CASE STUDY #2
HYPER-PERSONALIZATION
KEEPING USER'S PRIVACY

DISRUPT RETAIL

Call for Technology by **SONAE** MC

PARTNER: **ANAGOG**

CHALLENGE

Continente is one of the most well-known brands in Portugal with over 4 million families engaged in our loyalty program that gives access to a wide ecosystem of partners and perks.

Communicating and bringing the best deals to our customers is a challenge that requires balance and intentionality. In order to bring the most value, communication should be relevant for each person involved and adapted to their interests, context and needs.

SOLUTION

Anagog's Mobile Engagement Platform help companies engage their customers by using first-party data such as their individual attributes, preferences and behavior. This hyper-personalization combines digital interactions with real-world insights for better audience segmentation and contextual relevance. Thanks to the JedAI SDK, the mobile-based Edge AI engine that is embedded in a host app, everything is done locally on the phone. The customized campaigns are pushed to the phone where they are launched only for the right Customers (who meet the Micro-Segment conditions) at the right time (when the Micro-Moment conditions occur). The JedAI SDK can also analyze data from the phone sensors to piece together a person's behavior and real-world daily journey. Since all the data stays on the phone, the user's privacy is fully protected.

PROOF-OF-CONCEPT

33 Sonae MC's employees embraced the internal challenge to test the JedAI Discover demo app from Anagog. We skipped the integration in one of our apps to avoid the needed extra effort. Since our goal was to test micro-segments and micro-moments accuracy, the integration wouldn't make any difference. The test took 2 months, considering that the demo apps took a month to discover user's routine. The 2nd month was dedicated to run 6 different campaigns testing the different micro-segments and micro-moments set by us. An example of a campaign would be targeting customers who went to the mall more than 2 times the previous week or trigger a notification whenever they are nearby one of our bio and healthy stores (Go Natural). To validate the campaign execution, with each notification, a dedicated survey was available so each user could evaluate if they were within the segment and if the moment made sense with what was expected.

33 Internal Users   **2** Months   **1** Demo App   **6** Campaigns

RESULTS

The 6 campaigns were triggered 142 times in total with 62 replies to the validation surveys. From the answers reported we could acknowledge that 66% of the time users confirmed they got the notification in right moment and that 93% confirmed they were within the correct micro-segment.

Additional feedback from the users showed the privacy is a relevant concern for them, especially when location data is being used. It is important to show them that their data is being protected.

142 Triggers   **62** Form Validations   **66%** ✓ Micro-moments   **93%** ✓ Micro-Segments

CONCLUSION

From our test, we could conclude that the technology behind Anagog's solution performs very well in terms of evaluating the relevance of a user to the conditions of a set micro-segment. Regarding the ability to trigger the engagement at precise moments, the results were not completely accurate, but still acceptable. Due to the 'privacy by design' approach, the solution operates securely on the device itself. However, since users' concerns with regards to data privacy tend to grow as users become more informed, they must be addressed through proper communication and transparency in order to gain the users' trust.

"Working with Anagog was easy and the technology delivered its promise. This collaboration allowed us to understand that even with privacy by design, we have to communicate clearly to avoid customer's concerns with their data."

- Marta Reis, Area Coordinator / Program Development - App Cartão Continente