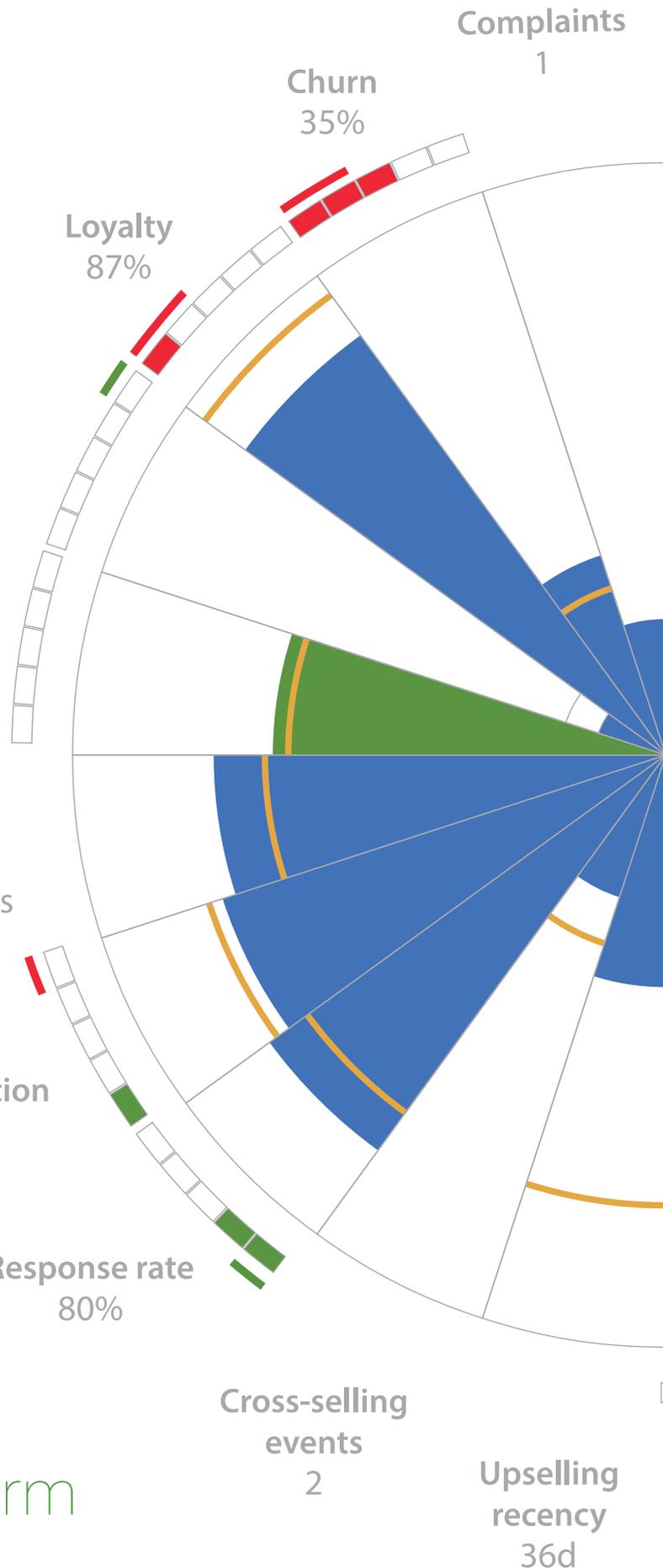




Powering
Personalized
Customer
Experiences

Lily™

The Next Generation
Customer Data Platform



Turn Customer Experiences Into Your Greatest Competitive Advantage

Real World Results

Net Promoter Score

+15 pts

Targeting Precision

+65%

Upsell

+25%

Conversions

+5X

We are living in a connected age. A world where consumers have unlimited content choices, consumable across an ever growing number of devices and digital touch-points. This digital revolution has changed the way people interact with their brands.

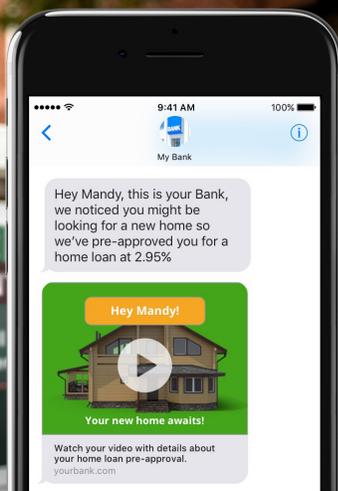
Today marketing is all about the customer experience. It's about delivering a relevant, compelling, and personalized message - at the right time, through the right channel, delivered over a consumer's preferred channel - all optimized for the right device. Has this been elusive to your brand? Today, this is all possible, IF you know enough about your customer to deliver such a relevant, timely and personalized message.

Your customers are leaving their digital breadcrumbs across a myriad of digital touch-points and internal silos. These customer interactions, collected by what has become an ever growing enterprise technology stack, requires real-time intelligence to turn this data back into a complete contextual understanding of each individual person.

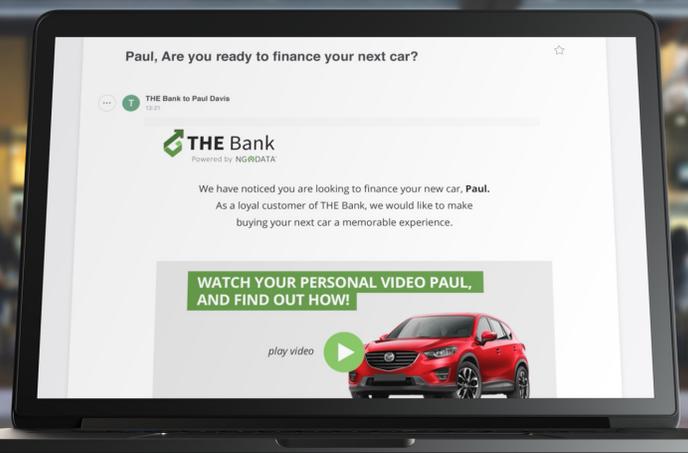
Connected Experiences Start With Connected Data

NGDATA's Lily is a next generation customer data platform (CDP) that has the power to transform the customer experience. Lily integrates quickly into your enterprise technology architecture. Customer data is analyzed and contextualized in real-time, enabling marketers to react to the behaviors of each individual; delivering on customers' expectations for personalized experiences. This customer-centric approach ensures a lasting impact on improved sales, customer loyalty and return on marketing investment.

Geolocation-based offers



Personalized SmartVideo emails



Delight your customers by delivering experiences with value!

Effectively Manage, Analyze and Deploy Multi-Source Data to Power Connected Experiences

NGDATA's next generation customer data platform, Lily, puts people at the heart of your business. Lily's Customer DNA continuously learns from behavior to deliver relevant, useful and engaging experiences. There are five core functions of Lily:



Data Integration & Management

Lily collects and stores data from all sources, structured or unstructured, online and offline. Additionally, Lily fully integrates with existing analytics and reporting tools, as well as a growing ecosystem of marketing automation and channel platforms.



Customer DNA

Customer DNA is the core of Lily. This DNA represents the full customer understanding - including contextual and behavioral - for each individual customer. Attributes, which make up a Customer's DNA, are scored, calculated, and updated in real-time. This continuous learning, across 1000+ attributes, ensures every customer experience is relevant to each individual.



Personalization

Lily powers personalization with attributes available in each Customer DNA profile. Brands can leverage this data to deliver hyper-personalized video content using Lily SmartVideo. Also maximize targeting and interaction precision with Lily's Next Best Offer capability, which scores and ranks eligible offers for every customer in real-time.



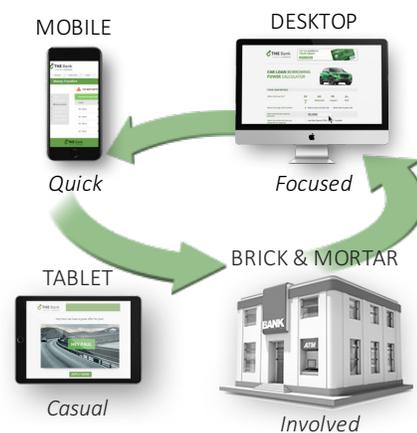
Real-Time Analytics & Machine Learning

Lily becomes smarter over time with every new customer interaction. Through machine learning, Lily understands the context behind customer behavior to anticipate their next move and deliver automated customer experiences.



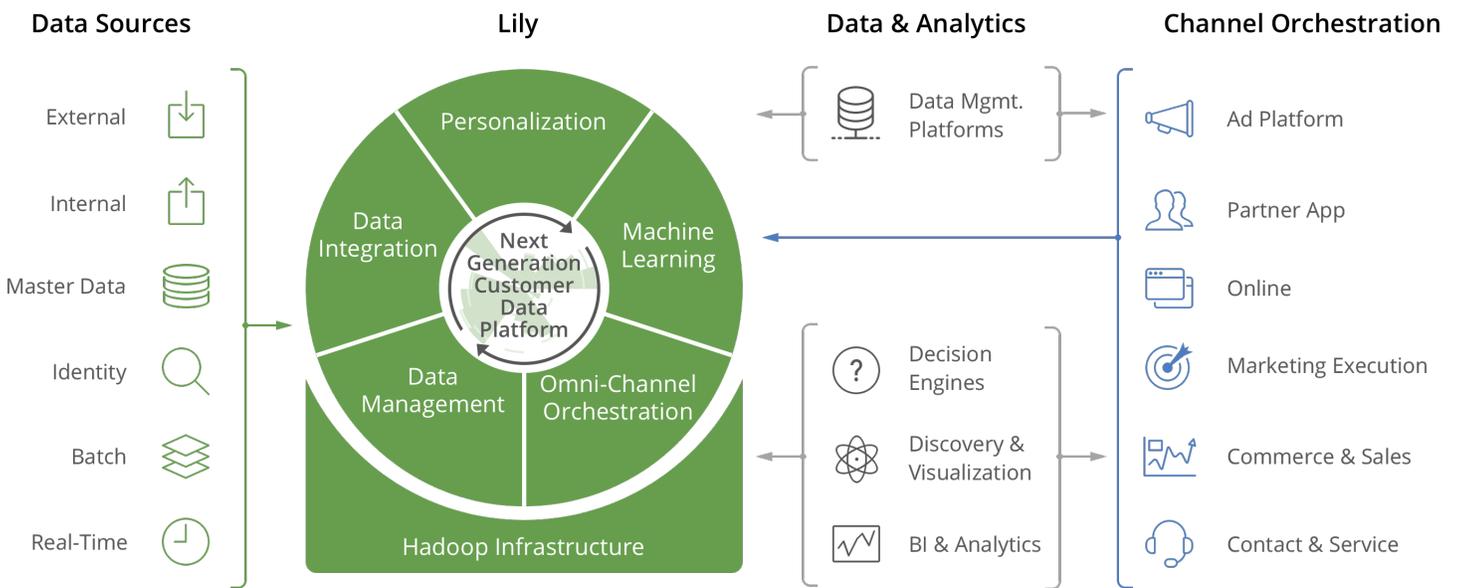
Omni-Channel Orchestration

Lily orchestrates relevant and personal experiences across both physical and digital channels. Lily supports both trigger-based outbound communications, as well as real-time inbound marketing with request & response capabilities. Lily's rule engine and real-time alert features serve integrated Channel Applications with up-to-date, actionable customer insights.



A Fully Connected Experience

A Single Solution Based on Big Data Technology Foundations



The Marketer's Advantage

Using predictive models and machine learning, Lily automates much of what used to be impossible to accomplish for a brand. Lily intelligently selects - for each individual customer - what the most attractive and relevant offer would be, delivered over the right channel, on whichever device the customer is most likely to engage with. This results in rich personalization with zero guess work on the marketer's part. Marketers who leverage the best of what Lily has to offer get to spend more time building fun and engaging experiences, and optimizing those experiences to deliver the most value to both their brand and their customers.

“ Sales on mobile topped our sales in branch offices within 6 months after launch. ”

Geert Van Mol, CDO | Belfius Bank

Learn more at www.NGDATA.com

