

Drive Profitable Commerce Growth while Building Loyal Customers Bonds

The ecommerce landscape and customer needs are evolving rapidly. Customer acquisition costs are 60 – 70% higher than they were six years ago. And most B2C organizations lose more than 60% of their new customers annually. Now's the time to embrace an adaptive approach to win and retain customers. Together, Annex Cloud and Optimizely enable brands to create engaging experiences that reward and retain customers while accelerating growth.

How Annex Cloud Loyalty Elevates the Optimizely Experience

Adaptive Core	Adaptive Experience	Adaptive Relationship
B2B Commerce	Optimizely Data Platform	O X Web Experimentation
Integrated to Collect Unique eCommerce Data	Integrated to Push Unique First-party Data to ODP	Integrated to Push Unique First-party Data to Web Experimentation
 Increase retention / reduce churn Know & reward your best customers Drive growth without discounting Increase customer spend with incentives Identify upsell/cross-sell opportunities Increase repeat orders Deliver meaningful, unique personalization 	 More than 200 first-party data points Deep member profiles Individual attributes Individual action profiles Segmented profiles Improve campaign performance Drive advocacy 	 Remove guesswork from testing Deliver unique, relevant experiences across every touchpoint, channel, and device Continually learn more about customers to better understand, reward, and serve them Incent most profitable behaviors Drive better results across customer lifecycle







Fully engaged customers **buy 90% more** frequently, **spend 60% more** per transaction, and **bring in 23% more** total revenue and profitability than newer customers. *(Source: Rosetta Consulting)*



Companies that grow faster drive 40% of their revenue from personalization. (Source: McKinsey & Company)



Without a loyalty initiative, only 20% of first-time customers will make a second purchase. (Source: Zodiac)

Why Loyalty

Loyalty captures new data that unlocks opportunities across your entire ecosystem

Deep Member Profiles	Data from Action	
Get a holistic view of all loyalty member attributes along with predictive scoring • Loyalty ID • Opt-in Date • Available, Used, & Lifetime Points • Current & Next Tier • Points to Next Tier & Next Reward • Last Activity Date • Points to Expire & Expiration Date • Ways to Earn • Ways to Redeem	 Behavioral data is captures as members engage across all channels Channel Engagement Location Cross-brand Purchase Reward Redeemed Social Posting Onsite Visual Commerce Onsite Q & A Onsite Ratings & Reviews Campaign & Event Participation 	
Custom Attributes	Segmentation Engine	
Create and capture unlimited attributes from profile questions, surveys, and contests • Style Preferences • Lifestyle Preferences • Travel Preferences • Family and Pet Names • Vehicle Descriptions	Combine recency, frequency, and monetary value (RFM) with any customer attributes to create highly targeted segments • Newest Customers • Best Customers • Advocates • At Risk to Churn • Churned	