From data to efficiency
Data driven insight,
insight driven execution!
OUR MISSION

Efficiency
TANI AT A GLANCE

- 13 years
  - 23+ Sectors
  - 65+ Brands
- 23+ Sectors
- 65+ Brands
- 7.500+ Sales & Service Points
- 200+ Integrated Data Channels
- 300,000 Transactions/day
- 6.121+ Campaigns/year
- 1.15 BN TL+ / year
- Inc.Revenue
- 32 M+ Unique Web Visitors
- 18.9 M+ Loyalty Cards
- 29 Loyalty Programs
AWARDS

Best Long – Term **Loyalty Program WINNER**
The Loyalty Awards EMEA, 2015

Winner of **2 BRONZE** in ‘Corporate Identity’ category for Paro.com.tr and
Integrated Campaign category
2015 Communicator Awards

**Horizon Interactive Awards, 2014**
Winner of **2 GOLD**
in Consumer Information and Responsive / Mobile Design for Paro Web Site

**DPİD 2014, Direct Marketing Awards**
Winner of **2 Awards**
in Database Marketing

**Mixx Awards 2014, Turkey**
Winner of **BRONZE**
in Data- Inspired Creative

**Informatica 2013 Innovation Awards**
**Data Quality Award** Winner
within 5,000 Companies

**DPİD 2013, Direct Marketing Awards**
Winner of **3 Awards**
in Database Marketing

**IBM Smarter Commerce Global Summit 2013**
One Of The Best 4 Partners
Of IBM with “Axion”
REFERENCES

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<thead>
<tr>
<th>Afina Red</th>
<th>AKAY</th>
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OMNICHANNEL

Web
Facebook
Mobile Pages

Reaching Customer

Store
Cash Register Integration
Campaign Management
Shopping Tracking
Tracking Through Network Effect

Mobile
Location Based Services
mCommerce
mPayment
Shopping Tracking

Content Engine
Campaign Engine
Payment Engine
Data

Marketing Approach
**Form Info**

**Zehra Ceylan**

**Brand A**

- Shops at X and Y brands as well
- Spent 587 TL at Brand A
- Average basket is 84 TL
- Shopping frequency: 3 months
- Shopping preference: Week days after 4pm.

<table>
<thead>
<tr>
<th>Store Footprint</th>
<th>Web Footprint</th>
<th>Mobile Footprint</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age:</strong> 27 years-old</td>
<td><strong>Keen on reading literature, mythology and religious books</strong></td>
<td>• Currently at Y Mall</td>
</tr>
<tr>
<td><strong>Education:</strong> Religious HS and College Graduate</td>
<td><strong>Following politicians such as Mr. X, Y, Z.</strong></td>
<td>• At X Store and by the trousers</td>
</tr>
<tr>
<td><strong>Marital Status:</strong> Single</td>
<td><strong>Keen on watching romantic movies</strong></td>
<td>• Went to Y Mall 2 times last month</td>
</tr>
<tr>
<td><strong>Occupation:</strong> Advertisement and PR</td>
<td></td>
<td>• Uses mobile app twice a week</td>
</tr>
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</table>

**The brands she follows except Brand A:**

- Network (Clothing)
- İpekyl (Clothing)
- Aldo Shoes (Shoes)
- CixShoes (Shoes)
- Esse (Home Appliances)

**Mobile Footprint**

- Shops frequently using mobile app
- Spends X TL on average

**Web Footprint**

- Fenerbahçe fan
- Scorpio
- IBM Lenovo ve iPhone 4 user
- Possible TTNET subscriber

<table>
<thead>
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<th><strong>Web Footprint</strong></th>
<th><strong>Mobile Footprint</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shops at e-commerce sites</strong></td>
<td><strong>Shops at e-commerce sites</strong></td>
<td>• Shops at e-commerce sites</td>
</tr>
<tr>
<td><strong>Spends on average X TL per month</strong></td>
<td><strong>Spends on average X TL per month</strong></td>
<td>• Spends on average X TL per month</td>
</tr>
</tbody>
</table>

Know your customer in every perspective
Data... Insight... Action... Experience and Efficiency

- Personalized & segmented campaigns
- **Targeted one-to-one communication** (Banner, SMS, Email, Mail, Phone Call)
- Location based communications
- **Segmented customer programs**
- New product & service design
- **Partnerships**

- Who are my most valuable customers?
- **Which customer segment has a potential to increase my revenue?**
- Which customers decreased their spending and why?
- **Which customers are getting married?**
- Which customers like classical music?
- **What type of a campaign reward attracts my customers?**
- Which customers are at my shop right now?
- **Does my product & service portfolio fit with my customers?**
Data management & analysis
DATA MANAGEMENT and ANALYSIS SERVICES

Which services do you need? We are ready to step in at any technological and analytical expertise.
Developing innovative services and products we won Informatica 2013 Innovation Award for Data Quality
DATA QUALITY and DEDUPLICATION

Distribution of Customer Status

- ACTIVE
- LOST
- NEW
- NONE
- PASSIVE

Total Number of Customers

Refresh - Export
### Top 10 Müşteri

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<tr>
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<tr>
<td>1646188</td>
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Others: 864,481,930

The data are symbolic.
DATA ANALYSIS and REPORTING

Sales, customer, store, basket analysis...

The data are symbolic
VALUE ADDED SERVICES: INSIGHT
Segmentation and Modeling

Level of Customer Loyalty

Level of Customer Value

%1 Platinum
%9 Star
%15 Old Friends
%25 Potential
%50 Passersby
ADVANCED DATA ANALYSIS

Segmentation and Modeling

Customer Basic Information
A. YILDIZ
32 Years old
Architect

Customer Trends
Increased Expenditure

Value Based Segmentations
- Star
- Old Friends
- Raise of the Segment

Current Customer Value
- Total Income
- Total Expenses
- Net Profit

Lifestyle Segment
- Luxury Lovers
- Moderns

Churn Probability
- High Churn Risk

Action Lists
- Product Recommendations
  - %55
- Propensity Modelings
  - %41
  - %33
Delivered solid results in a challenging year.
Analytical Solution Services

1. Tailored campaigns and value propositions

2. Differentiate offers and enhance customer experience management

3. Targeted customer acquisition

4. Reasons behind the customer churn and changes in behavioral and value segments

Customer Segmentation

- Behavior & Life Style Segmentation
- Target Audience Analysis

Customer Value

- Customer Lifetime Value (CLV)
- Current Customer Value (CCV)
- RFM Models

Sales Support Models

- Market Basket - Upsell & Cross Sell
- Sales Propensity

Others

- Customer Churn
- Segment Migration

Reasons behind the customer churn and changes in behavioral and value segments
CUSTOMER LOYALTY PROGRAMS

1. CUSTOMISED LOYALTY PROGRAMS

   Special program design and management for your brand

2. NETWORK LOYALTY PROGRAM

   Paro
   Enrich your customer experience.
   Utilize the loyalty specialization of Paro with over 18 million members.
CUSTOMISED LOYALTY PROGRAMS

01 PROGRAM DESIGN
- Loyalty program objective and strategies
- Program design
- Partner structure
- Program KPIs

02 PROGRAM DEVELOPMENT
- Software development
- Cash register and other channel integration
- Partner relationship development and technological solutions
- Web page, microsite, mobile application development

03 PROGRAM OPERATION
- Technological and operational infrastructure management
- Action planning
- Production (membership card etc.)
- Partner management

04 DATA MANAGEMENT and ANALYSIS
- Appropriate data management in line with the personal data protection legislation
- Deduplication and data quality management
- Segmentations (Value Based, Behavior Based, Lifestyle etc.)
- Customer Action Lists
- Predictive Models (Customer Churn, CLTV etc.)

05 CAMPAIGN MANAGEMENT
- Campaign design in line with business goals
- Creative and targeted campaigns
- Campaign operations
- E-mail, SMS, Mailing
- Analyzing the results

06 REPORTING
- Report designs
- Report infrastructure and development
- Monitoring program KPI’s
TECHNOLOGY and INFRASTRUCTURE SERVICES

- Data Collection
- Campaign Management
- Management of Loyalty Program Rules

- Data Storage
- Deduplication
- Data quality

Detail data of Customer focused Market Basket

- Deduplication
- Tests
- Interactive SMS campaigns
- Interactive E-Mail campaigns
- Shopping-based SMS
YOUR TEAM

Your Customer Relationship Manager and Customer Applications Representative coordinate the solutions for your company with the expertise centers in Tani.

Expertise Centers
Data Management
Analytical Services
Operational CRM Teams
Campaign Design
Campaign Management
PARO hayati nasıl alırdınız?
New Generation Paro
2014
Extra benefits & points
Loyalty Program

Sensitive brands supporting their customers at every stage and special moments of their life
Customer Mission

We listen to our customers
&
Offer them value added products & services with brands sensitive to their needs.
We focus on individual...

Brands Sensitive to their customers’ needs

Paro Coordinates standards and services
Brands support their customers

Special Life Stage
Special Days
Troubled Moments
Shopping
To help enrich the customer experience of the affiliate brands with innovative and technological marketing solutions
PARO BRANDS
19 Main Partners + 18 Campaign Based Partners + 3 Content Providers

Newjoy Estetik International
HOW DOES PARO WORK?

43 Brands
7,500 Touchpoints

Detailed Transactional Customer Data

- Data Storage
- Deduplication
- Data Quality Process

ANNUALLY

6,000+ Campaigns
72% Point Redemption Rate
£2.06 Billion Turnover

Analysis
Reporting
Consultancy
Campaign Management
Creation
Communication

Management of Communication Channels
E-mail
SMS
Direct Mail
Social Media

Enriched Customer Experience
Via:

- Portal
- SMS
PARO PROGRAM VALUES

18.9 Million Member Card
20 Member Brands
10 Sector
7,500 Sales Points

7.9 Billion TL Paro Turnover
55.9 Million Transactions

6.121 Campaigns
1.15 Billion TL Additional Turnover

107 Million Earned Points
76.6 Million Redeemed Points

Datas are as of end of 2014.
APPROPRIATE PARO SERVICE PACKS FOR YOUR NEEDS

**PARO FULL PACKAGE**

*Infrastructure and Development*
- Cash register integration
- Cell phone number and loyalty card recognition
- **Developing additional loyalty program modules**

*Data Management*
- Loyalty Program data management
- Appropriate data management to personal data protection legislation
- Deduplication
- Data Quality Measurement

*Reporting*
- Standard Reporting
  - **Company-specific Reports**
  - **Company-specific Ad-Hoc Reports**

*Data Analysis*
- 12 Campaigns in a year, Target Audience Analysis
  - **Additional Target Audience Analysis**
  - Segmentation
  - Other Analytic Services

*Loyalty Program Management*
- Loyalty Membership Structure
- Card Production Management
- Data Input
- **Customised Loyalty Program Design Support**
- **Description of Program Goals**

*Campaign Management*
- Access to Paro data
- Campaign Operations Management
- Standard Campaign Reports
- **Additional Revenue Analysis**

*Customer Support*
- Consumers management interface
- Satisfying the demands and complaints of consumer and stores by Paro Call Center
- BackOffice management of requests and complaints
### CHOOSE THE MOST APPROPRIATE LOYALTY PROGRAM FOR YOU

#### PARO LOYALTY PROGRAM

- Network loyalty program
- Paro Program rules and standards for the membership structure and data sharing
- Customer segmentation and access to different segments by clubs for different life cycles
- Paro common customer database
- Free access to the Tanı common database
- Ecosystem wealth: Interactions with other brands in Paro world, new customer acquisition with cross campaigns
- Constantly evolving infrastructure and reporting requirements parallel to Paro program needs
- If needed, brand specific loyalty programs with special additional development
- Take part in Paro's website and e-mail communications
- Paro Call Center services

#### CUSTOMISED LOYALTY PROGRAM

- Completely brand-specific loyalty program
- Rules and standards specific to brand
- Segmentation and management of the brand’s own customer data
- Customer database special to brand
- Access to brand’s own customers
- Joint campaigns through brands agreements
- Special developed infrastructure as well as general infrastructure
Digital marketing
AXION enables you to understand your customers better and take personalised marketing actions in online world.
ON SITE MARKETING

DIGITAL ANALYSIS

PRODUCT RECOMMENDATION

TARGETED CAMPAIGNS

UX OPTIMIZATION

SILVERPOP EMAIL MARKETING

UX DESIGN

ONLINE & OFFLINE ANALYSIS
AXION VALUES

32 Mio Unique Web Visitors
650 K Registrant Consumers
280 K Opt-in Consumers
IBM Smarter Commerce Global Summit 2013
One Of The Best 4 Partners Of IBM With “Axion”
AXION enables you to perform intelligent personalised marketing actions through various smart solutions:

- Digital Analytics
- Data Analysis & Insight
- Personalised Digital Marketing
Via IBM Coremetrics we analyse your website user behaviours with the metrics such as below & take actions according to your company goals.

- Visitors
- New registrants
- Cart abandoners
- Bounce rates
- Effectiveness of digital ads
- Clusters of shoppers, etc.
We can track your customers on multiple channels such as your company website, mobile application, digital ads, as well as your offline retail channels.
We analyse and draw insights from the data we track and create segments based on behavioural data for personalised marketing actions.
We have created a network of multiple companies and track 30 M visitors.
DATA ANALYSIS & INSIGHT
AXION NETWORK – Profile Enrichment

Visit to any site in Network → Online Profile User Database → Paro Database

Axion Web Sites & Ads → Online Profile User Database

Anonymous user → Facebook and Mobile App visit

Login → Online Profile User Database

Visit to other sites under network → Click to online ads

Profile Update

A cookie with an enriched profile → The cookie enriched by real user data

Online Profile → Basic Online Profile → Advanced Online Profile → Online / Offline Profile

AXION Subscriber

Register to Database

Paro Network Integration

Online / Offline Profile Enrichment

AXION Subscriber
Based on the data insights drawn and segments built (i.e. from the data from single site or multisite using the Axion network), we offer companies personalised digital marketing actions.

- Targeted Banner
- Targeted E-mail/SMS
- Product Recommendation
A visitor visits the site and looks at the price list. When this cookie visits Hurriyet.com, the related company’s ad with an attractive offer is shown to this customer as ‘retargeting’. When the user clicks and comes back to your site, we can report these customers to you.

The cookie is placed under the ‘customers with intention to buy’ segment.
A special message is sent to Levent Çelik based on the actions done on the related site.

We match the cookie of this visitor with the registration data we have under the Axion network or under the company’s own database for e-mail or SMS.

Automated personalised e-mails can be set-up using IBM’s Live Mail function in order to convert visitors into leads or leads into sales.

Our targeted e-mail open rates and click rates have been 3 times higher than the mass emailings done.
Our clients increase visitor engagement, conversions and retention by making real-time product recommendations that are behavior-based & relevant.

The recommendation algorithms and personalization components of IBM Digital Analytics Product Recommendations are 100 percent automated and continually learned from new crowd and individual data to optimize returns.
Sales generated from the Products Recommended is **13%** of the total sales.

Average order value of baskets containing a recommended product has been **20%** more.

Visitors who have viewed a recommended product spent **80%** more time on the site.

IBM has rated our implementation close to ‘Excellent’ level.
Mobile Services and Beacon
/ Location Services
VALUE PROPOSITION

User Perspective

- Fast and easy shopping experience
- Collecting and redeeming points
- Sharing content on social media and gaining benefits
- Sending and earning gift coupons
- Benefiting from personalised campaigns

Brand Perspective

- Independence from mobile agencies
- Fast and easy campaign creation
- Building a branded app without any need of coding
- Managing the app via user-friendly CMS
- Applying fast changes on the app
- Low cost
- e-commerce / m-commerce module
Platform Features

- Mobile Shopping
- Gamification-Engagement Bar Solutions
- Loyalty Solutions
- Beacon & Geofencing
- Social Interactions and Benefits
- Push Notifications
- CMS Management Module
- Customer Acquisition and Tracking
MOBILE APPLICATIONS

1. CUSTOM MOBİL APPS.
2. TANI MOBILE PLATFORM
Indoor Customer Recognition with BEACON
What is Beacon?
Beacon is a technology which enables us to determine indoor location with bluetooth signals and initiate location-based communication.

System Requirements
- Mobile App.
- Smart Phone
- Bluetooth
- Internet

What can be done with Beacon?
- Communication with the customer who walked by the store
- Specific communication related to customer’s indoor location
- Omni-Channel Communication
- Recognition of the customer who entered the store
- Special Analysis and Reports
- Heatmap, Routemap
- Personalized Campaigns and Product Recommendation
- Cross Campaigns
REPORTS AND ANALYSIS

In-store Customer Behavior
- Average time customer spends in the store
- Sections / products the customer spends time near
- Customers purchase info in-store
- Customer notifications analysis
- Heatmap, routemap

Customer Loyalty
- Percentage of customers who walked by the store and/or entered it
- Store visit frequency by customers
DATABASE MARKETING

Mobile Phone Number
7 M

E-mail
1.6 M
Direct marketing & event management
DIRECT MARKETING EVENT MANAGEMENT

Reach your targeted consumers at the right time in the right channel with field activities.

CHANNEL EXAMPLES

City Line
Annual 51 Million Passengers

Opet Stations
Annual 92 Million Vehicle Traffic

İDO Seaports
Annual 63 Million Passenger Traffic
Customer Experience Management
We help clients create consistently brilliant customer experiences, from inception to execution.

To achieve this, our services span customer experience strategy, customer journey mapping and experience design, strategic insight through to experience measurement and voice of the customer programmes.
Consumer products
E-commerce platform

Partnerships:
- Directing customers to your brand, by positioning your company’s gift voucher
- Product sales channel partnerships
Loyalty Program for Koç Members
What do you desire?

Design your own loyalty program!
Choose your desired experience
Choose your desired experience
Redeem Chippin points for:

- Desired experiences / products
- Cash-back (rebate)
- Contribution to friends
Desired experiences / products
Location-based campaigns

- Arçelik: %10 Chippin desteği
- Koçtaş: %20 Chippin desteği
- Divan: %30 Chippin desteği
Brands will contribute to your desired experience

Present Chippin ID
Approve by securely-stored credit card
Confirm by pin
Earn contribution rebates from brands

Cashier enters the Chppin ID
Cashier sees the payment and completes the transaction
Recommend brands to participate the program

Ali Yılmaz 50 TL destek verdi.

Beta 100 TL destek verdi.

Ahmet Keskin 50 TL destek verdi.
Why Chippin?

- Reach a customer base that is committed to spend a fixed amount to get their rebate
- Get the data of the customer and his/her social network supporting the rebate program, offer them regular campaigns
- Reach the customer in real-time based on location by mobile LBS capability
- Maintain your pricing strategy without lowering down your price by rebate program
- Sell products/services by mobile payment at your store or any location
Business Model
Business Model

Brands will set Chippin contribution

User will pay by Chippin App

Payment processed by brands’ Vpos

Bank will transfer commission to Tanı

Tanı will get revenue fee

User will reach their desired item

Chippin contribution will transfer to user