than before.

To maximize the long term success, data-centric retailers work hard to achieve:



- 1 due to number of loyal customers, matched product categories and high interaction frequency with customers
- 2 because they acquire relevant traffic and provide targeted offers to visitors with higher relevance
- 3 due to operational excellence on all processes
- 4 due to their strong owned channels and automated performance marketing

On the way forward data-centric retailers are going through different milestones. BI plays crucial role in supporting growth of retailers from different perspectives.



- incuda is the fastest enabler of change from traditional retail to a data-driven business.
- We empower retailers with our BI platform, knowledge & expertise.
- We let them focus on business by handling end-to-end BI transition, integration and operations.



## Peek & Cloppenburg

is Germany's number 1 cross-channel fashion retailer with a shopping concept that combines the best of the online and offline worlds.

more than  
**2 million**  
articles

more than  
**1000**  
brands



### Challenge

Bring the P&C brand online. Allowing offline customers to navigate online, and target new business from online consumers



### Solution

- Improve marketing performance - Analyze and integrate all marketing channels for differentiated customer communication.
- Integrate offline services with online services to grow the P&C brand
- Effective alerting & monitoring - monitor process quality and fraud on detail KPI's, and alerting for unwanted situations.



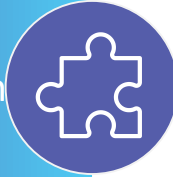
### Results

- growing fast with new online customers segments, on average 30% on all orders annually.
- Reduced overstock and return rates by monitoring availability of products.
- Increase the transition of store customers to online customers.

The international retailer is a lifestyle multi-channel retailer with more than 80 million € in revenue, serving customers through mobile and web catalogs, stores and customer service, with 1 million items in-store and online.

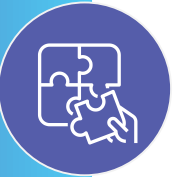
more than  
**1 million**  
articles

online& offline  
**5**  
channels



## Challenge

Integrate and optimize **traditional marketing channels** like catalogues, print orders, and call center to **online channels** like eCommerce, social media and email marketing. Develop new business opportunities online and effective marketing budget allocation.



## Solution

- integrate customer views across channels (call center, print orders, catalogs, email, online shop) within 8 weeks.
- Compare marketing performance across all marketing channels both off and online.



## Results

- 360° customer view across all marketing channels.
- Increase customer targeting on customer value.
- Optimisation of the marketing mix and reduced marketing cost.
- Introduction of new types of marketing and compare all advertising channels.

The retailer brand is well known for top quality Italian furniture that sells mostly through stores across Germany, and aims to building an online shop to serve its customers.

more than  
**20**  
stores

more than  
**50 million**  
Revenue



## Challenge

Track and analyze online behavior of prospects and convert them to buyers in-stores. Develop new business opportunities online channels. Provide after sales services to maintain customer interactions for loyalty programs, and activate customers.



## Solution

- Track and connect customers who purchase in-store to the users who search the products online.
- Measure the performance of all advertising channels.
- Improve the understanding of customer behaviour and structure of buyer journeys.



## Results

- Sales increase from developing the online shop
- Recorded high traffic and identified what drives traffic
- They were able to measure the ROPO effect



## CONTACT

contact us or our partner for more information about our offerings and experiences

## TRIAL PHASE

check our platform with your own data during 8 week trial phase



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