

# Personalized Offers to Lift Sales and Shorten Purchase Cycles



**Problem: Manual offer generation can be expensive and time consuming, offers little responsiveness, and doesn't provide an engaging customer experience**

- Offers are immediately out of date once the program is created
- Large data science teams are necessary in order to create models
- Customers do not receive a truly personalized experience relying on segmentation

**Solution: Automated product and offer recommendation provides a sales boost and improves customer loyalty**

- Integrated Data in HDP gives dynamic offer scoring via massive scalability
- Algorithm library will continue to improve as more data is collected on HDP
- Flexibility to adapt to changing company objectives and customer behaviors
- Management console allows for automation with no advanced technical skills required to be the program administrator

## Retail

Online or B&M stores focused on data-driven customer engagement through digital media and analytics

## Why Hadoop?

Recommendation Engine Framework on HDP for Streaming Personalized Offers in 90 Days



How can we help you?

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