

Introducing Red Zebra

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Antalya, Turkey 15th November



- Red Zebra is part of the Closer group – a leading global analytics company
- Red Zebra drives loyalty and engagement for bank customers
- Our award winning platform allows SME to target offers to the bank customer base via artificial intelligence algorithms that learn consumer and merchant patterns
- This provides the SME with a powerful channel to promote its products

closer



LOYALTY PLATFORM OF THE YEAR
(FINANCIAL SERVICES)

3D OFFERS, RED ZEBRA ANALYTICS LTD



FIND YOUR MERCHANT DEALS
PAY WITH YOUR CREDIT CARD
GET CASH-BACK



Background

- Wuestenrot Bank was looking to grow the use of its new credit and debit accounts through the use of digital
- Targeted offers was ranked as potentially the top key differentiator

Objective of the program

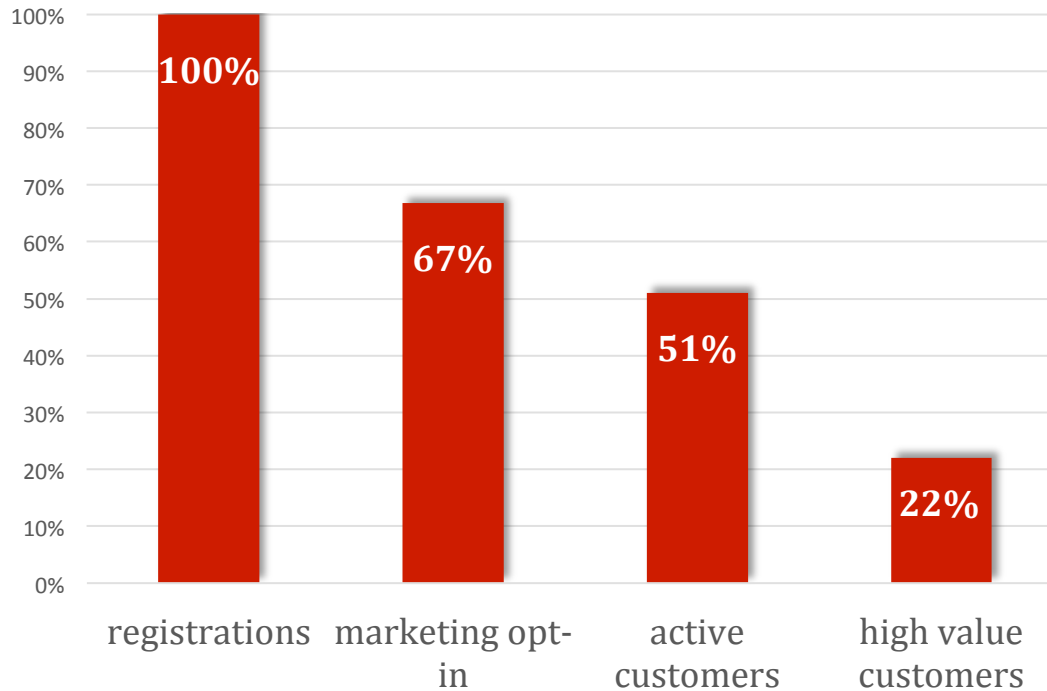
- To drive loyalty and engagement using a card based program
- Bring relevant offers to customers based on their spend offers

High-level Design

- Implemented a test in the bank in 3 months
- SME Merchant offers provided in a secure bank “Rewards Hub”
- Customers required to opt into the program



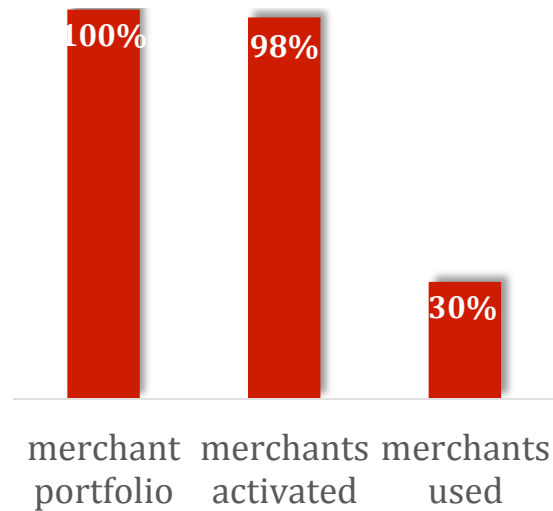
Case Example – Strong Customer KPIs



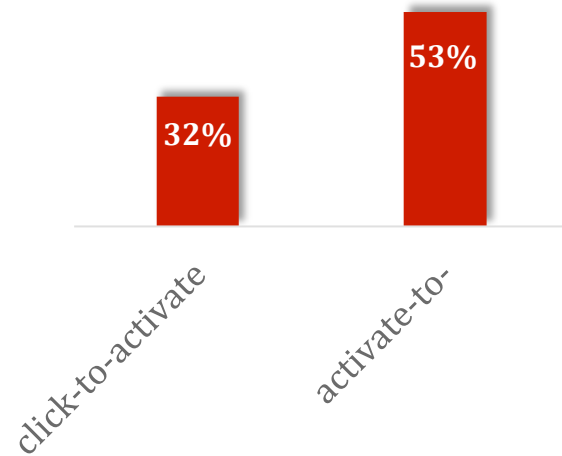
- ✓ **Customers value the secure bank environment and commit to usage of their data**
- ✓ **Improved customer engagement - 9 minutes extra time per week on the website**
- ✓ **Increased card usage - card moves front of wallet**

Case Example – Delivering Compelling Benefits for SMEs

High visibility and acceptance for SMEs...



...with high conversion rates of the presented offers



- ✓ **Small merchants can target on the same platform as the larger ones**
- ✓ **Our refined algorithms allow them to target the right customer groups for more effective offers**
- ✓ **Our mobile merchant tool allows the SME to design offers (cashback, QR codes, stamps) that suit their requirements**

Come and talk to us!

Come to our stand to find out more about:

- Providing a new sales channel for your SMEs
- See a demonstration of our analytics products
- How we can provide a test in your region

Our Offices Worldwide



Our Clients Worldwide





#smefinance2015