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Omnichannel
Retail

Standout Online and Offline Experiences

As a bricks and mortar retailer who also sells online, you're well aware of the possibilities for growth. But your current marketing solution can't provide a view of both online and offline customer behavior.

Probance Omnichannel Retail helps you connect the dots, with comprehensive marketing automation, customized to your business. Plus, we can guarantee a ROI. Ready to go farther?

✓ Easy-to-use

✓ As automated as you want

✓ We define workflows and scenarios

✓ Customized to your business

✓ Contractual commitment to real results

✓ Set-up in record time (ask us!)

✓ As affordable as entry-level email platforms

✓ Support in your language

Everything You Need to Increase Your Online Sales

Rich Data Library

We build a rich customer and product database customized to your data, your requirements.

Integration

We simplify all integration with your customer and product data, and your CMS.

Scenarios

Start with a complete set of 11 best-practice customer journeys and triggers that we fully tailor to your business and data.

AI-Powered Product Recommendations

Optimized in real-time using rich customer and product data.

Hands-off Automation

We run it with our AI for you. Or you run it.

Unlimited Emails

No charges for up to 100,000 contacts.

SMS

Pay only for what you use.

Ongoing Optimization

We take care of AB testing, content and creative.

Support

Weekly reports, deliverability monitoring, post-onboarding check, premium 24/5 tech support in your language.

Contractual Commitment to Results

If you choose full automation and we run it for you, we commit to your business results. For real ROI.

As Automated As You Want

With Probance Omnichannel Retail, you choose how you operate.

We Run It ●━━━━━━━━━━━━━━━━━━━━━━━● You Run It

If you let us handle your platform, we make a commitment to your ROI in writing. You free up your time. We continue to optimize scenarios, and carry out A/B testing.

We can even provide content and creative for your newsletters, or you can keep control of these, and let us do the rest.

If you run it, you'll find your platform easy to manage with messaging templates, plus analytics such as scoring, KPIs, dashboards and reports.

Take full operational control of your scenarios and newsletters, and carry out your own A/B testing.

Customer Journeys That Really Connect

Probance Omnichannel Retail starts with a set of 11 best-practice marketing scenarios that our experience tells us are top drivers of business. From there, you can create more by yourself, or with our help. And we continually optimize them, so you can speak to your customers as individuals. Getting you those solid results.

Increase conversion and revenue

Post-Visit Remarketing
Identify your visitors' individual interests based on their browsing. Recommend the most relevant products. Reminder sequences can be fully configured and optimized via test-and-learn.

Basket Recovery
Recover lost revenue. Convert more visitors with relevance. Probance automatically excludes articles that have since been bought online or in store. If articles are no longer available, Probance can recommend substitutes.

Up-Sell, Cross-Sell
Offer complementary or upgraded products. Use Probance's next-best recommendation algorithms or combine them with your own business rules.

Re-Sell
Sell consumables more effectively. Send reminder messages based on the product life-cycle and on individual buying habits

Reinforce customer lifecycle

Birthdays & Milestones
Send marketing messages based on the customer's birthday or a relationship milestone. Can include personalized offers and discount codes.

Onboarding & Welcome Journeys
Help new customers discover your brand and what you have to offer. Grow sales from day one. Probance offers rich, fully-configurable sequences that you can test and optimize over time.

Customer Reactivation
Reactivate dormant customers. Recover lost revenue. Improve database hygiene and email deliverability.

Delight your customers

New Product Alerts
Send customers automatic newsletters with new products tailored to their individual predicted interests. Filter by stock available at their preferred store.

Price Change Alerts
Automatically notify customers of price drops when they show recent interest (abandoned basket or navigation).

Back in Stock Alert
Automatically target purchase intenders when relevant products are available once more online or in their preferred store.

Effortless Customer Engagement

Fully-Automated Regular Newsletters*
Automatically send newsletters highlighting new products, price drops, best sellers in the customer's predicted preferred categories. Everything is fully configurable and fully personalized based on recommendation algorithms and business rules. Results can be optimized using AB testing.

You can step in and take control of newsletters if you choose

Universal Ecommerce and ERP Support

shopify   PrestaShop   WOOCOMMERCE   New Oxatis

Magento   Bespoke CMS / ERP Integration

Rolled-up Delivery to Give You More, In Less Time

Using our AI, we've automated the steps required to get a solution that's customized to your business and personalized for your customers. With our Customer Success team to pilot the process.

That means you get a full-powered marketing solution in radically less time, and **for a fraction of the cost** of equivalent campaign-management platforms. Here's what we do differently:

PHASE 1	PHASE 2	PHASE 3
DEPLOY	**CUSTOMIZE**	**OPTIMIZE**

DEPLOY

We meet to understand your unique business and goals.

We capture all your customer and product data, and create a comprehensive data library.

Our AI analyzes all that data in just 36 hours. The start of the personalization process.

> **You don't have to do any integration or data preparation.**

CUSTOMIZE

We configure your marketing scenarios or customer journeys, based on the results of our analysis.

We customize your interface to make it easy to read, and show you how it works.

> **Your marketing solution is fully customized and delivering results in days, not months.**

OPTIMIZE

If you let us handle your platform, our data experts use AI to test and learn, and fine-tune your solution for optimal results.

Because we're so sure of our AI's ability to find the best timings, routes and content to boost your business, we guarantee performance in writing.

> **You're never alone.**
>
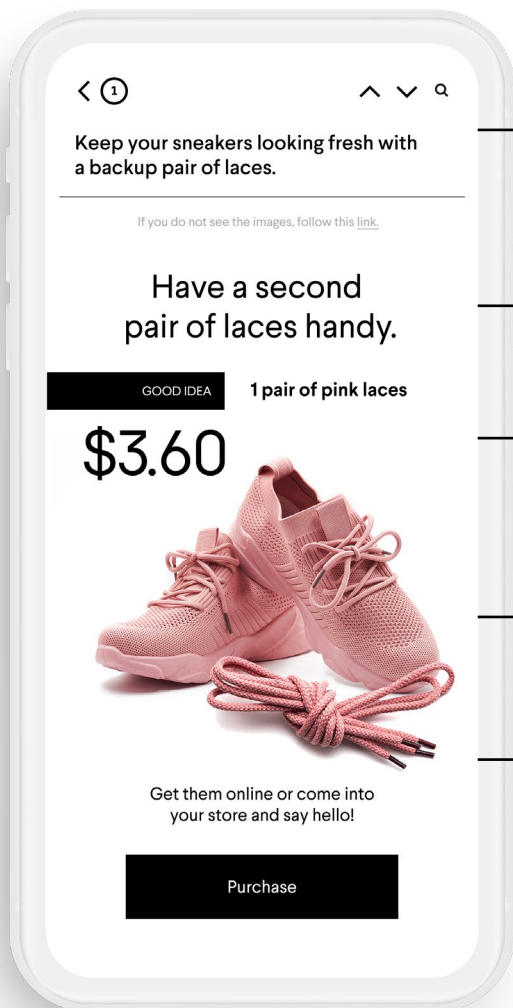> **You can also entrust us to take care of everything, saving you time as well as money.**
>
> **You reap real ROI, faster.**

Details That Make the Difference

To a customer it's simple - an sms reminder, a personalized product recommendation - and it definitely boosts sales. But it takes a lot of data and detail to get right. It also takes work to combine data and content from multiple sources, and design customer journeys to be effective. **The Probance AI handles everything,** delivering personalized marketing with measurable results.

Keep your sneakers looking fresh with a backup pair of laces.

If you do not see the images, follow this link.

Have a second pair of laces handy.

GOOD IDEA   1 pair of pink laces

$3.60

Get them online or come into your store and say hello!

Purchase

Do you want to:

Personalize your customers' web experience based on their last purchase in store?

Send relevant recommendations that your customers find genuinely useful?

Send customers timely reminders to complete a purchase or that a discount code is expiring?

Encourage up-sales, cross-sales and repeat purchases?

Use complete-a-purchase reminders to also drive traffic to stores?

Probance Omnichannel Retail automates it all with intelligence. It gives you the power of high-end, customized marketing software, for radically less cost.

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