

# TARGET. PERSONALIZE. LIFT REVENUE.

## Real Simple

AGS' practical, affordable predictive analytic service for marketers tells you:

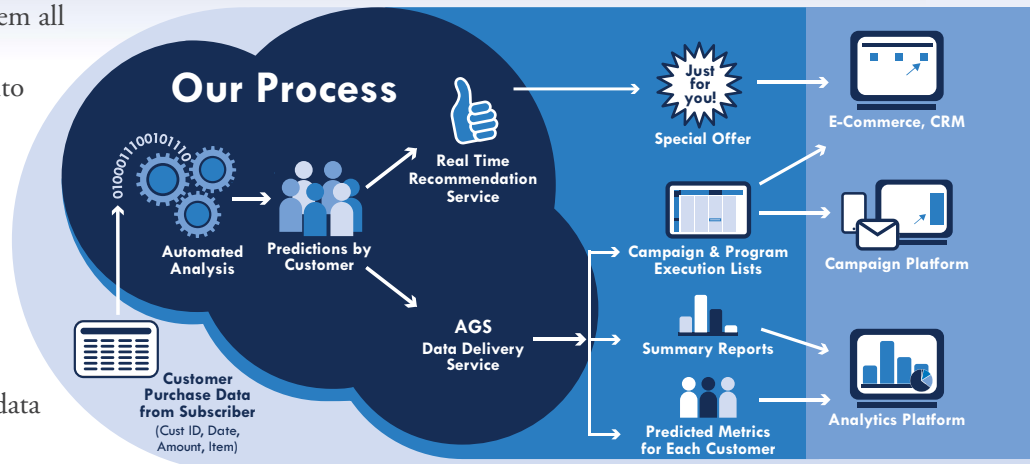
**Which customers will buy? When? How much?  
What products will they buy?**

### Here's How:

**Every customer. Every product.** We analyze them all individually for the best 1:1 product recommendations. We don't group customers into segments and assume they all want the same thing. We don't simply recommend best sellers. We predict loyalty, risk, value, and product purchasing behavior of each customer. You'll always know the lifecycle stage and best 1:1 products for your customers.

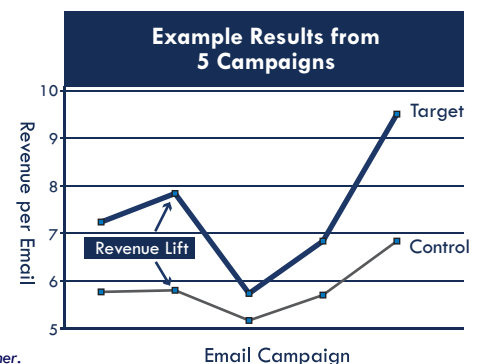
**Actionable. Measureable ROI.** We deliver campaign lists formatted for execution, regular data feeds for other systems, or individual recommendations on-demand. Through our experience, we'll prove that customers who get our product recommendations buy more than those who do not. We've done it many hundreds of times in retail, CPG, e-commerce, and other industries.

**Automated. And super easy.** No platforms or databases to maintain. No data integration projects. No data modeling required. No personal customer data needed. Our proprietary data science gets the most accurate predictions from the least amount of data – easily accessible data that you already own on every customer. At a fraction of the time and cost of any other approach, it's easy to try and find out for yourself.



### Stop turning off customers with too many irrelevant communications:

- ▶ Recommend the specific **products** each customer is most likely to buy.
- ▶ Target the **right customers** for any product or promotion or catalog.
- ▶ Customize incentives based on loyalty scores or **lifecycle stage**.
- ▶ Retain, re-activate, and **build loyalty**, without spending more than it's worth.
- ▶ Communicate more **intelligently**, not more frequently.



Results in graph provided by Loyalty Builders, AGS' data analytics partner.