

1:1 personalization at scale

Turn your consumers into happy and loyal fans.



INSPIRE



Turn your consumers into happy and loyal fans.

Meet *inspire*

Inspire is the 1:1 AI personalization engine that facilitates retailers and consumer brands in their Consumer First transformation. *Inspire* boosts your business results by putting the consumer at the center of your business. Empowering you to be surprisingly relevant in every stage of the customer journey. Guiding your consumers to the right offer, engage them with your brand and pro-actively help them when they need assistance.

Imagine being...

- ✔ a *personal trainer* to your customers instead of a gym;
- ✔ a *travel buddy* instead of a travel agency, or;
- ✔ a *personal shopper* instead of fashion retailer.

With 1:1 personalization at scale you turn your consumers into happy and loyal fans.

Let's build a consumer first world.

Inspire is a product of Building Blocks. By putting Consumers First, Building Blocks strives to be the most trustworthy and leading Consumer AI company in the world. Building Blocks empowers leading consumer brands to understand and act in consumers' favor. Building on meaningful customer relationships with their consumers.

Building Blocks works based on three commitments:

- ✔ Always act in consumers' favor;
- ✔ Empower the digital dialogue;
- ✔ Be open and transparent.

Building Blocks is part of CM.com



1:1 personalization at scale

Over the past years we have seen the digital interactions between brands and consumers becoming increasingly relevant as confirmed by PWC, McKinsey & Company and other research companies. In the past it was all about mass communication, a truly one-size fits all approach. In which the communication was not capturing the different individual needs of the consumers. Partly due to the lacking ability to gain insight behavioral insights on an individual level.

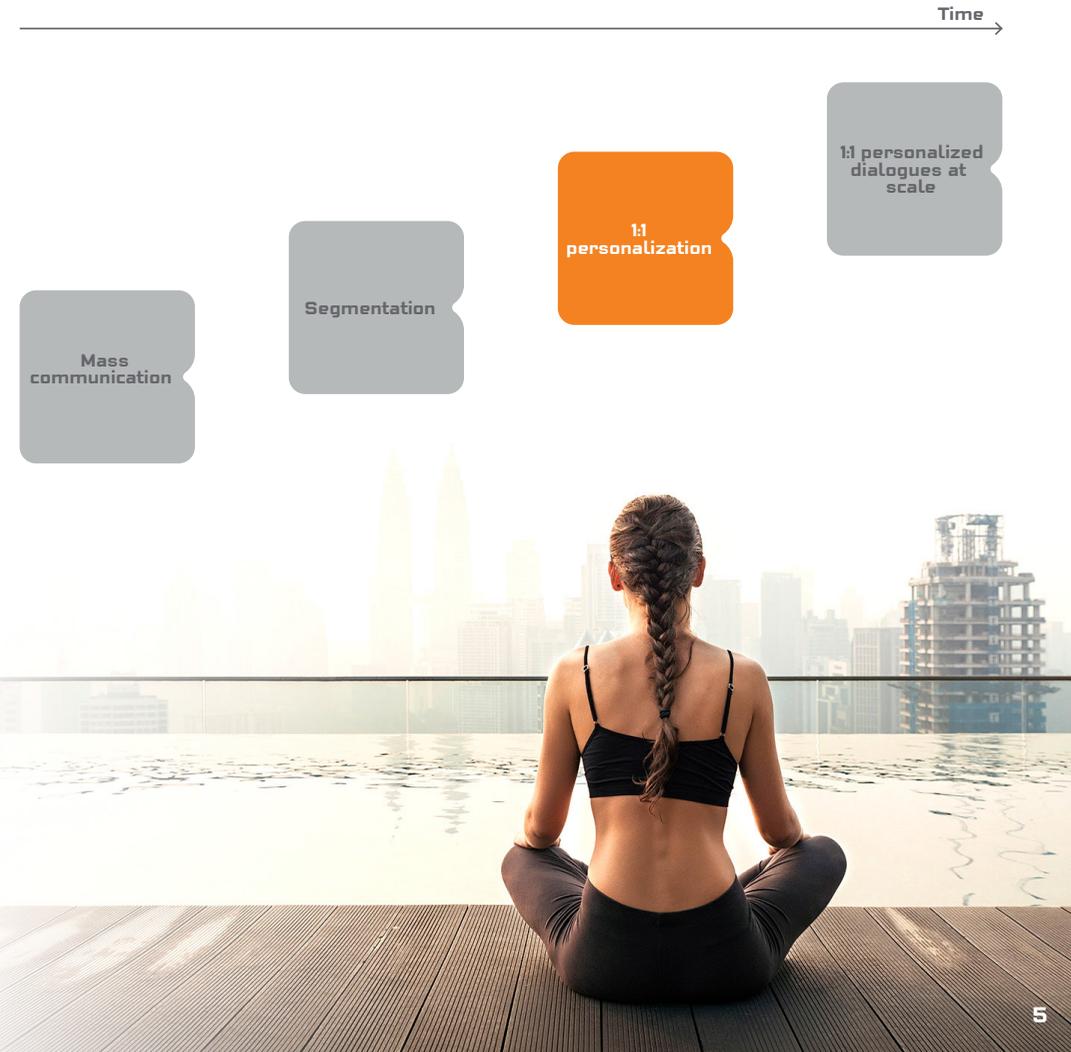
Digitization of markets: from mass communication to segmentation gave us more insight in different needs and behaviors of customers. With the data that was created we were able to detect and act upon segments of customers that seem similar. This resulted in different journeys and experiences for different groups of customers. This approach increased the relevance and improved the effectiveness of marketing efforts.

The era of AI enabling 1:1 personalization

Now we are at the start of a new era. The era of artificial intelligence (AI). AI enables us to personalize on a 1:1 level and to build journeys for each individual. No matter whether you have tens- or hundreds of millions of customers. Every single of them, will get an experience that matches their individual needs. Making you surprisingly relevant in each stage of their journey.

In this way we bring back the dialog that once existed in the past. In the grocery store at the corner of the street and with the local clothing store that knew you personally very well. Gradually we bring back the personal touch and start the dialog again.

Have you become curious?

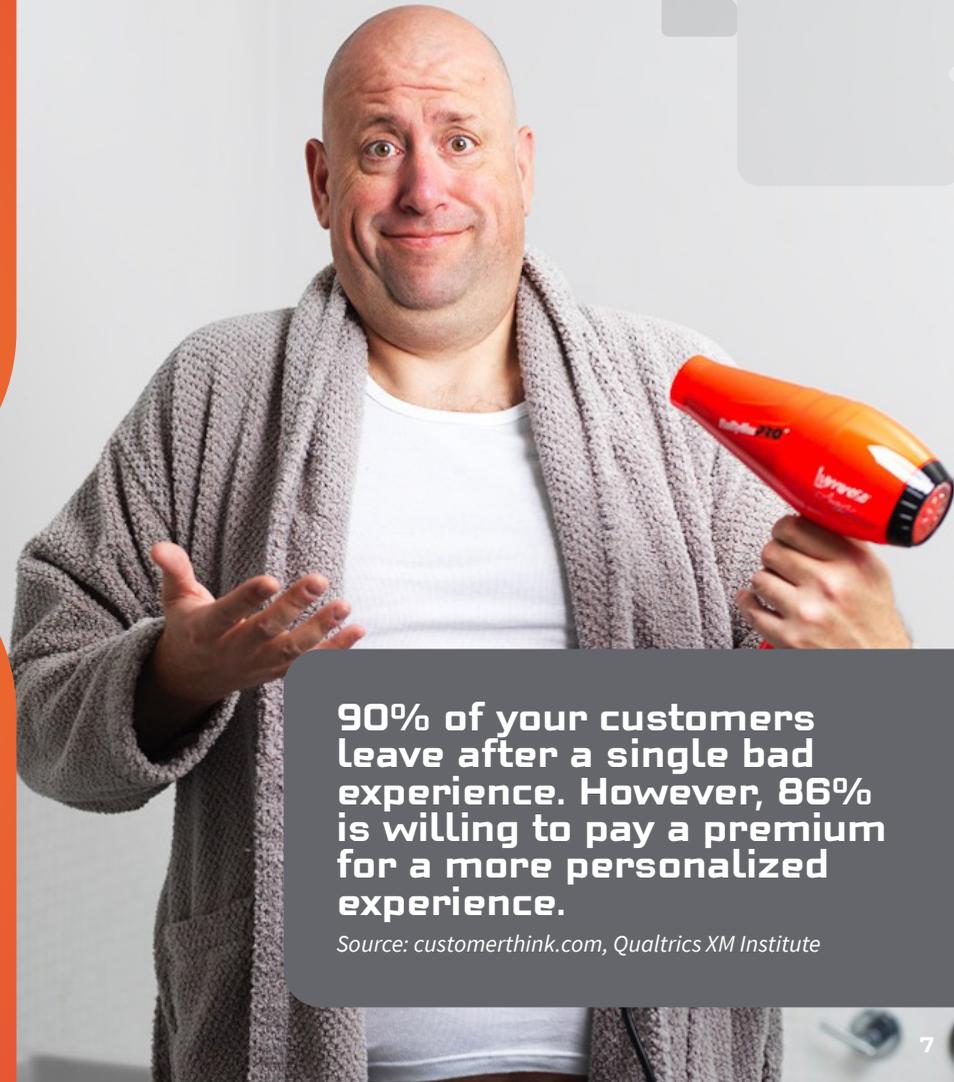


1:1 Personalization is a key differentiator in today's fast-paced, competitive and transparent markets.

Nowadays, consumers and brands are in a constant dialog. Interactions take place 24/7 via a huge variety of online and offline channels. Each consumer has his own preferences, which are changing continuously. Not to mention that consumers are more demanding than ever before. They want to be recognized by retailers and brands, and expect personalized offers and services on-demand. Omni-channel and at any time.

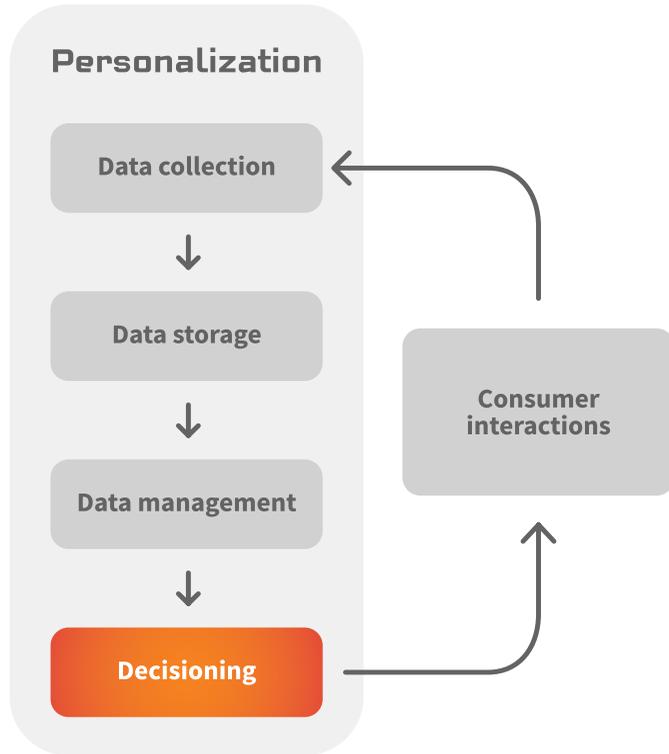
To meet these rising expectations it is critical to not only comprehend, but also act on their needs. It's no surprise that personalization has become a key topic for many consumer brands across different industries. When done correctly, it significantly improves business results and customer satisfaction.

So what are you waiting for?



90% of your customers leave after a single bad experience. However, 86% is willing to pay a premium for a more personalized experience.

Source: customerthink.com, Qualtrics XM Institute



The ability to take the best decisions at scale is decisive for the business impact.

Personalization is all about being relevant for each individual consumer. But how do you do that when consumer needs, your offerings and market circumstances are constantly changing? To achieve 1:1 personalization at scale, personalization efforts should be **automated**, **scalable** and **self-learning**.

The past years marketing departments quickly embraced new technologies as marketing automation tools and customer data platforms (CDPs). However, they still struggle to create real 1:1 personalized experiences.

To achieve 1:1 personalization at scale you have understand the different steps in personalization: 1. *data collection*, 2. *data storage*, 3. *data management*, 4. *decisioning* and 5. *actionizing*. CDPs mainly focus on step 1 – 3, and marketing automation tools have their focus on step 5.

The solution to make the entire process **automated**, **scalable** and **self-learning** is in the decisioning phase. This is where the actual magic should happen. Currently, most consumer brands base their customer journeys on a few different segments. The flows are often hand-drawn by the marketers in marketing automation tools. Which is not sufficient to meet the constantly changing needs and preferences of thousands of individuals. To achieve 1:1 personalization in this way, you would need thousands of marketers to serve the entire customer base. Luckily, a solution for this matter can be found in Artificial intelligence.

Inspire empowers you to build 1:1 personalized experiences:

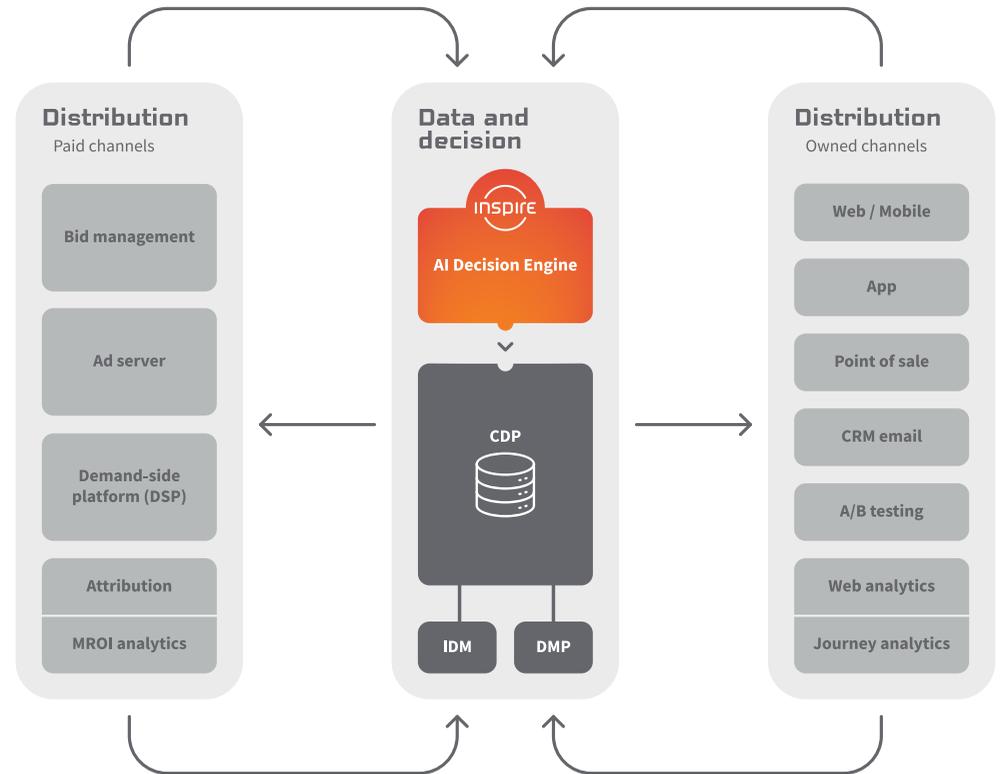
automated, self-learning and at scale.

Meet *inspire*, the self-learning AI Decisioning Engine that easily can be connected to your existing systems and data easily. Inspire listens to all interactions across your customer journey and executes the next best action for each individual customer. This means the right message, at the right moment, via the most impactful channel.

Inspire is transparent about its recommendations and learns from each interaction. Empowering you to put your consumers first and facilitate the digital dialogue.

Inspire is the personalization engine to build 1:1 personalized experiences. Omni-channel and at scale. It empowers you to convert more consumers, and turn them into happy and loyal fans. The result? Boosted business results!

- ✔ Increase conversions
- ✔ Boost loyalty
- ✔ Improve NPS



Source: McKinsey & Company, A technology blueprint for personalization at scale (simplified view)

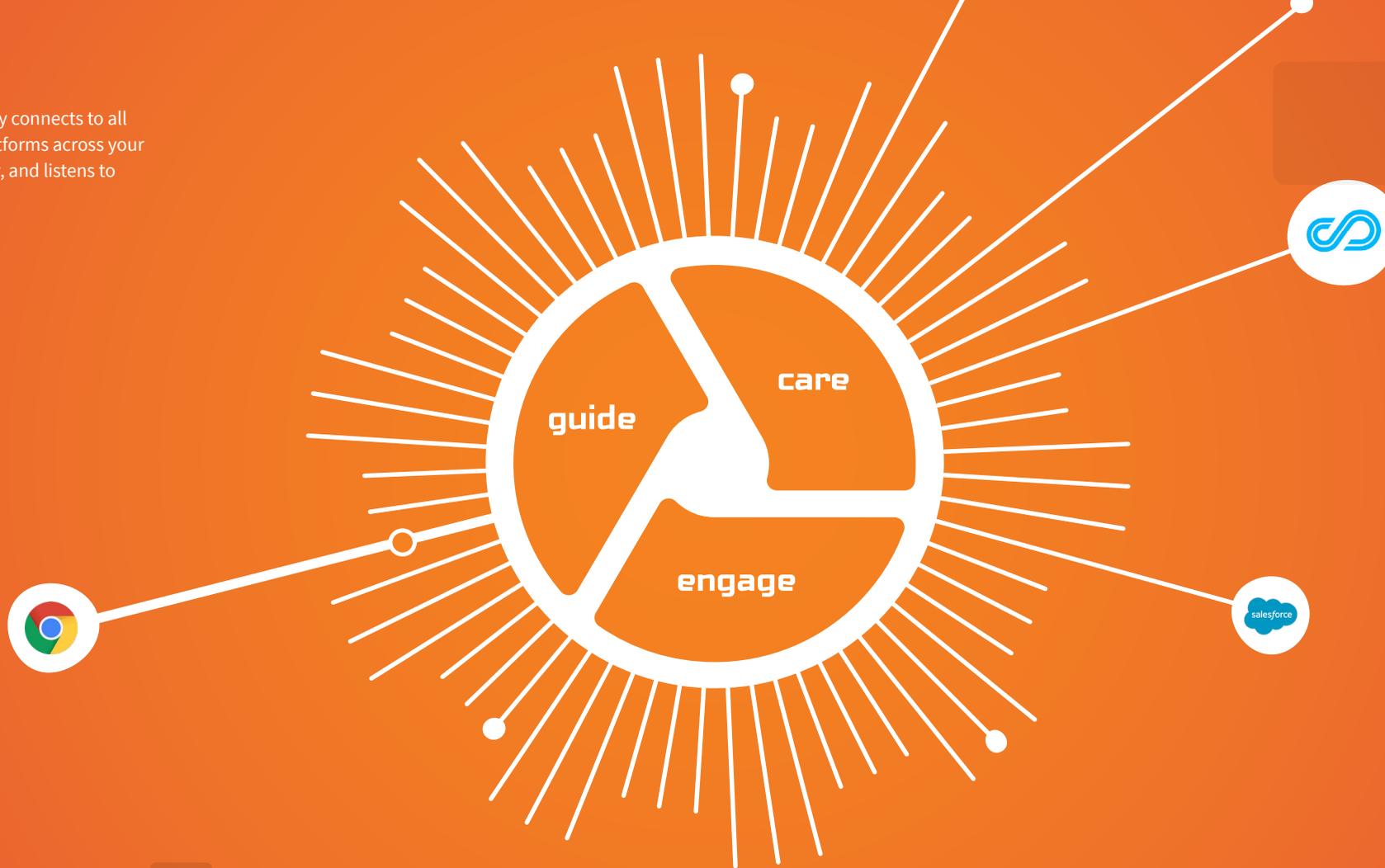
Meet inspire

Inspire is an AI decisioning engine that can be easily be connected to your existing systems and data.



Connect

Inspire seamlessly connects to all channels and platforms across your customer journey, and listens to each interaction.



Turn your consumers into happy and loyal fans.



Understand

Inspire creates hyper personalized customer profiles, and let you thoroughly understand their needs and wants.



Personalize

Inspire automatically personalizes your content and offerings, and chooses the most relevant timing and channel all based on artificial intelligence. Learning from each interaction.

Customer Interaction Data

Woo Store transaction ✓

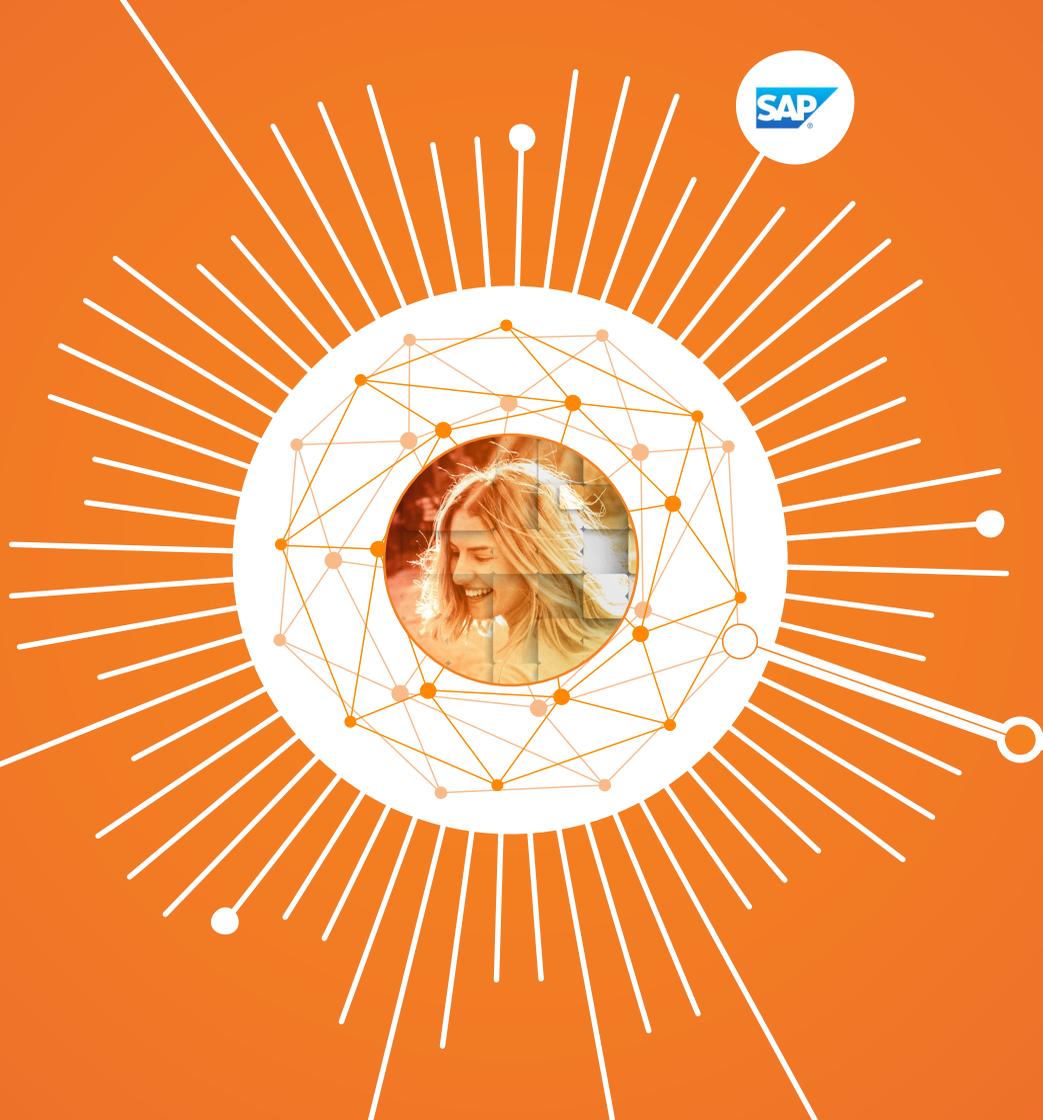
Chrome Website visit ✓

Instagram Instagram click ✓

Selligent incoming mail ✓



Turn your consumers into happy and loyal fans.



Time to replace your 4 year old armchair?
This one really matches your style.



1999.-

Buy now

No thanks

Something else

Inspire contains a variety of modules that help your consumers further in their journey and boost your business results.

Increase conversion: guide consumers to the right offer

- ✔ Contextual recommendations
- ✔ Personal recommendations
- ✔ Dynamic product lists
- ✔ Taste discovery
- ✔ Event based retargeting
- ✔ Journey based retargeting

Improve retention rates: engage consumers with your brand

- ✔ Activation campaigns
- ✔ Churn prevention
- ✔ Personal promotions

Improve after sales: care for consumers when they need assistance

- ✔ Call driver analysis
- ✔ Dynamic FAQ
- ✔ Collective memory



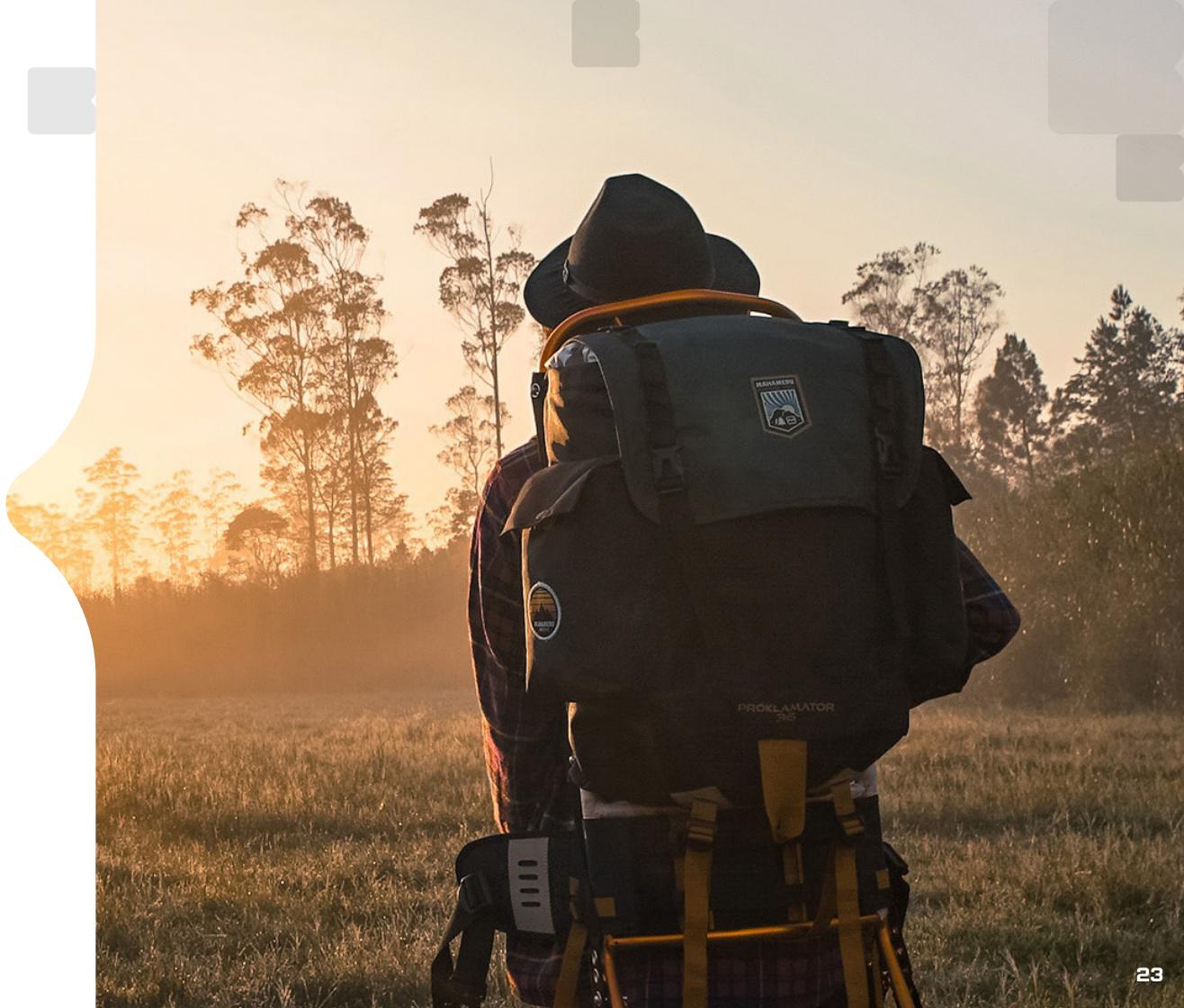
Discover more about inspire...

Did you know that inspire is already helping millions of customers on a daily basis?



and many more...

Recognitions





Are you inspired?

We are looking forward to meeting you!

No matter what your level of experience is with personalization. Our customer success teams will make sure that *inspire* becomes a success at your organization.

Did you know that...:

- ✔ *Inspire* is built on top of your existing systems and data?
- ✔ We take care of the implementation and integrations?
- ✔ You can already start with the data that you have?
- ✔ You will see the first results within weeks?

Want to know more what *inspire* can mean to your business?

Contact us at info@building-blocks.com or request a demo on our website.



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