

CRM via RTB

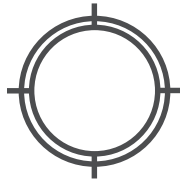


PROFIL.



- » 2012 gegründeter, operativer Frühphaseninvestor und Company Builder in Berlin und São Paulo
- » Inkubation von Gründungen und Acceleration bestehender Start-ups
- » Aufbau nachhaltig erfolgreicher Unternehmen
- » Operative Expertise und Finanzierung mit eigenem €80 Mio.-Fonds

FOKUS.



- Transaktionale und innovative Digital-Geschäftsmodelle speziell für
- » Marketplaces und E-Commerce
 - » Software as a Service
 - » Digital Infrastructure Solutions

KERNKOMPETENZEN.

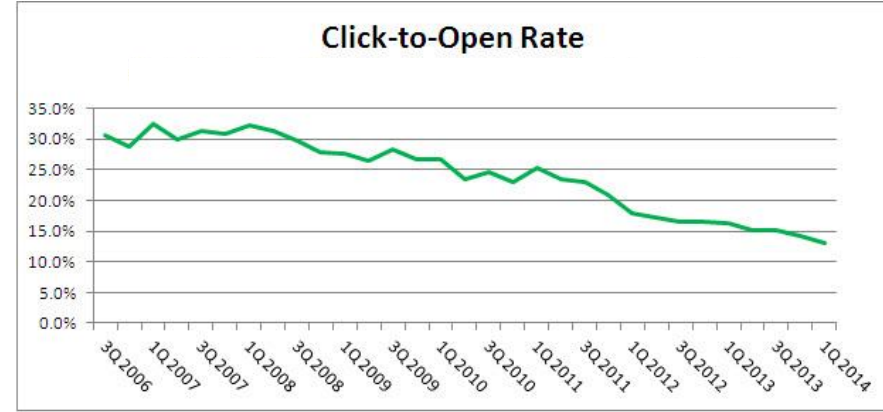
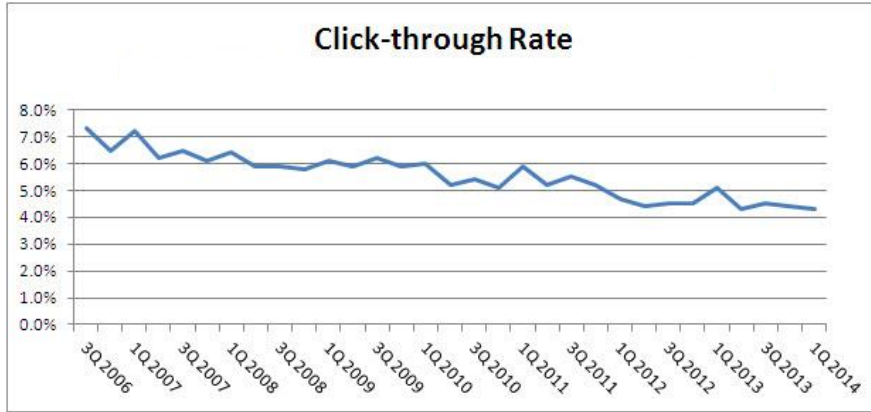


- » IT/Produkt
- » Performance Marketing
- » Business Intelligence
- » Organization Building

Portfolio Project A Ventures



Sinkende Click-through Rates und Click-to-Open Rates



Warum nicht alle Kanäle nutzen, um die Kunden zu erreichen?

Customer Profiles	1. Drip	2. Drip	3. Drip
<p><u>Profil 1</u></p> <p>High CLV mobile App User Purchases mainly reduced price</p>	<p>High-Bid RTB Campaign</p>	<p>Push Notification</p>	<p>offline postcard</p>
<p><u>Profil 2</u></p> <p>Low CLV Permission email marketing Purchases mainly reduced price</p>	<p>Email Promotion</p>	<p>Low-Bid RTB Campaign</p>	<p>Facebook Campaign</p>

Intrastruktur – Cross Engage Cloud

Data Sources

User Data

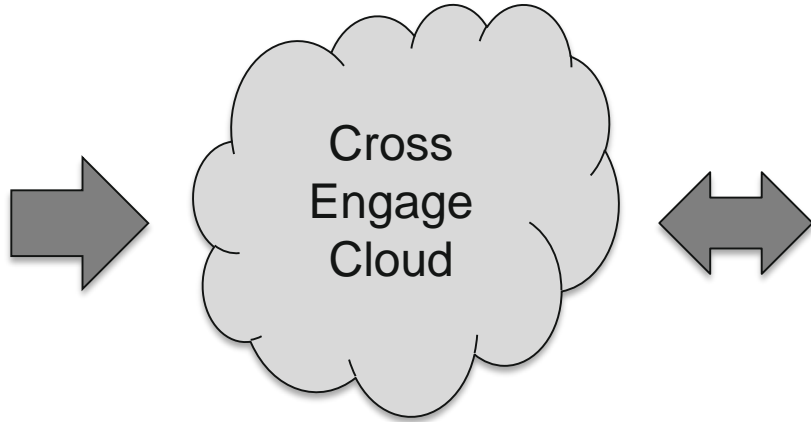
- On Site Behavior
- In App Behavior
- Promotional Behavior
- Timing, Location, ...

Business Data

- Product Feed
- DWH/CRM Data
- Shop Data
- Call Center Data

Decision & Dispatch

Cross
Engage
Cloud



Execution

Email Service Provider

DSP DMP

Mobile App push

Facebook

google

Twitter

...



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