

kognitiv.

Kognitiv Pulse

Drive revenue with actionable insights.

Over the next 30 days, more than 50% of your customers will switch lifecycle stages*. Customer behaviour is not linear, and each lifecycle stage the customer is in, from acquisition to churn, requires different communication.

Brands' ability to communicate with their customers in a relevant way is limited by **outdated and incomplete data**, **rules-based decision-making**, and difficulty in **connecting insights with activation**.

With Kognitiv Pulse, an **AI-powered insights and activation tool**, you can track your customer lifecycle in real time so you can act smarter and grow your revenue.

Did you know?

You are missing up to

22%

in revenue by not focusing on proper lifecycle communication*

HealthScore
5.2
(+0.5%)

Q2: April 1 - June 3

Active customers
295,000
(+5.2%)

Lifetime value
\$3,007
(+0.1%)

Revenue at risk
\$2.3m
(+3.5%)

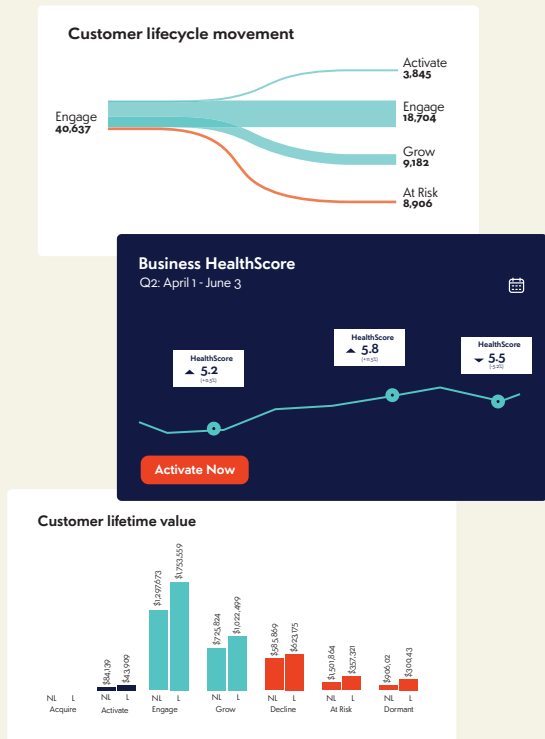
Loyalty member value
2.5X
(+4.1%)

Kognitiv Pulse

A real-time view on the health of your customer base.

Get a real-time view of your customers through the lens of our proprietary **SmartJourney®** customer lifecycle segmentation. Kognitiv Pulse drives better decisions by describing where your customers are today, predicting their future behaviour, diagnosing current risks and opportunities, and prescribing who to engage and not to engage proactively.

Optimize your customer journey in real time at an individual level.



-  **Monitor the health of your customer base**
-  **Track customer behaviour in real time**
-  **Predict future customer behaviour**
-  **Diagnose risks and opportunities**
-  **Act with prescriptive recommendations**

✓ Grow a healthy customer base

On average only 16% of the brands' customer base is steadily active*. Pulse quantifies changes in customer behaviour, highlights risks and opportunities, and identifies which audiences to focus on to increase the quantity and quality of your customer base.

✓ Drive relevancy with real-time prescriptive insights

An overwhelming 92% of brands believe they send personalized offers, but only 33% of customers say they receive relevant offers.** With Pulse, you can track your customer lifecycle at an individual customer level, so you can tailor your marketing and drive relevant engagement that grows your bottom line.

✓ Spend your marketing budget on what moves the needle

Brands send 4-5x more 'flash sale' communication than any other campaigns*. Pulse not only identifies which customers require your attention but also prescribes which customers not to engage so you avoid interfering with their natural behaviour.

Fuel your business growth with AI-powered insights.

Book a Demo

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*Kognitiv Pulse Benchmarking Data - 2022
**BCG (Formation) - 2021