The first performance-based and cross-retailer promotion platform

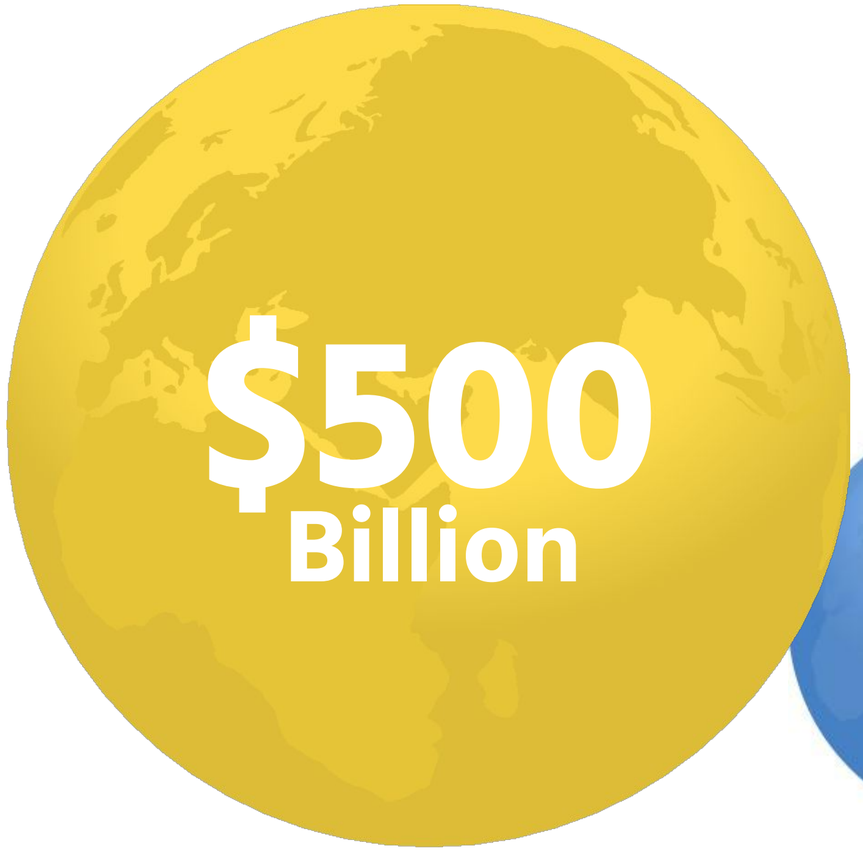
So1 is the first promotion platform which enables retailers and brands to target individual consumers cross-retailer in real-time and with a performance based monetization model.

Think Google Adwords for retail.

The FMCG price promotion market is huge and growing significantly at CAGR 10%

Price promotion spending in FMCG

Largely technology free and paper based.



Compare to:
Digital ad spending

Highly crowded market with state-of-the-art solutions

One of the largest markets worldwide is broken by design

2/3

Wasted Budgets

Consumer would have bought anyway

1/3

Profitable Budgets

Consumer buys because of promotion

59%

of promotions do not break even

- ✘ targets mostly wrong consumers
- ✘ highly inefficient
- ✘ uncontrollable results

Source: NIelsen Corp., 2015

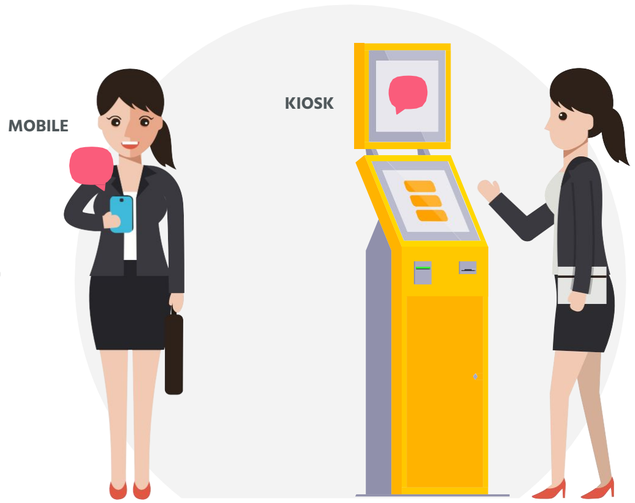
So1 builds its superior performance on top of its unique artificial intelligence solution for promotions

Realtime **line-item data** and **loyalty card** integration

DATA

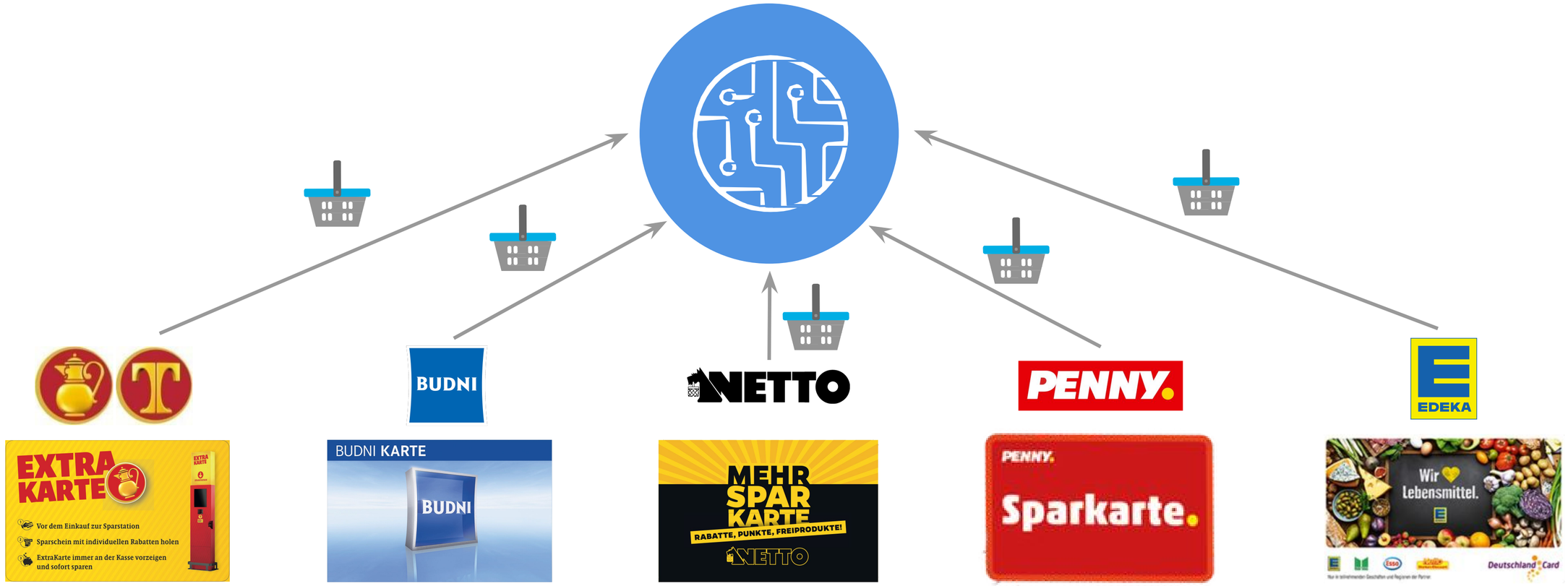
So1 Engine
artificial intelligence creating optimal individual promotions

Promotions



Channel agnostic targeting - mobile, kiosk, checkout, email

We use newly introduced or existing loyalty cards to collect finest granularity data in real-time



ExtraKarte

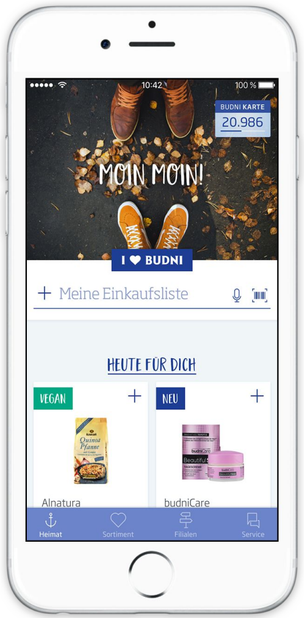
BUDNI Karte

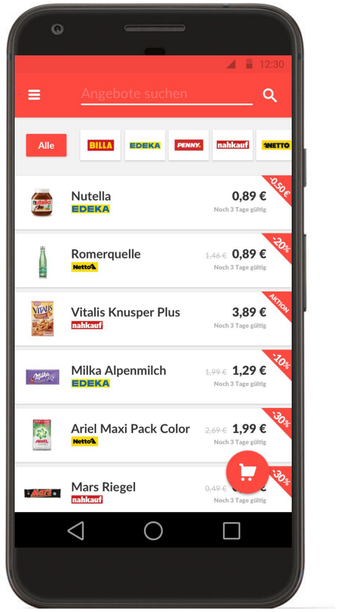
MehrSparKarte

Penny Sparkarte

EDEKA Minden
DeutschlandCard

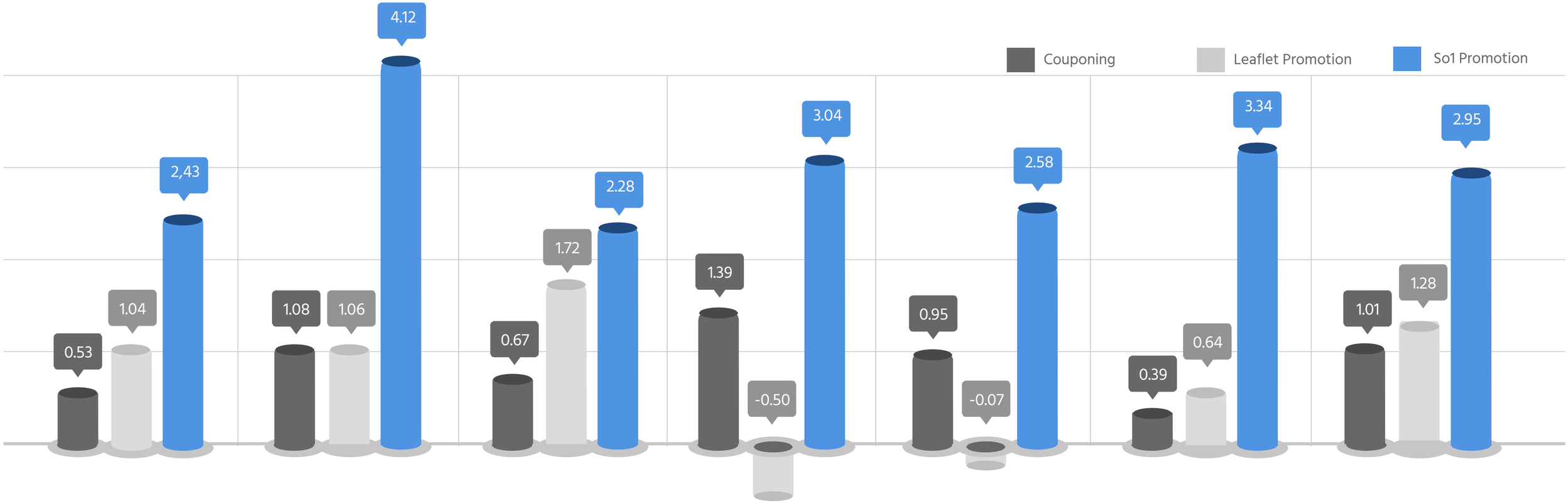
…and reaches consumers via different channels





So1 promotion with 3fold higher revenue leverage vs. couponing

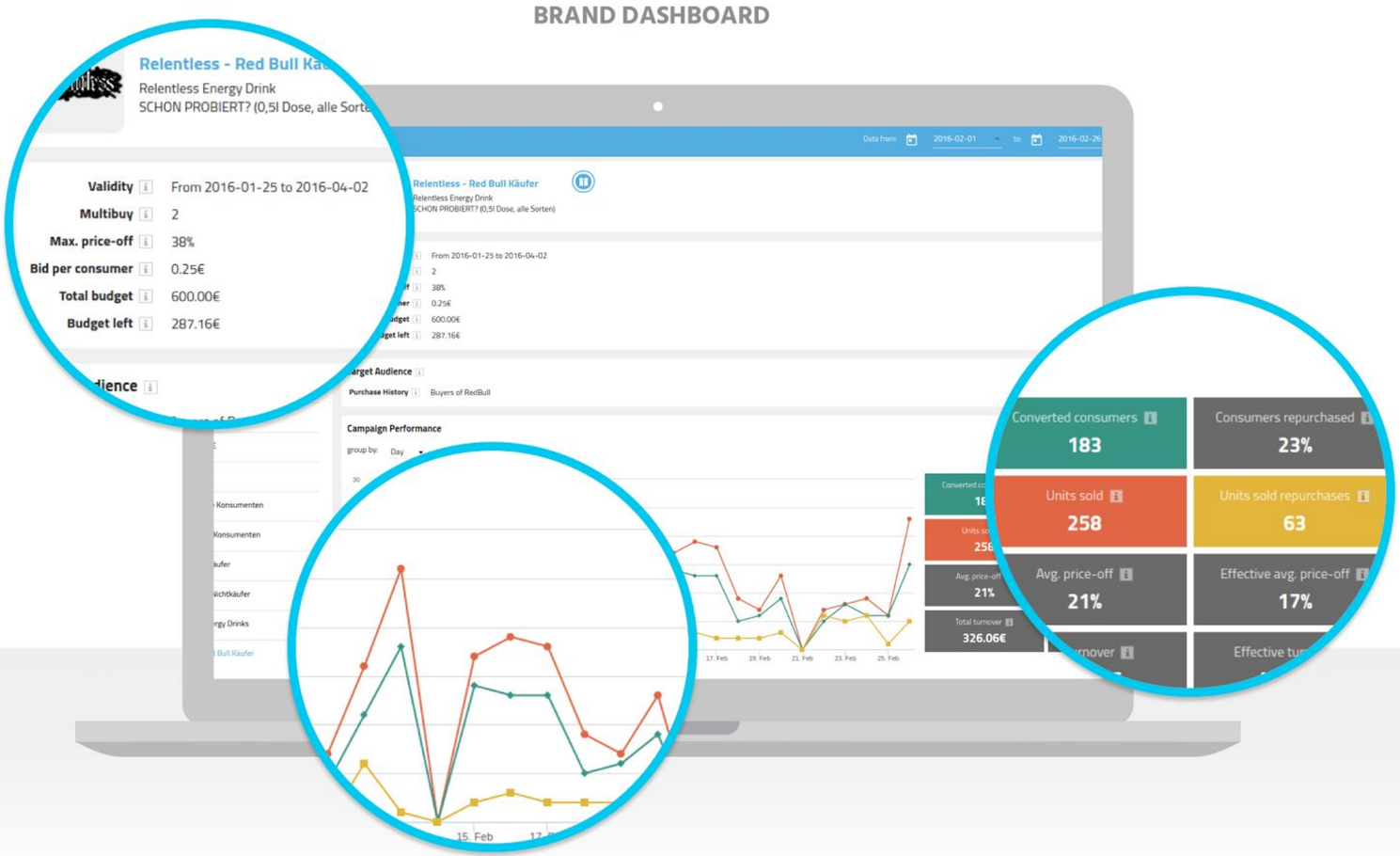
Revenue leverage per 1€ investment



Biscuit | Frozen Pizza | Liqueur | Cola | Energy Drink | Frozen Dessert | Ice Cream

First time in the FMCG industry: Real-time start and tracking of campaigns

Modify and optimize a live campaign on the go.



Real-time results and success metrics for the campaign.

Never-seen-before analytics and tracking for brand campaigns.

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