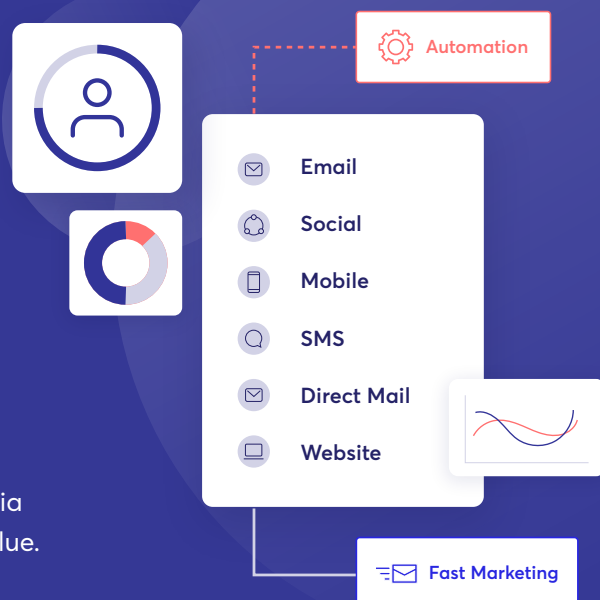


Deliver dynamically personalized experiences onsite and cross-channel with Ometria & Dynamic Yield

Create a consistent experience by using Dynamic Yield on your site and delivering personalized experiences across channels with Ometria to drive increased engagement, conversion and customer lifetime value.



Create tailored onsite experiences with full personalization

Personalize the onsite experience based on predictive customer data such as attribute affinity, campaign engagement and lifecycle stages.

Build seamless end-to-end journeys across all your channels

Create unified journeys across all relevant channels including on-site, email, push and SMS.

The screenshot shows a user profile for 'Peter' (New York, NY, United States) at the top. Below the profile, a sidebar displays 'Purchases 3' and 'AOV USD 125'. The main content area features a 'PIERE JOSPEH' banner with 'Unique Casual coats for men' and a 'SHOP NOW' button. Below the banner, a 'RECOMMENDED FOR YOU' section shows a 'LEATHER CASUAL JACKET' for USD 99 with a 5-star rating. A 'Recently Viewed' section shows two jackets. On the right, a 'FRED'S' banner for 'New Collection!' is shown, with a 'DRAG HERE' button and a 'DYNAMIC CONTENT' box. Below the banner, a 'Shop top categories' section shows 'CLASSY OXFORD' (USD 155) and 'BLACK OXFORD' (USD 195) shoes, with a 'SHOP NOW' button. A sidebar on the right contains a 'DYNAMIC CONTENT' box and a list of widgets: RECOMMENDATIONS, DYNAMIC CONTENT, BUTTON, DIVIDER, HEADING, HTML, IMAGE, MENU, SOCIAL, and TEXT.



Ometria is a Customer Data and Experience Platform that helps retail marketers get on the fastest route to sustainable growth.

Combining the data unification and customer insight of a CDP with an experience platform, Ometria unlocks customer loyalty and CRM growth by helping retailers create personalized, cross-channel, marketing experiences their customers love at scale.

ometria.com



Dynamic Yield is an AI-powered Personalization Anywhere™ platform that delivers individualized experiences at every customer touchpoint: web, apps, email, kiosks, IoT, and call centers. The platform's data management capabilities provide for a unified view of the customer, allowing the rapid and scalable creation of highly targeted digital interactions.

dynamicyield.com

Ometria and Dynamic Yield are trusted by the world's largest brands

STEVE MADDEN



FRED PERRY

brooklinen



SEPHORA

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MOSS BROS.
GROUP PLC

HOTEL
Chocolat.

aden + anais™

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TIMEX

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DECKERS
— BRANDS —

PAC SUN

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