

Customer Data Platform for marketing automation

A modern office interior featuring a reception desk with a white and green design and blue LED lighting. Two women are working at the desk; one is on a phone call. The background wall is yellow with a colorful polka-dot pattern. A white sign above the desk displays the 'mindbox' logo in a lowercase, sans-serif font, with a green L-shaped graphic element to its right. The ceiling has recessed square light fixtures, and the floor is covered in blue patterned carpeting. A window in the background shows a cityscape.

mindbox

#1 Cloud Marketing Automation in ex-USSR region



Launched in **2006**

150 employees (80 – R&D)

Profitable, bootstrapped

Fits virtually any customer-centric business

450+ active customers, 12 countries

Retail

Fashion



FINN FLARE

O'STIN

FMCG



ORIFLAME
SWEDEN

Libero

MAXXIMUM
RUSSIA

Electronics

Panasonic

СВЯЗНОЙ



SAMSUNG

Jewelry, Beauty,
Cosmetics

L'ORÉAL
PARIS



SUNLIGHT

Other



TOYOTA

YOU DO

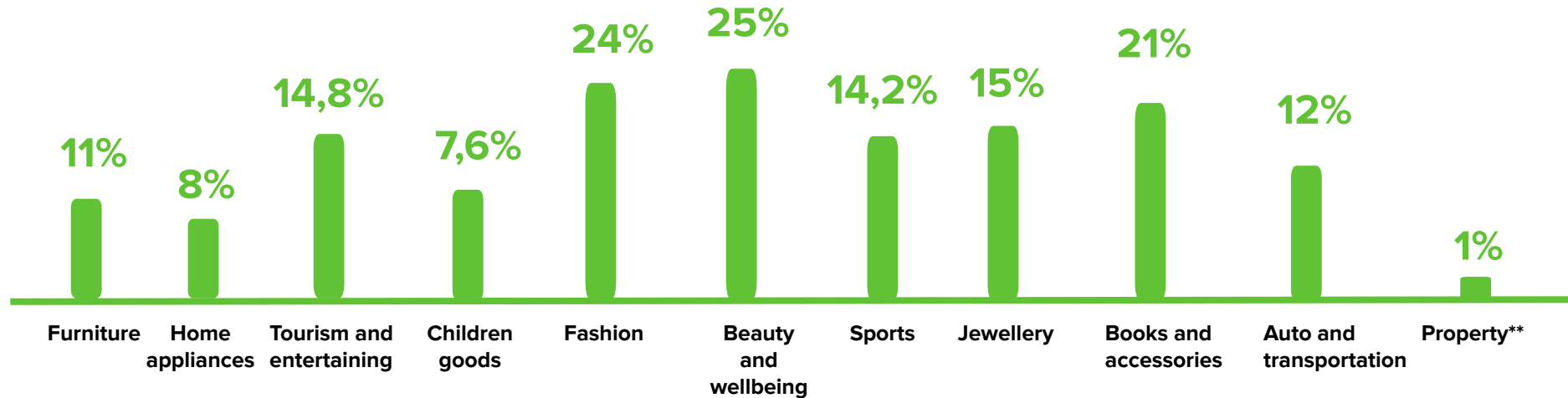
Auchan



HYUNDAI



13,9%* turnover increase with marketing automation**



*among Mindbox customers during 2020

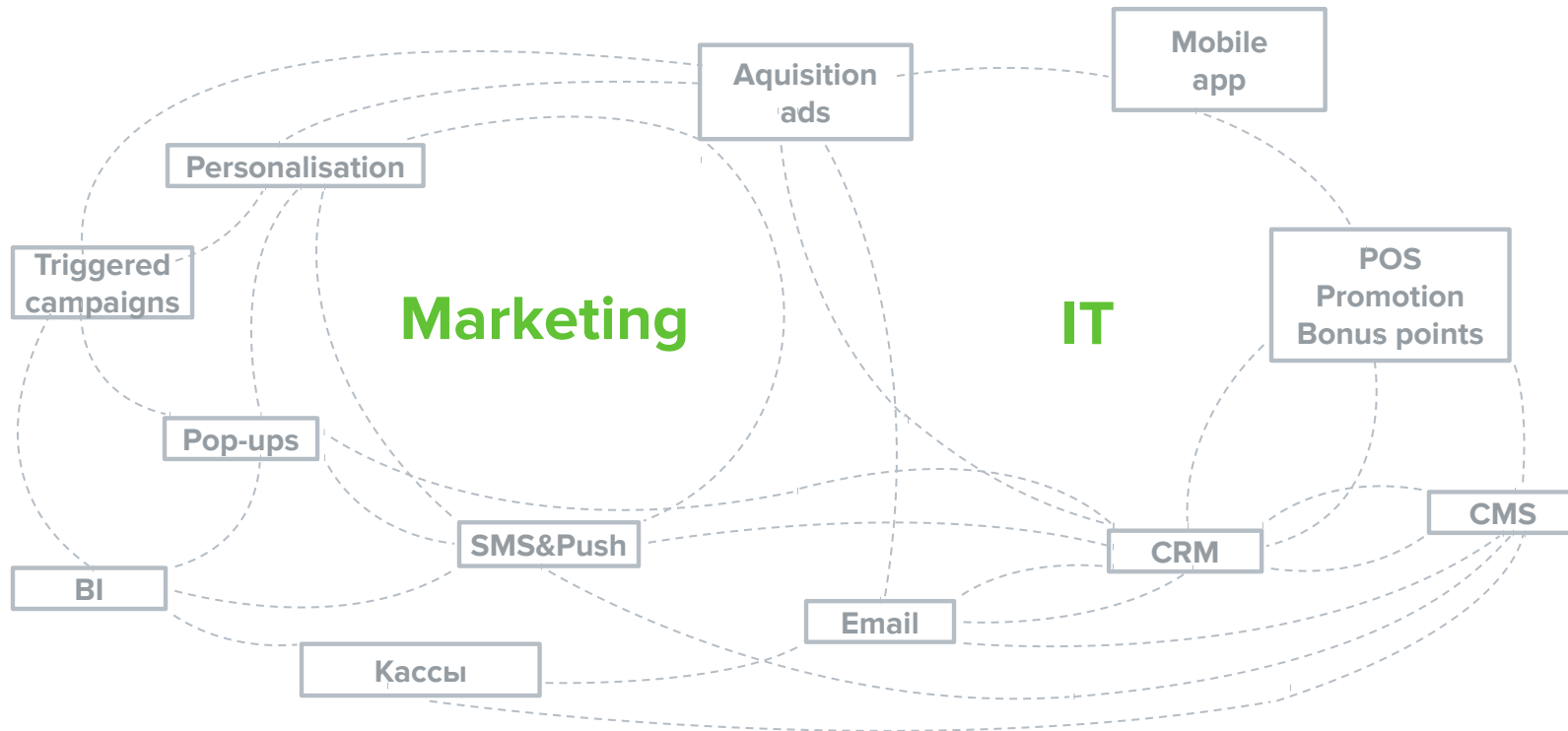
**added revenue compared to control group

It often starts with the following discussion

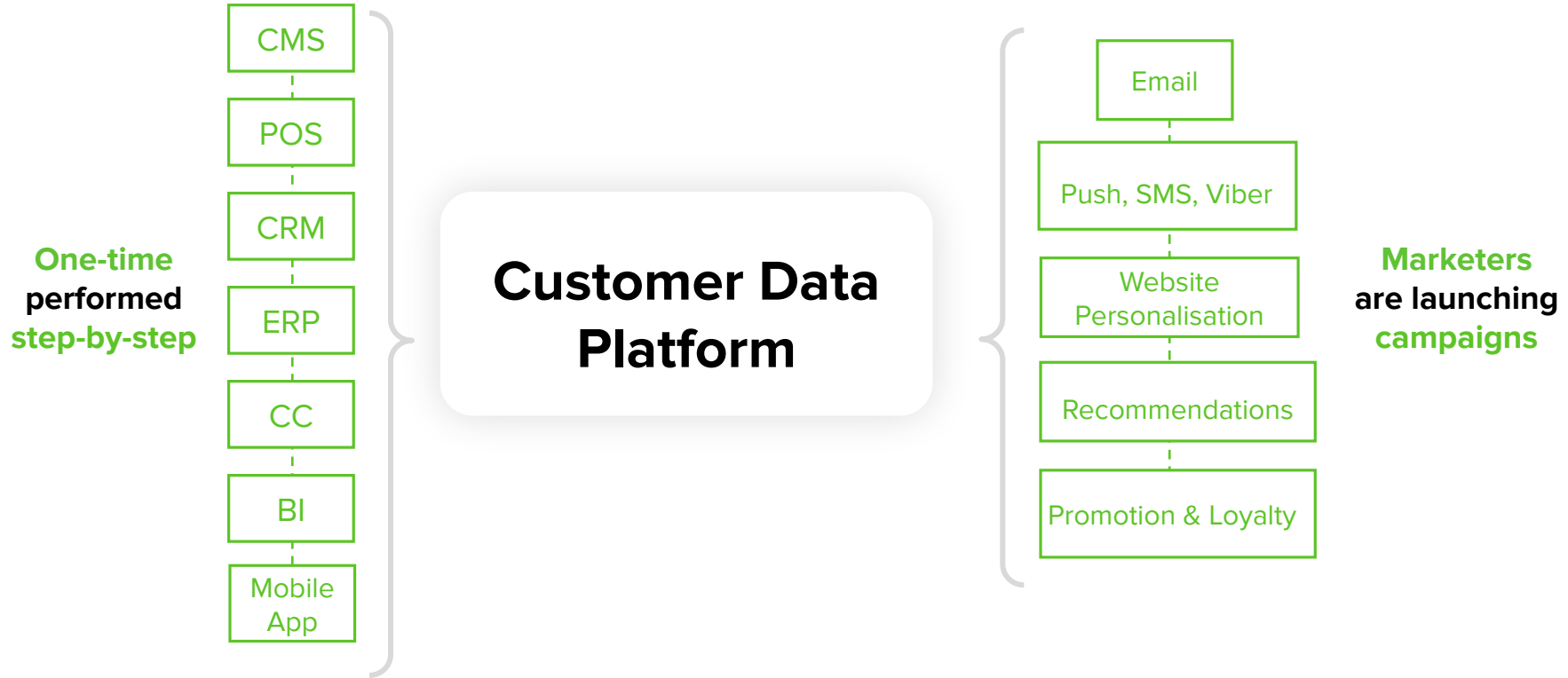


The root issue is in the integration chaos

Multiple services require more IT resources



IT and marketers must be friends



144 success stories published*

Revenue, generated by emails increased by 2.24 times in 4 months



FINN FLARE

Irina Belova
eCommerce
Marketing
Director

280 behavioral segments was built and used in 2018



ИЗДАТЕЛЬСТВО
МАНН, ИВАНОВ И ФЕРБЕР

Julia Skripnik,
CMO
MIF.Creativity platform

Burger King marketing transformation - from paper-based promo codes to omnichannel model



Sergey Ochereting
Head of digital projects
Burger King Russia

The product

Customer Data Platform

Customers data consolidation, merging and cleaning.
Segment builder, ML-driven algorithms

- ML
 - Automated RFM segments
 - Churn prediction

Communications

- Email, SMS & Viber
- Web & Mobile push
- Chatbots / In-app
- VK and messengers

- ML
 - Comm policy control
 - Product recommendations
 - Best sending time

Website personalisation

- Product recommendations
- Pop-Ups
- Dynamic content

- ML
 - Product Recommendations

Promotions and loyalty

- Loyalty cards
- Bonuses and promotions
- Omnichannel
- Virtual cards and wallet

NEW

Customised BI

NEW

Media and PPC optimisations

*ML – machine learning algorithms

Three **implementation** tasks

- 1 Strategy**
(hypotheses: segments, campaigns, scenarios, channels)
- 2 Integration**
(IT resource is required)
- 3 Thriving**
(Day-to-day operations)

Mindbox implementation consultant and **personal success manager** are here to help

**We'd love
to hear from you!**

www.mindbox.cloud



**Have
questions?
Email us**

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