



REVEAL

by OMNICONVERT

-product overview-



CHRISTIAN RIZZO
DAVID MOSS
DAVID MOSS

OUVERTURE

14 00 UNE PEINTURE PARLÉE
15 00 BEAUBOURG-LA-REINE: LES KELLERS
19 00 BEAUBOURG-LA-REINE: JULIE N... ET SIR ALICE
20 00 TEATRINO PALERMO; INAUGURATI...
20 30 GRANDE SALLE: ELMGREEN & DRA...

23

14 00 UNE PEIN... JRE PAR...
16 00 BEAUBOURG-LA-RE...
19 00 CONFÉRENCE-PERFO...

2

14 00 UNE PEINTURE PARLÉE
16 00 BEAUBOURG-LA-REINE: BR...

30

14 00 UNE PEINTURE PARLÉE
16 00 BEAUBOURG-LA-REINE: GIL...
19 00 CONFÉRENCE-PERFORMANC...
QUILLAUME DÉSANGES

5

14 00 UNE PEINTURE PARLÉE
14 00 TEATRINO PALERMO; CINÉMA 2: BORIS CHARMA... Z
16 00 BEAUBOURG-LA-REINE: GILLES GASTON-DREYFUS,
SOPHIE LENOIR ET STÉPHANE ROGER
19 00 PARFUMS POURPRES DU SOLEIL DES PÔLES
20 30 GRANDE SALLE: STEVEN COHEN

6

14 00 UNE PEINTURE PARLÉE
16 00 BEAUBOURG-LA-REINE:
MARIE-PIERRE BRÉBAN
19 00 CONFÉRENCE-PERFORMANCE:
OLIVE MARTIN ET PATR...
20 30 GRANDE SALLE: ...



- The big picture
- Solution
 - Reveal features & use cases
- Testimonials
- Case studies



- **The big picture**
- Solution
 - Reveal features & use cases
- Testimonials
- Case studies



Jay Abraham

There Are Only Three Ways To Grow Any Business

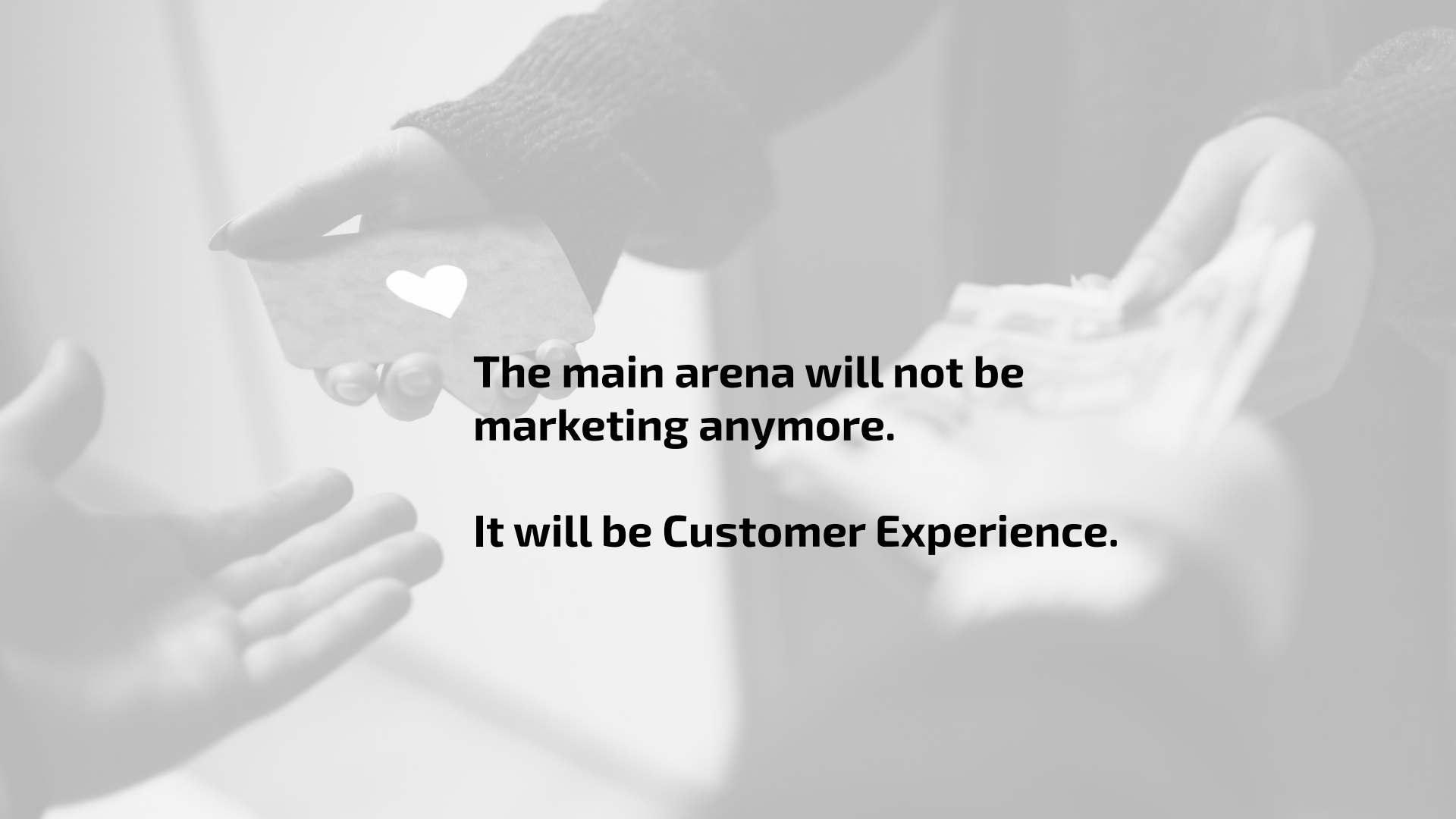
- 1** Increase the number of clients
- 2** Increase the average transaction per customer
- 3** Get each customer to buy from you more often

*HARD TO DO
EFFICIENTLY
WITHOUT
PROPER DATA*

There's a shift happening in the online retail game:
From unknown strangers



to ideal customers.

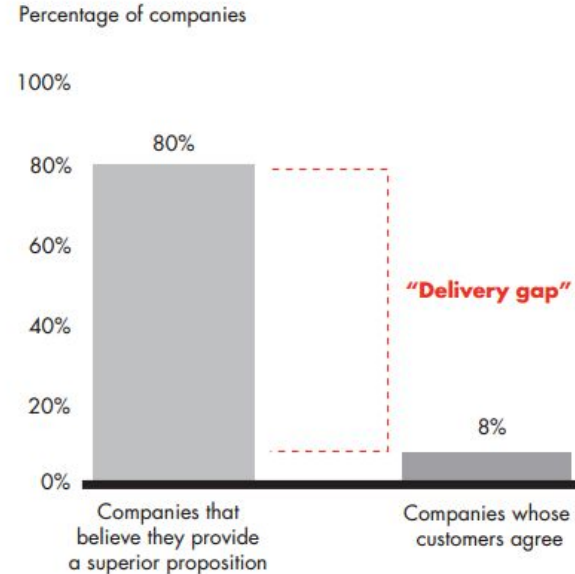


**The main arena will not be
marketing anymore.**

It will be Customer Experience.

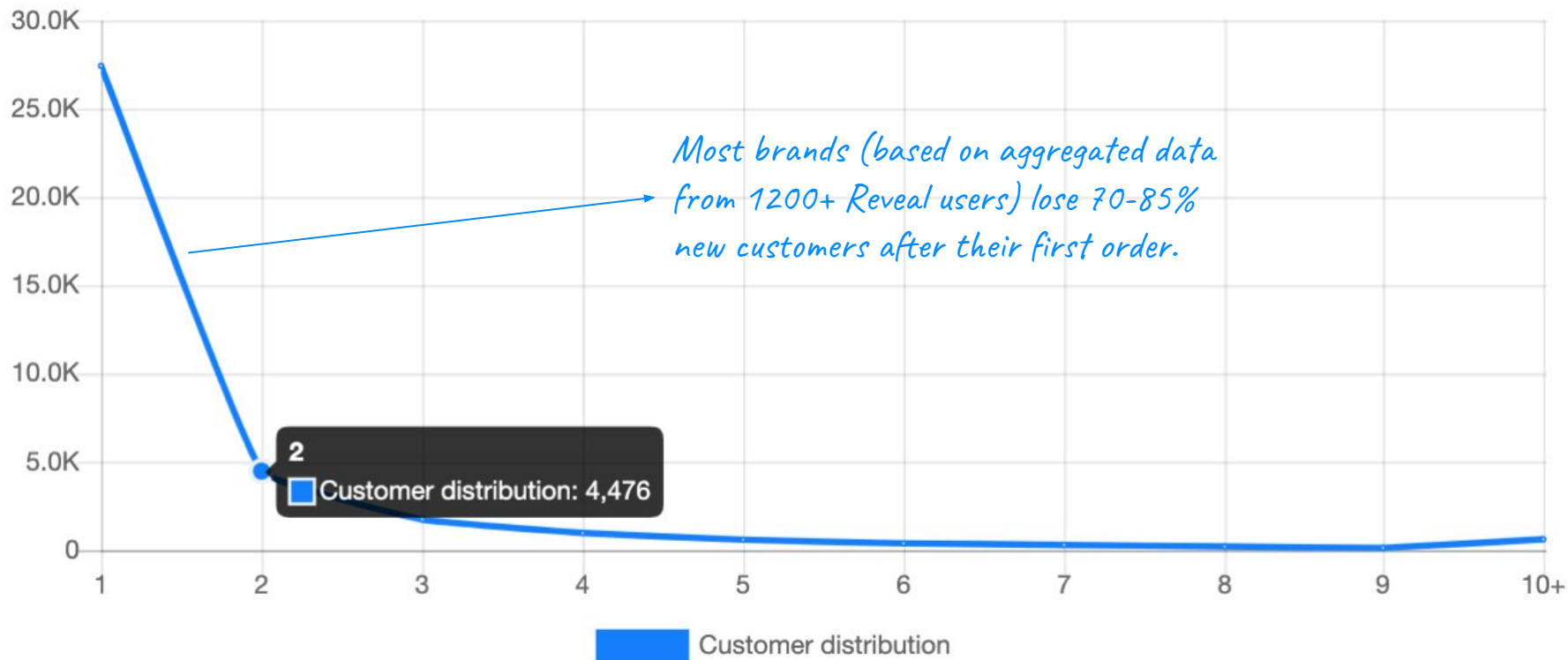
80% of the interviewed executives said that they offer a superior experience to their customers, but only **8%** of their customers agreed.

Figure 1: Identifying the delivery gap

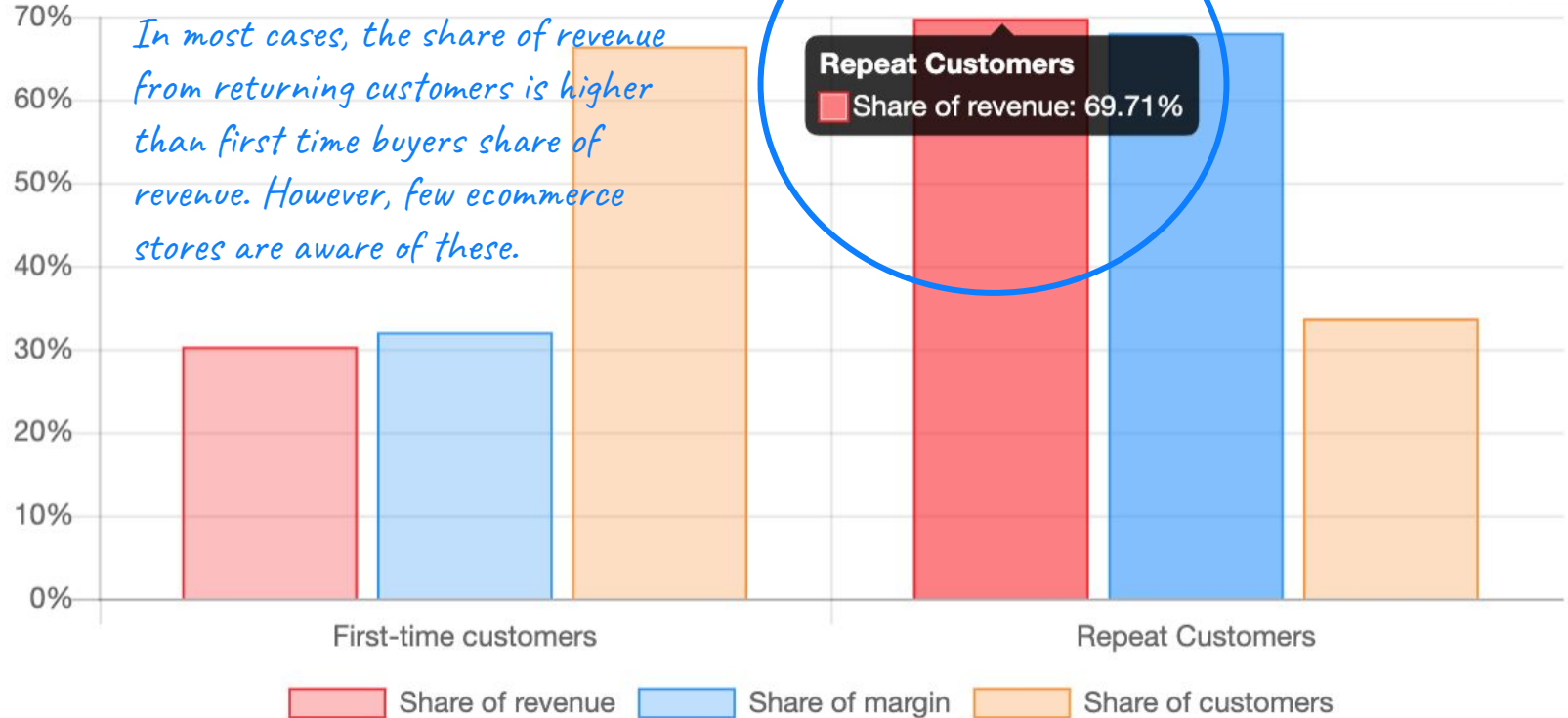


Source: Bain Customer-Led Growth diagnostic questionnaire, n = 362;
Satmetrix Net Promoter database, n = 375

Customer Distribution



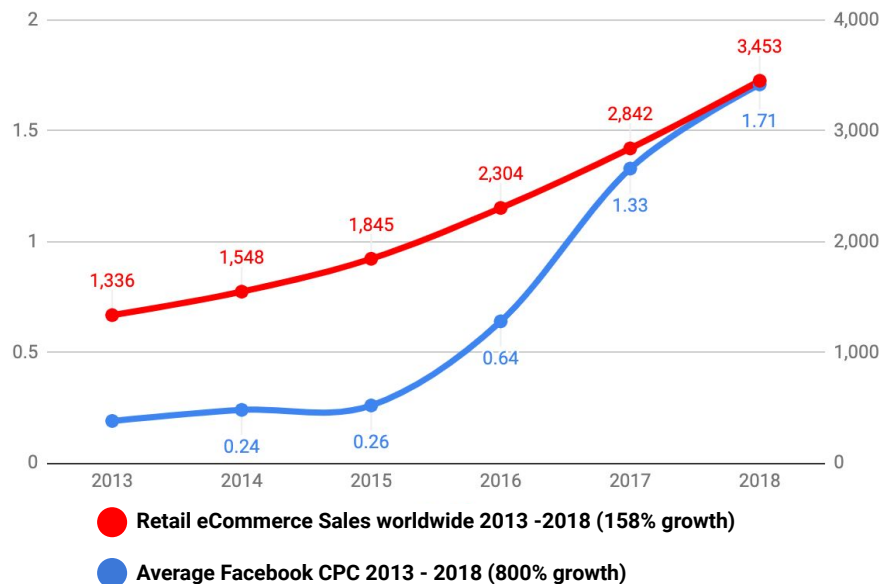
☰ Revenue vs. Margin by Customer Type



More customers: Traffic

Acquiring customers is more expensive than ever

Since 2013, Facebook CPC has grown 8 times, while retail eCommerce sales worldwide have increased by 158%




*Source: Wordstream state of Facebook Advertising, eMarketer and Statista

The regular priority list in eCommerce

- 1 Optimize Google Ads
- 2 Website refactoring
- 3 New ad campaigns
- ...
- 114 Improve Customer Lifetime Value

The customer-oriented priority list

- 
- 1 Optimize Google Ads
 - 2 Website refactoring
 - 3 New ad campaigns
 - ...
 - 114 Improve Customer Lifetime Value

The customer-oriented priority list

- 1 Improve Customer Lifetime Value
- 2 Website refactoring
- 3 New ad campaigns
- ...
- 114 Other stuff



- The big picture
- **Solution**
 - Reveal features & use cases
- Testimonials
- Case studies

To do list:

- 1. Lower ad spend*



REVEAL

by OMNICONVERT

ACQUIRE
BETTER
POTENTIAL
CUSTOMERS

CONVERT
THEM INTO
CUSTOMERS

RETAIN
THEM &
IMPROVE
BUSINESS



REVEAL

by OMNICONVERT

ACQUIRE
BETTER
POTENTIAL
CUSTOMERS

CONVERT
THEM INTO
CUSTOMERS

RETAIN
THEM &
IMPROVE
BUSINESS

RFM Customer Segmentation

RFM segmentation is a method to identify the most important type of customers by **grouping** them according to their recency, frequency & monetary values.

That allows companies to target specific clusters of customers with more relevant for their particular behavior – and thus generating **higher rates of response, increased loyalty** and better **customer lifetime value**.

RFM is an acronym for:

RECENCY

“How recently did the customer purchase?”

FREQUENCY

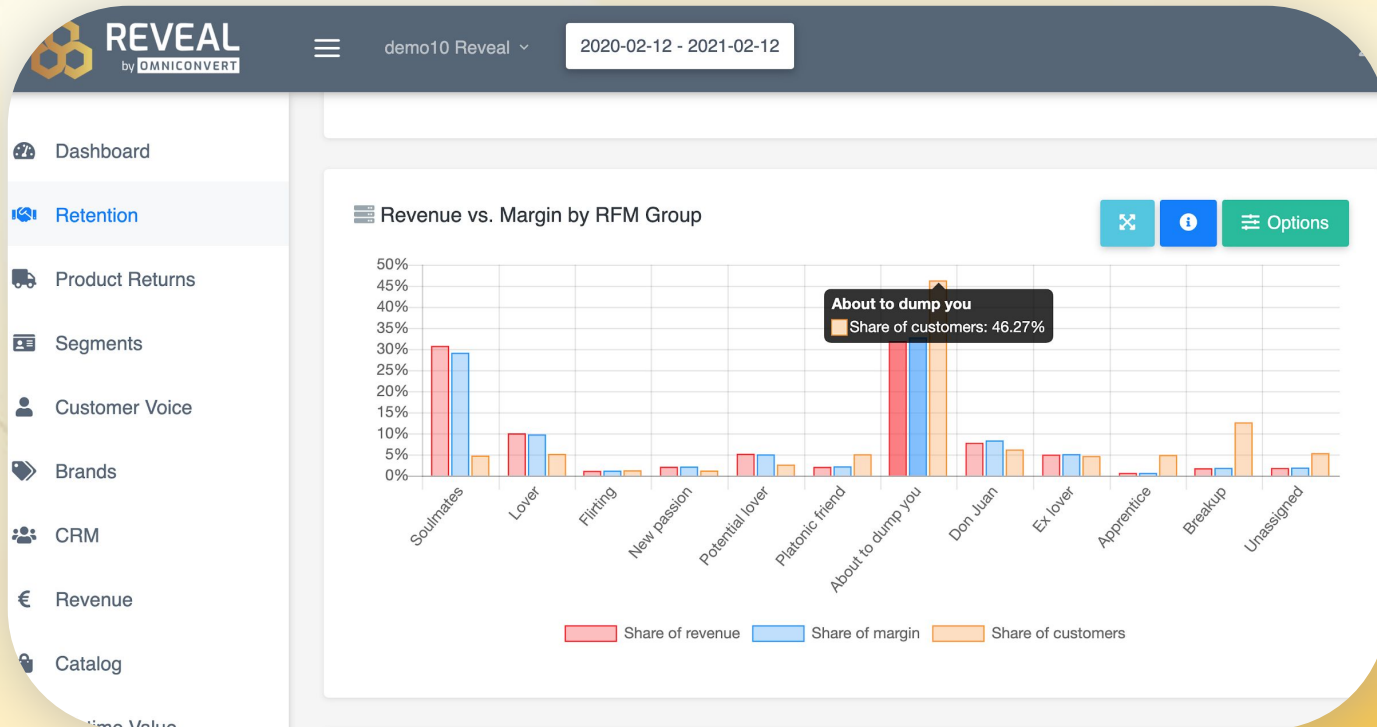
“How often do they purchase?”

MONETARY

“How much do they spend?”

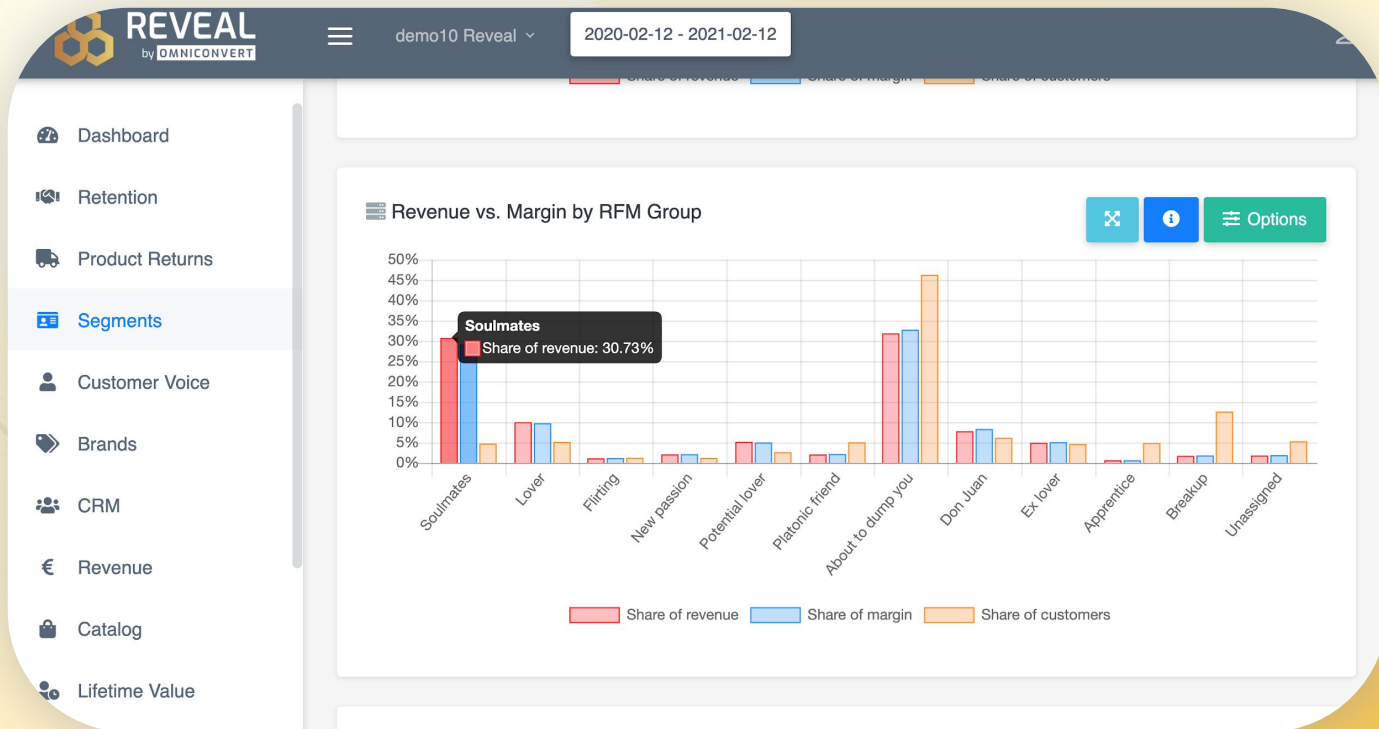
RFM segmentation

Identify the most important types of customers by grouping them according to their recency, frequency & monetary values.



Ideal Customer Profile

Find out who are your best customers that sustain your business and bring more like them.



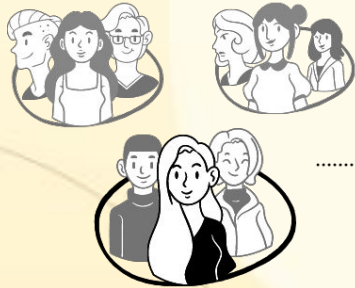
1 ICP generates margin
as much as
376 low-value customers.

**It's not fair smart to treat
everyone the same.**



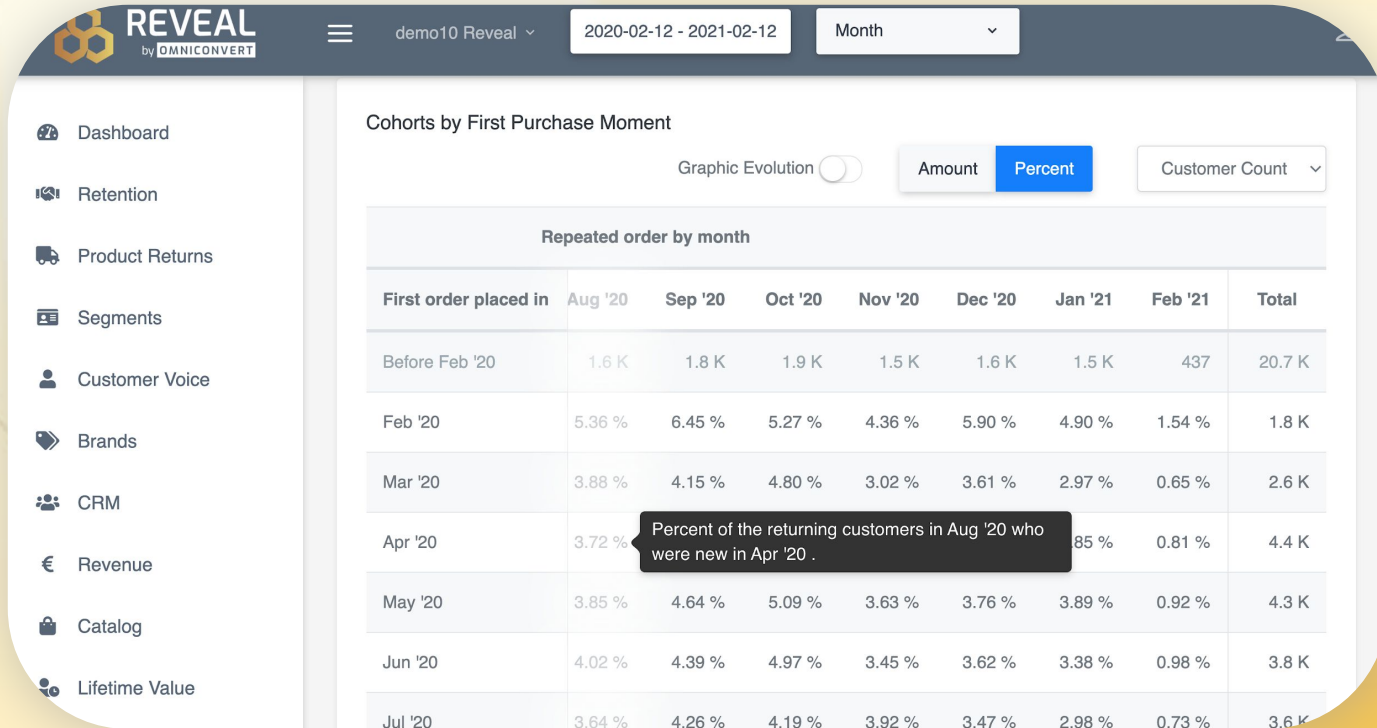
Lookalike audiences

Use existing customer data for marketing and retargeting to bring back newly acquired customers with High Order Value or attract new audiences that are similar to your Power Customers.



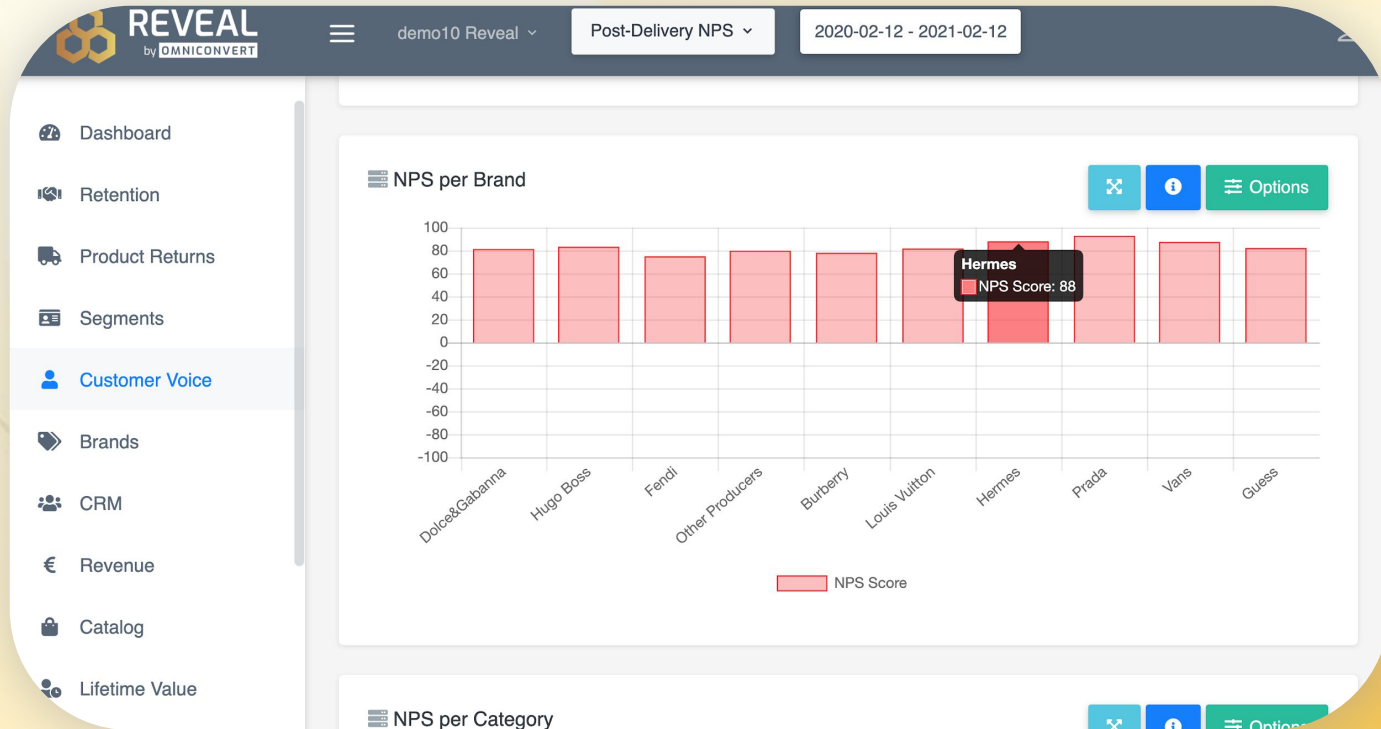
Cohort Analysis

Monitor the 2nd time stickiness for new customers you bring through different paid campaigns and check which ones bring loyal customers or just 1 time customers.



Customer insights

Improve your marketing efforts by knowing exactly what products your customers love, what tone of voice you should use and which are their buying behavior.



To do list:

*2. Improve the website
experience for new and returning
customers*



REVEAL

by OMNICONVERT

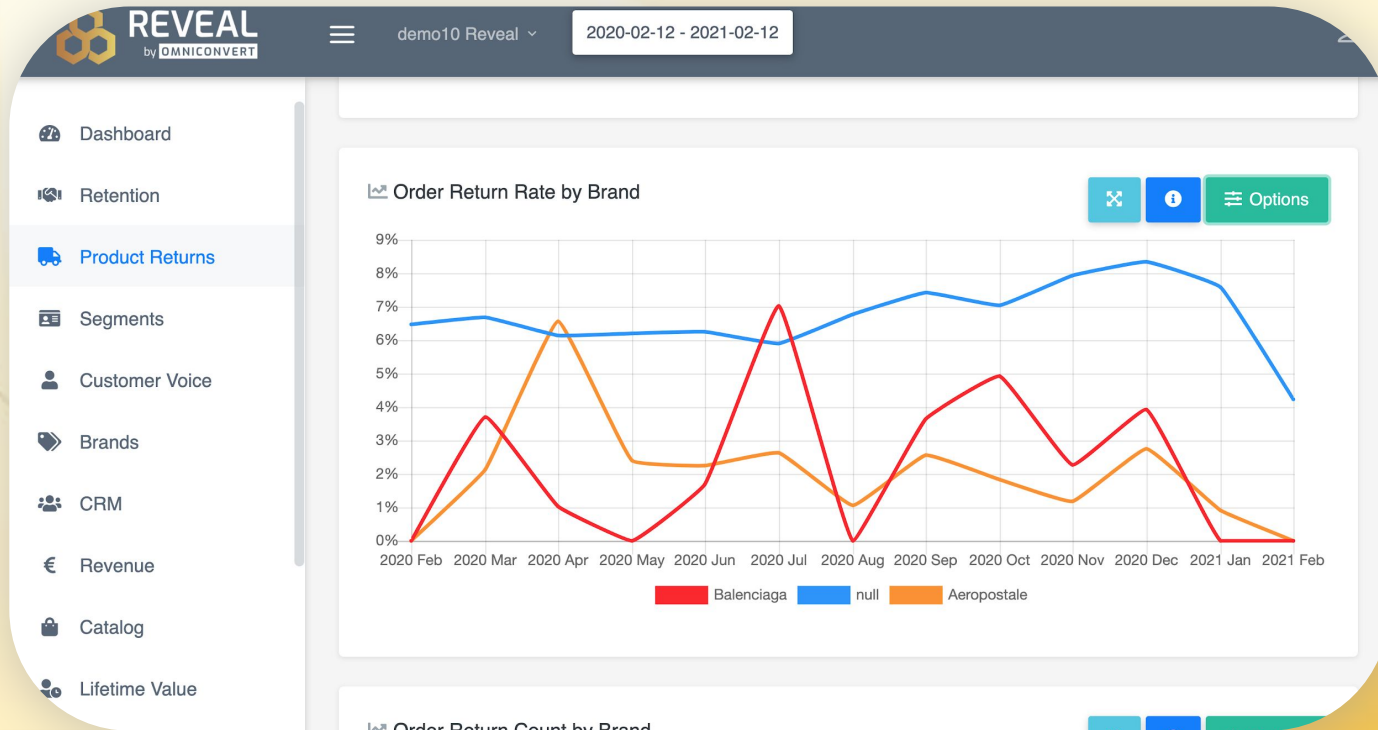
ACQUIRE
BETTER
POTENTIAL
CUSTOMERS

CONVERT
THEM INTO
CUSTOMERS

RETAIN
THEM &
IMPROVE
BUSINESS

Improve Product Assortment

Real-time product reports help you identify best and worst-performing items. Use REVEAL insights to improve product assortment and design more appealing offers for new and loyal customers.



Personalize customer experience

Tag and segment customers based on buying behavior and value. Treat them differently throughout their journey.

The screenshot displays the REVEAL dashboard interface. The top navigation bar includes the REVEAL logo (by OMNICONVERT), a hamburger menu, and the text 'demo10 Reveal'. The left sidebar lists various dashboard sections: Dashboard, Retention, Product Returns, Segments, Customer Voice, Brands, CRM, Revenue, Catalog, and Lifetime Value. The main content area is divided into three columns. The central column features a customer profile for 'Guest Guest' (Soulmates), including a placeholder profile picture and a table of personal details. The right column contains three summary tables: 'Transactions stats', 'Payments by type', and 'Shipping by type'. The 'Orders by status' table is partially visible at the bottom.

Field	Value
Email	a6692593e5ff0c5ecc0a981be13fe875@example.org
Country	N/A
Region	N/A
City	N/A
Registration Date	2000-01-01

Transactions stats	
Total Orders	1375
Total Spent [EUR]	1162042.79
Average Order Value [EUR]	914.27
Average Days Between Transactions [Days]	0.55

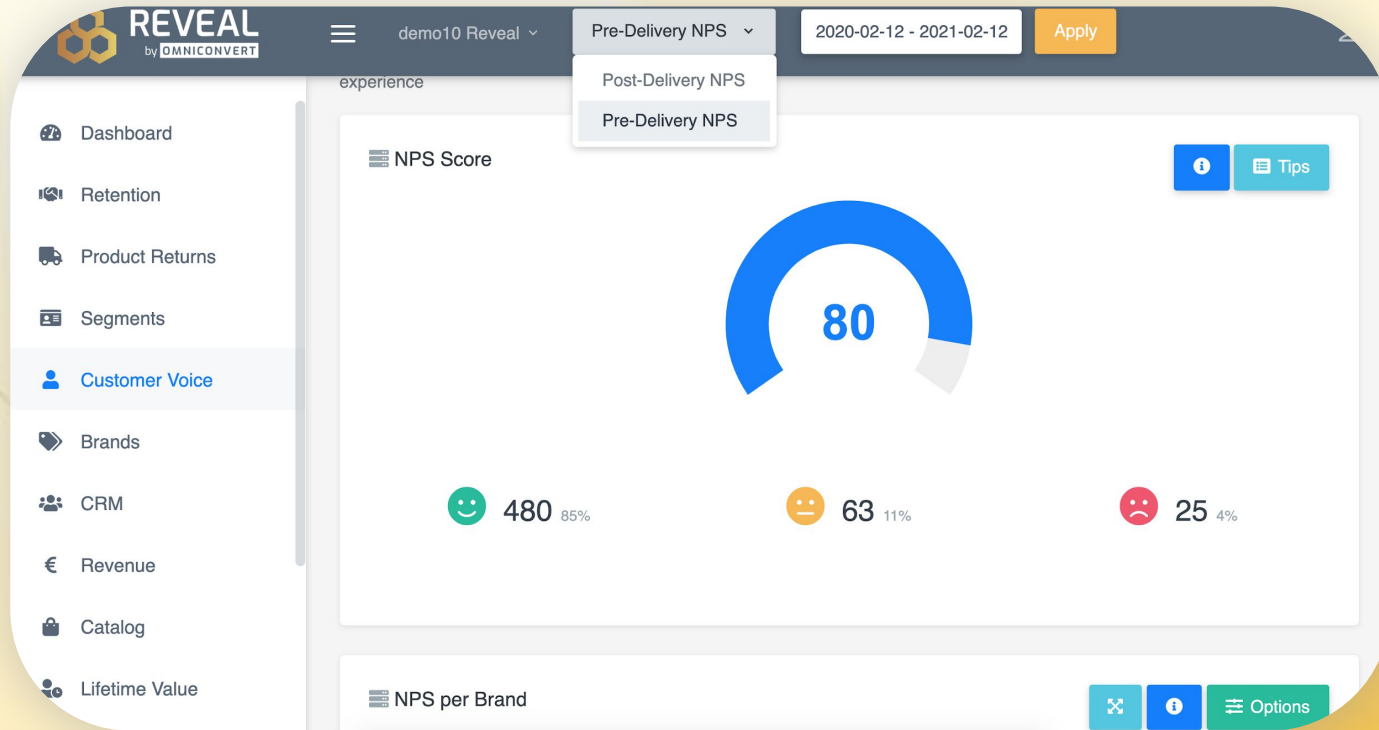
Payments by type		
Cash	1044	75.92%
Money Order	331	24.07%

Shipping by type		
Free Delivery	664	48.29%
Personal Pickup	322	23.41%
ACME Delivery	222	16.14%
TNT	167	12.14%

Orders by status		
Delivered Pickup-Box	917	66.80%

Pre-delivery NPS

Automated pre and post-purchase NPS surveys help monitor and use your customers' feedback for each interaction with your business.



To do list:

*3. Convince customers to place
the 2nd order or stay loyal to
your brand*



REVEAL

by OMNICONVERT

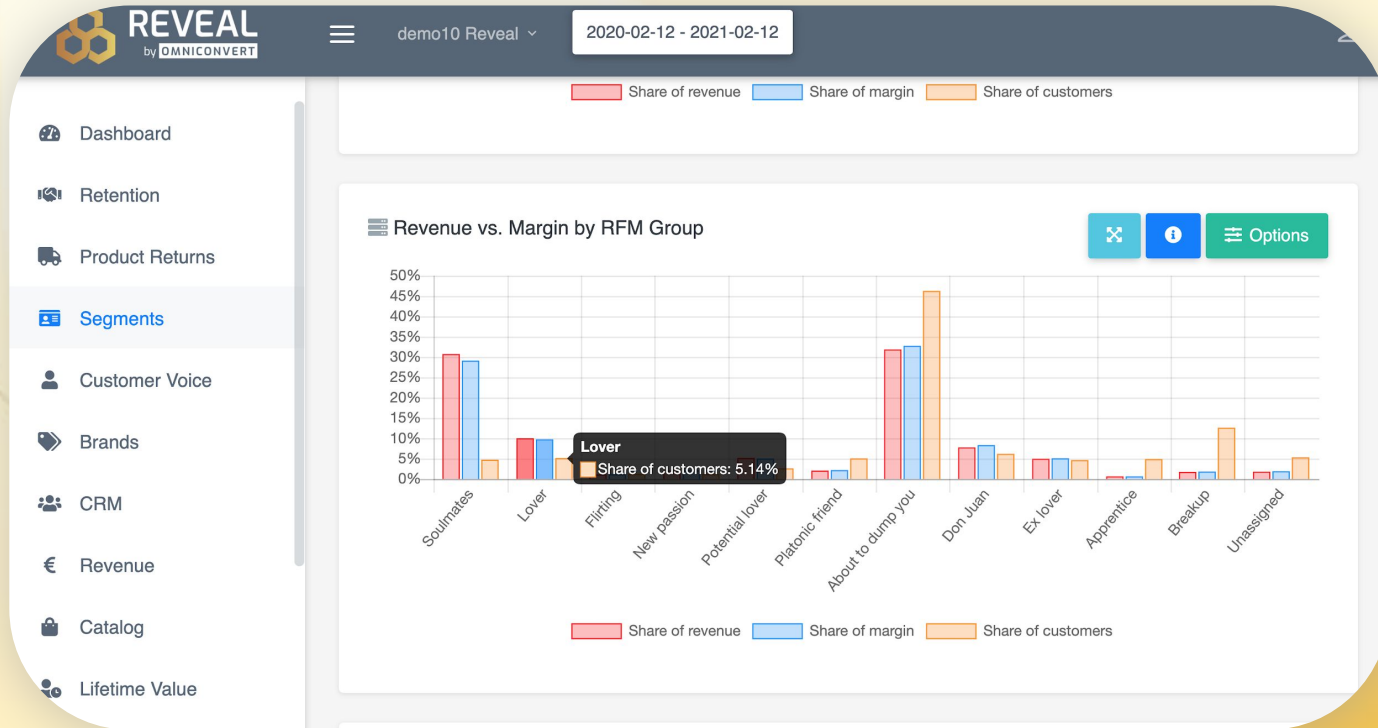
ACQUIRE
BETTER
POTENTIAL
CUSTOMERS

CONVERT
THEM INTO
CUSTOMERS

RETAIN
THEM &
IMPROVE
BUSINESS

Enhanced Email Marketing

Track and reward customers based on their lifetime spend. Identify your most valuable customers and convert the ones with high potential into your Power Customers.



Customer Value Optimization

Create advanced and highly personalized email flows and campaigns using our customer segmentation.

The screenshot displays the REVEAL dashboard interface. The top navigation bar includes the REVEAL logo (by OMNICONVERT), a hamburger menu, and the text 'demo10 Reveal'. A left sidebar lists navigation options: Dashboard, Retention, Product Returns, Segments, Customer Voice, Brands, CRM, Revenue, Catalog, and Lifetime Value. The main content area is divided into two primary sections: 'Soulmates' and 'Lover', each with a summary table and a detailed metrics table.

Soulmates Segment Summary:

👤	1.22 K	€/👤	10.74 K
🛒	21.21 K	€/🛒	615.00
€	13.05 M	🚫	Unassign

Lover Segment Summary:

👤	2.78 K	€/👤	3.51 K
🛒	18.00 K	€/🛒	542.00
€	9.77 M	🚫	Unassign

555 Segment Metrics:

👤	1.22 K	€/👤	10.74 K
🛒	21.21 K	€/🛒	615.04
€	13.05 M	🚫	

435 Segment Metrics:

👤	283	€/👤	2.23 K
🛒	849	€/🛒	741.79
€	629.78 K	🚫	

443 Segment Metrics:

👤	14	€/👤	328.31
🛒	56	€/🛒	82.08
€	4.60 K	🚫	

444 Segment Metrics:

👤	84	€/👤	683.41
🛒	336	€/🛒	170.85
€	57.41 K	🚫	

445 Segment Metrics:

👤	275	€/👤	2.26 K
🛒	1.10 K	€/🛒	566.14
€	622.75 K	🚫	

453 Segment Metrics:

👤	2	€/👤	290.25
🛒	11	€/🛒	52.77

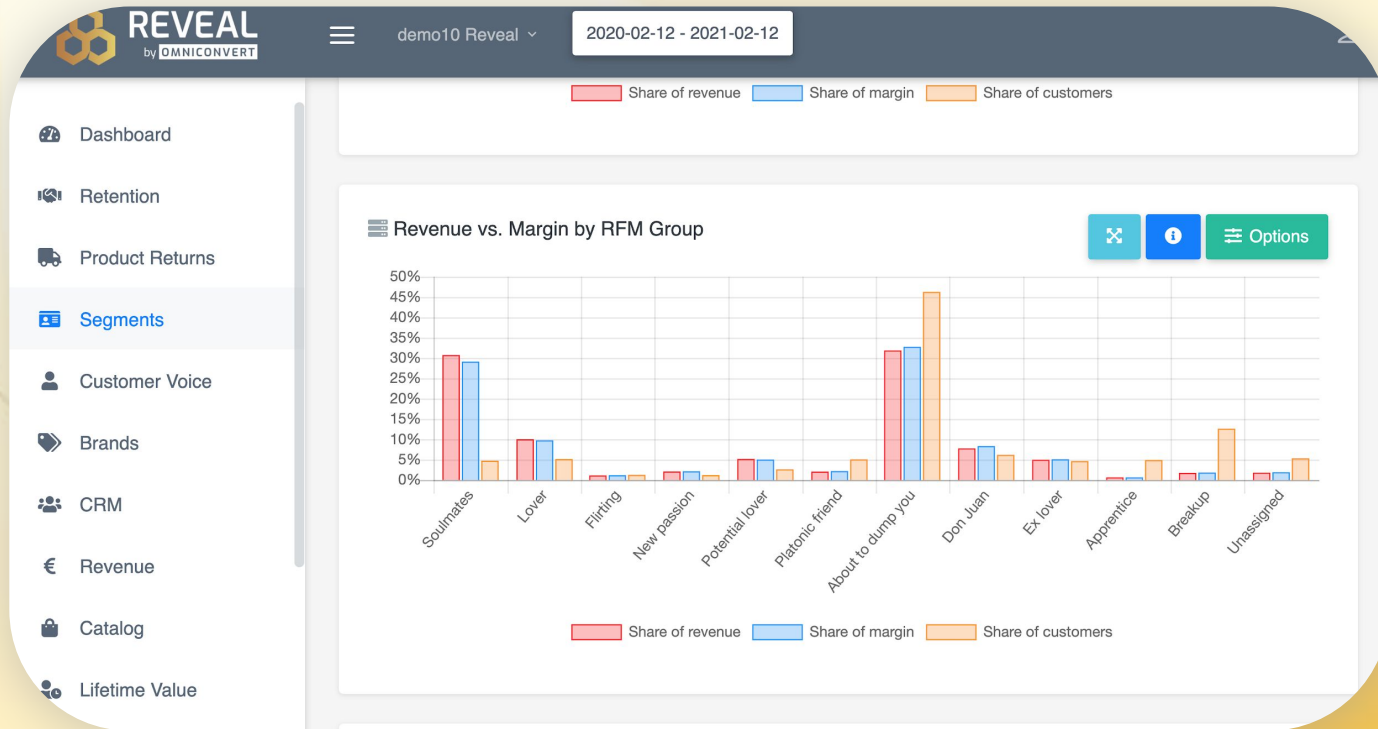
454 Segment Metrics:

👤	54	€/👤	737.94
🛒	330	€/🛒	120.75

A callout box labeled 'Average Order Value' points to the '€/🛒' metric in the Soulmates segment table.

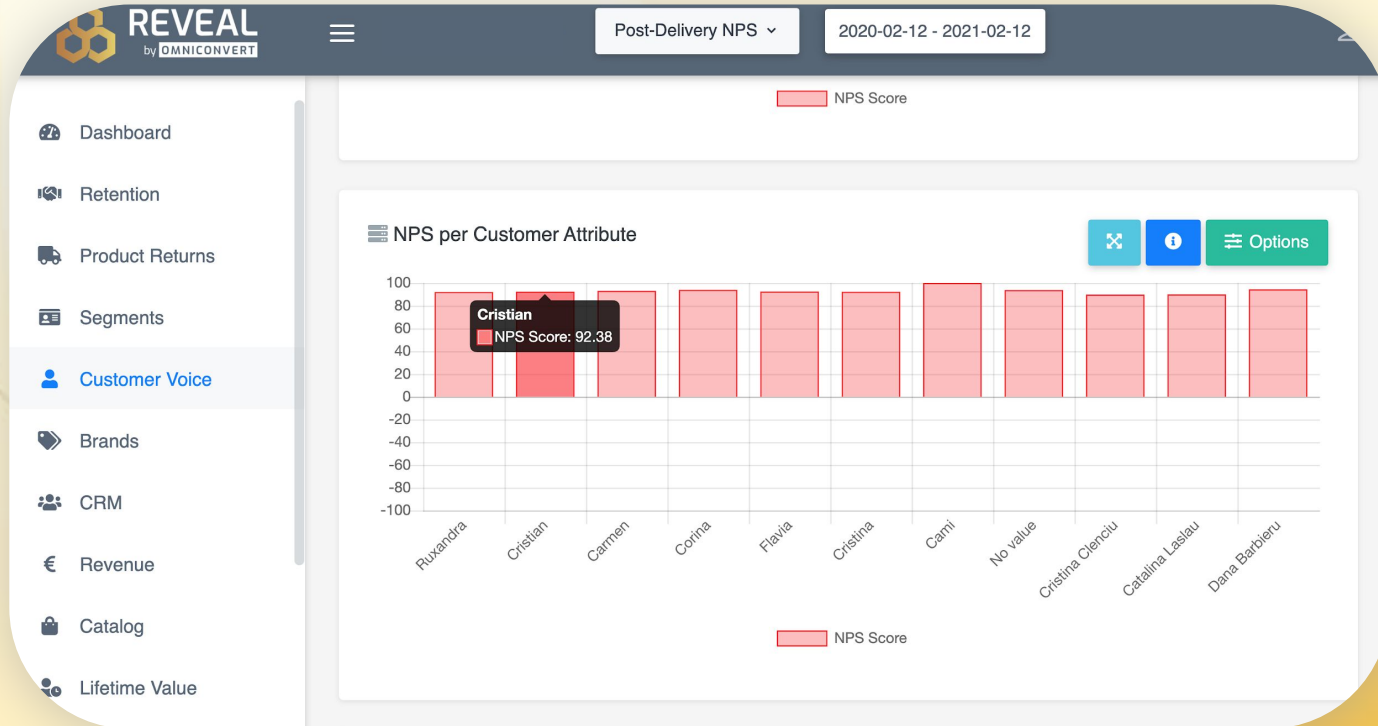
Convince *about-to-lose* customers to stay

There are a lot of customers that you can save from abandoning your store and go for another competitor. Through personalized emails at the right time, you have a higher chance to bring them back.



Improve Customer Service

Track the employee performance in one place

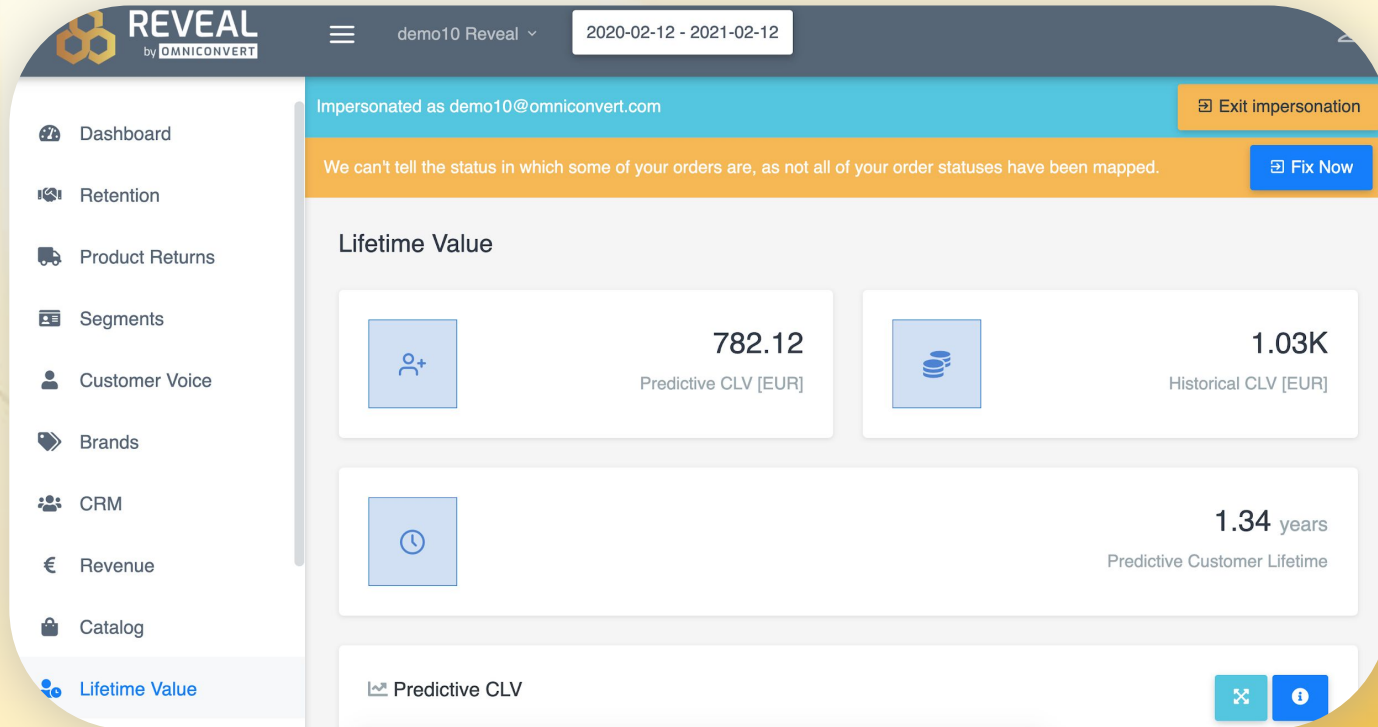


To do list:

*4. Monitor customer-centric
KPIs: CLV, Customer Retention,
NPS*

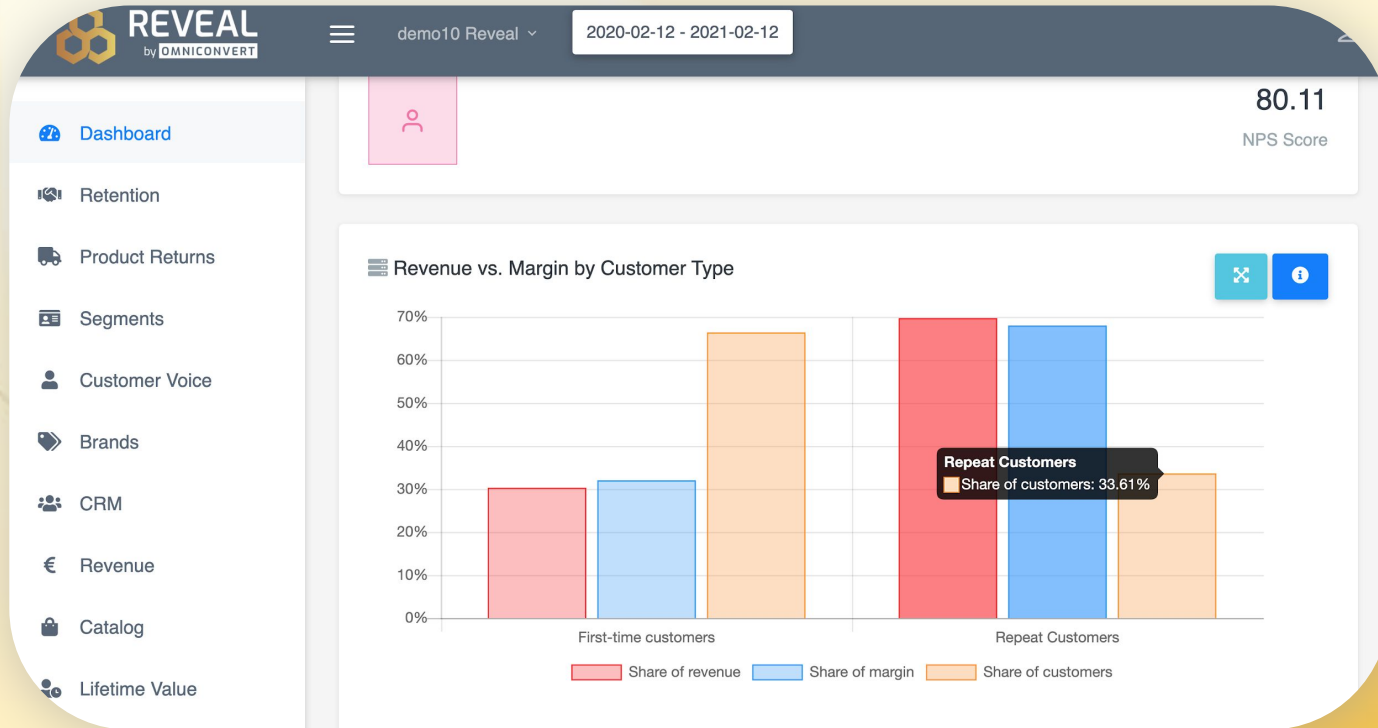
Customer Lifetime Value

Monitor your historical and predictive CLV and optimize it continuously by addressing your customer segments in a personalized way.



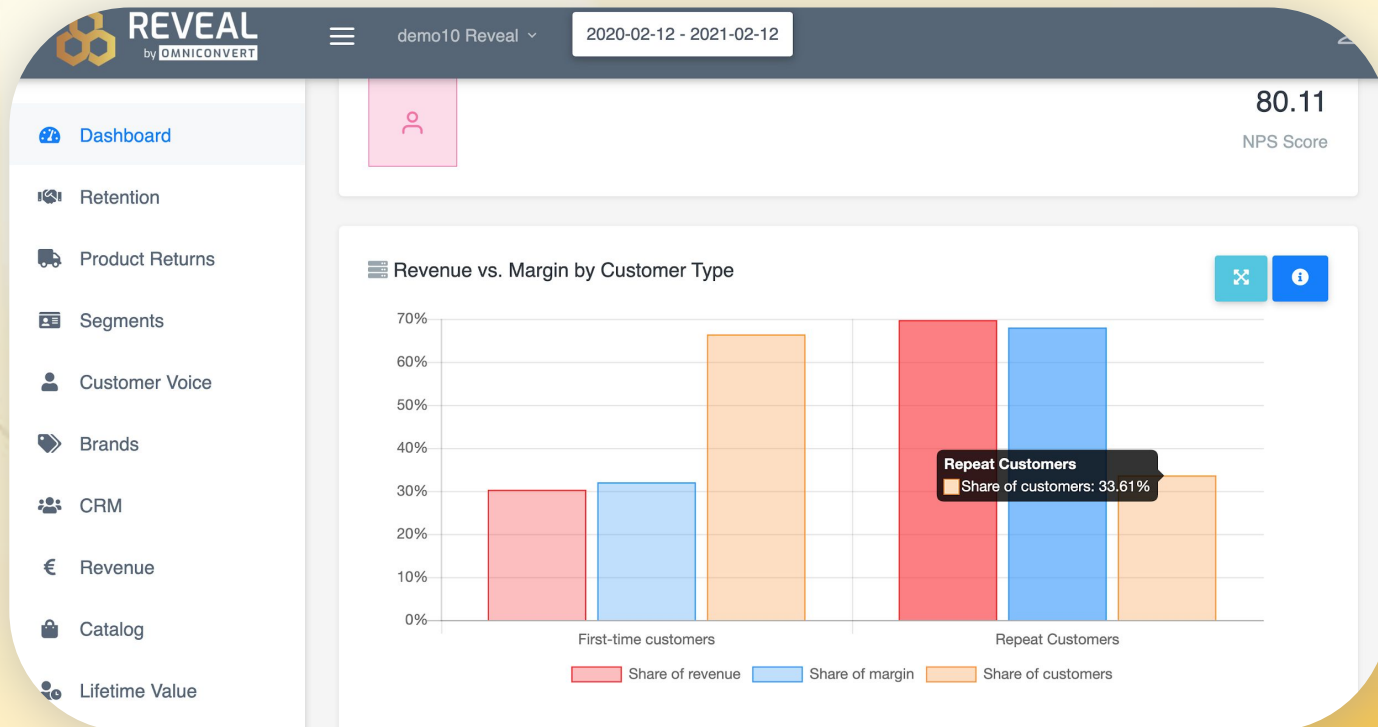
Customer Retention

Find out how many of your customer place the 2nd order.

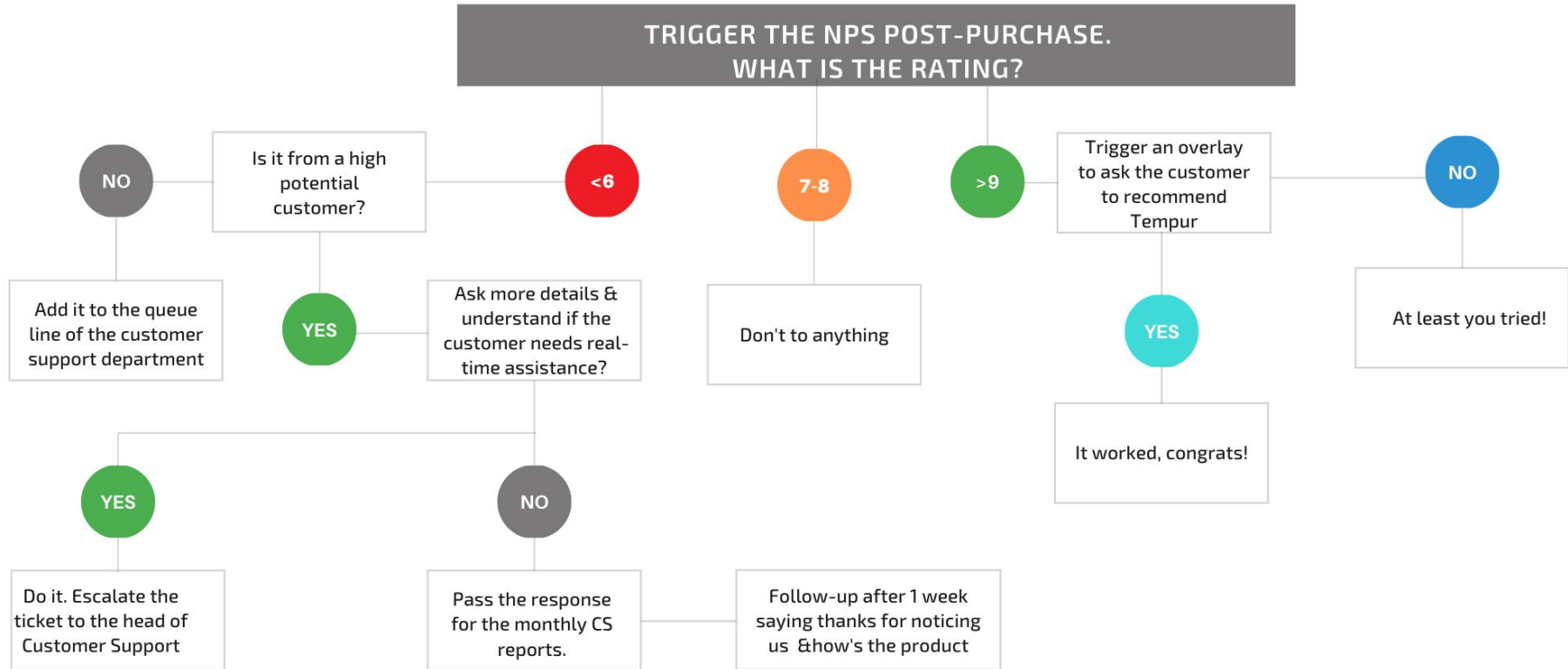


Net Promoter Score (NPS)

Monitor NPS per brand, category, RFM group to improve Customer Experience.

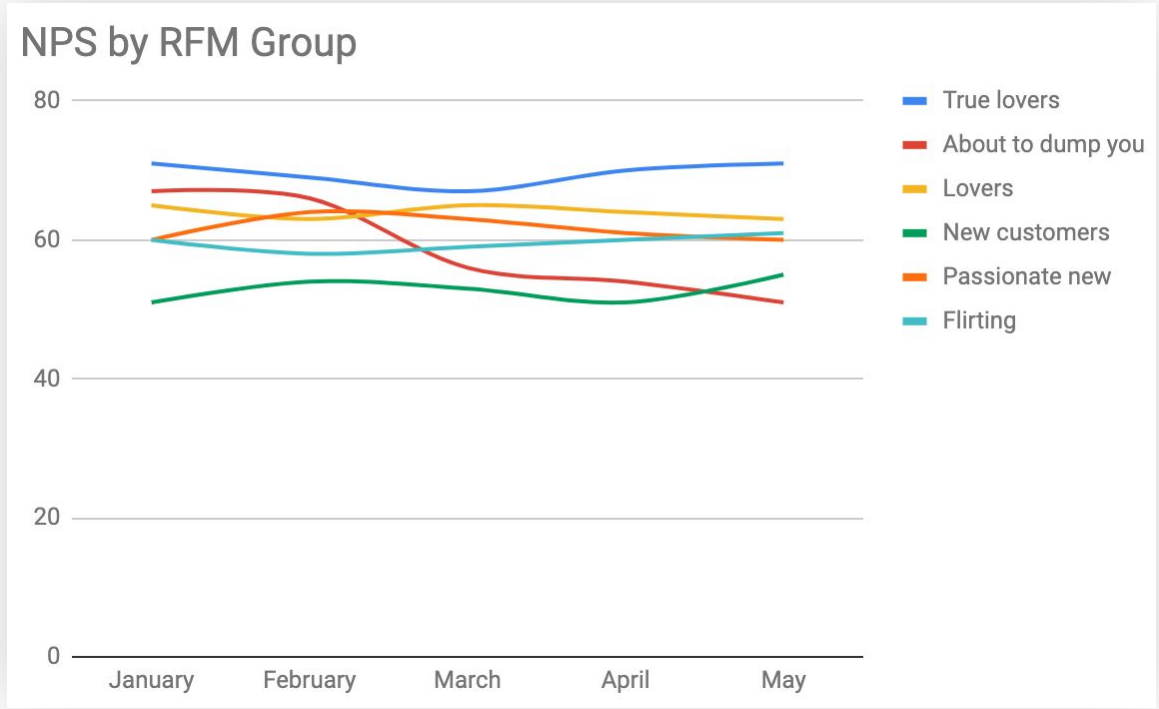


How to Improve Customer Service based on NPS



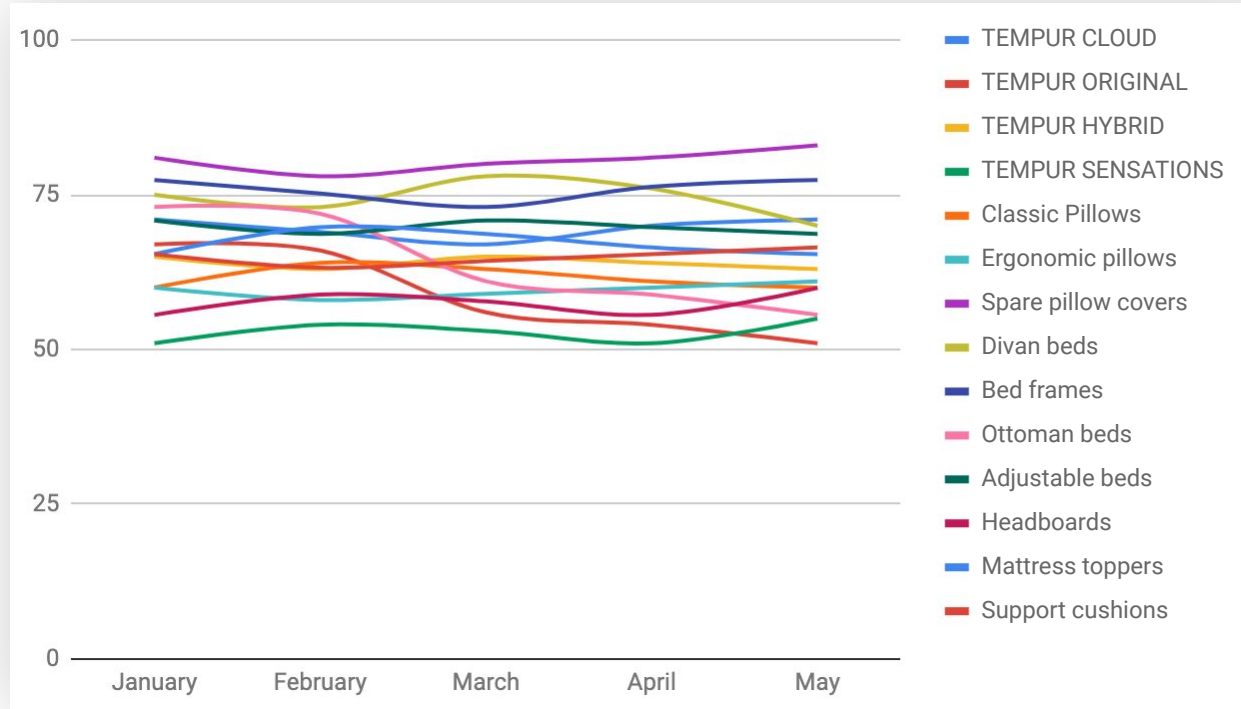
Net Promoter Score monitoring

Ongoing NPS monitoring for each RFM group will allow **fast and prioritised** improvements in customer experience. It is useful in determining the success rate of recent retention tactics per groups.



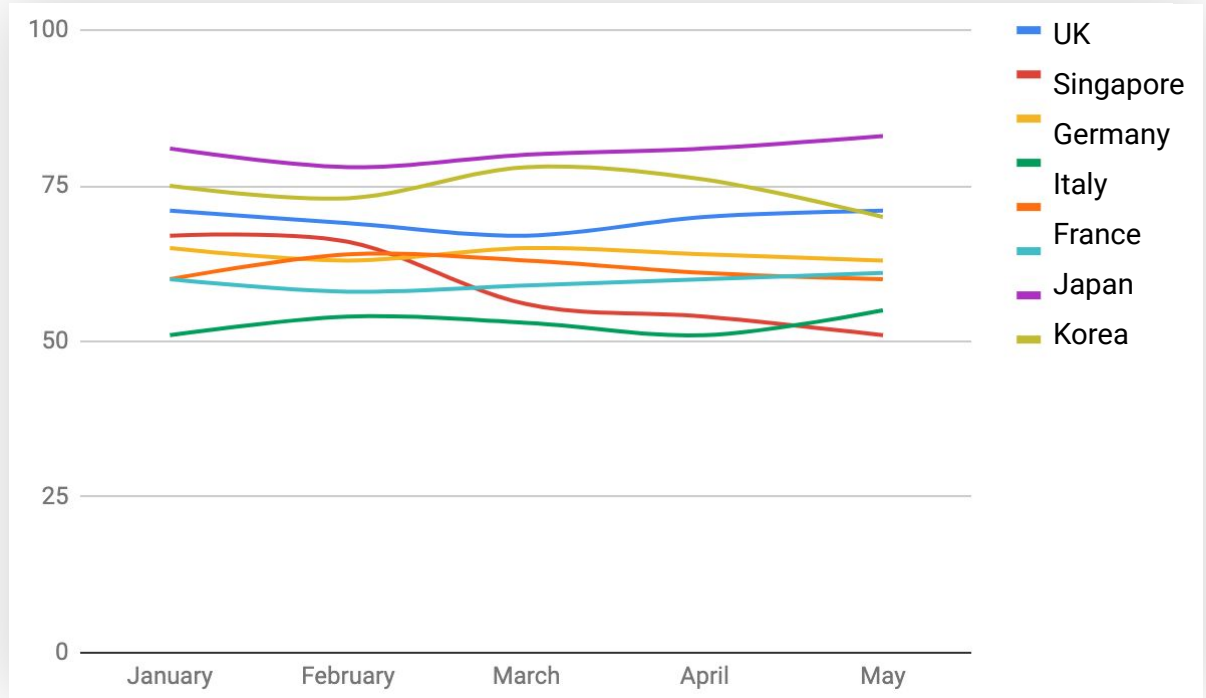
NPS by product category

Monitoring NPS for each product category allows marketers and CX to work closely with merchandising and acquisition departments so that they fix potential issues with various product categories.



NPS by country

Ongoing NPS monitoring per each category will allow **fast and prioritised** improvements in product offerings.





- The big picture
- Solution
 - Reveal features & use cases
- **Testimonials**
- Case studies



"Reveal is an amazing app. The consumer insights are really valuable and it's information that would take me hours to pull from many different sources in one single dashboard! I highly recommend it!"

Rating



"Omniconvert Reveal is a great tool for the infinite war of customer retention: understanding your customers and their behavior."

Rating



"We use this app with Shopify and Klaviyo to get a better understanding of our customers and various customer groups. The app integrated very nicely with Shopify and Klaviyo. The onboarding is also top-notch! Highly recommended."

Rating





*"Very useful app in taking our CLV efforts to the next level.
And the TEAM!! Best support experience I've ever had with a SaaS!"*

Rating
★★★★★



"Amazing analytics for any Shopify store. The ability to see this data in neatly organized dashboards and understand the customers is extremely valuable. The customer service is A+"

Rating
★★★★★



"This app is truly exceptional! Friendly and operationally focused app infused with the best class RFM modeling and customer segmentation. For companies focused on growing their business by maximizing Customer Lifetime Value, this is the platform to take you from start to finish."

Rating
★★★★★



truBRAIN

"We looked for help with customer segmentation for our email list. Reveal offers so much more! It helps with data analytics, LTV, cohort, etc. Also, their support is amazing!"

Rating



100%
Pure 

"Reveal has completely helped us get a full scope of who our customers are and provide us accurate data in order to pull an analysis of where we are falling short with our customers. If you are struggling to see a full picture of your customers, Reveal is highly recommended!"

Rating



"The customer service is fantastic."

Rating



GOOD
MYLK
CO.

"This app and customer experience are top shelf. Powerful tool to better understand customer behavior, LTV, and strategize for an improved customer experience and increased retention. "

Rating





- The big picture
- Solution
 - Reveal features & use cases
- Testimonials
- **Case studies**

SHOP BUNDLES

300+ New arrivals weekly. Order shipped within hours!

SHOP LOOKS

SAINT  SEICHI 聖地 GARRE
culture  kings

Culture Kings is a streetwear company that was founded by couple Simon and Tahnee Beard in 2008 with an estimated valuation of \$400M and \$20M in annual profit.

The company has 3 online shops and 8 stores in Australia - Sydney, Melbourne, the Gold Coast, Brisbane and Perth.



Monitor CLV &
RFM segments



Look-a-like
ad campaigns



Website
Personalization

+11.1% revenue/user

SHOP NOW



Office Direct is one of the main B2B players in the office supplies verticals in Romania and one of the early adopters of Reveal.

"Reveal is a great tool for the infinite struggle of retaining customers. The customer segmentation is extremely well done - it allows us to monitor NPS for each customer group and to become aware of the challenges that our customers are facing."



Monitor CLV & RFM segments



Real-time NPS treatment



Product assortment optimization

+14% NPS

Founded in 2015 by the two ex-bankers, Lizza has developed from a pizza food truck to a low-carb dough and baking factory.

With a team of over 40 employees, the company develops and produces in its own Lizza production facility in Frankfurt health-promoting premium products and sells them via the online, to a base of >250k customers.



Monitor CLV & RFM segments



Website Personalization



Define the ICP



Product assortment optimization

Work in Progress...

LOW CARB

GLUTENFREI

VEGAN

BIO

KETO

WENIG ZUCKER

QUICK EASY

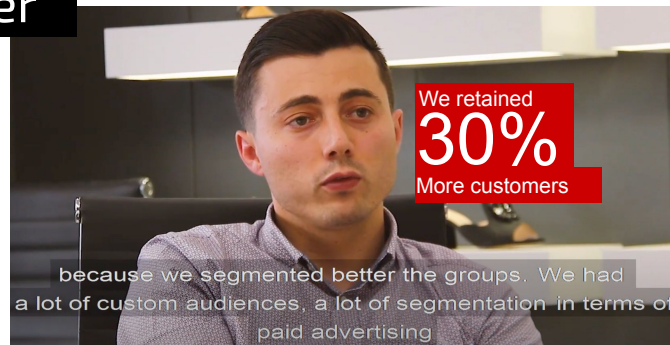
MADE WITH IN GERMANY

Delivering undoubtful impact

before



after

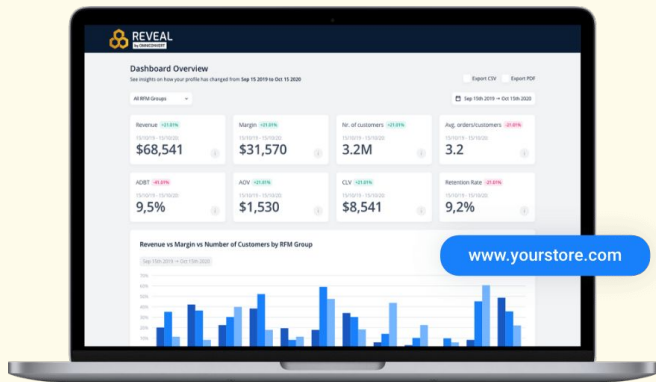


6 months after the start of our collaboration, we reached a 30% uplift of the customer lifetime value

Cristi Movila, former eCommerce Manager at Otter

See the customer story [here >](#)





Oana Andruc
Onboarding &
Support
specialist

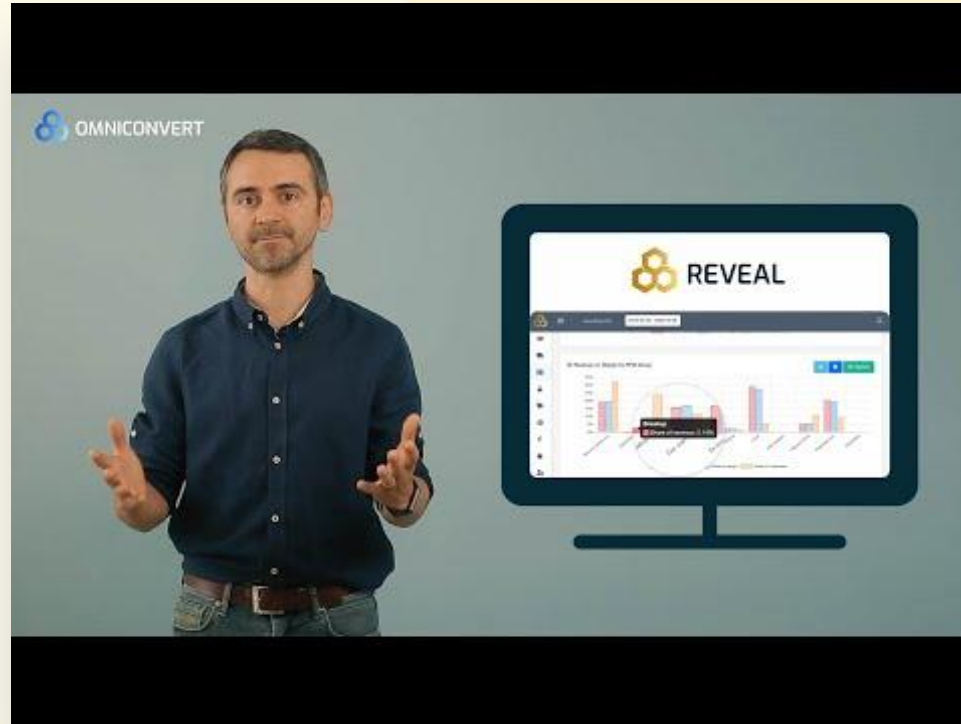
[Book a live product tour](#)



Teodor Rogojina
Business
eCommerce
Analyst

[Book a live product tour](#)

Reveal short product walk through



Let's write the next
chapter together.

