



INSTANT ROI platform

The best CRM according to CIO 100 List IT Managers.
Ranking Best in Cloud | Computerworld Magazine.

*eCRM is a new category of the product.
It is a CRM exclusively dedicated to online shops.*

Our mission: To turn your store into a Sales Machine!

Michał Blak

TECHNOLOGY PARTNERS



AWS Well-Architected



Agenda

- Company background
- Product Rundown
- AI Fueled Platform
- Features List
- Details about Features
- AVA
- Roadmap
- Company Rundown
- Pricing
- Contact Us



Company background

- Processes over 2 bil \$ revenue our clients in eCommerce mainly from CEE and LATAM
- Over 20 ready-to-go marketing automation scenarios
- On & off-site AI driven product recommendations
- 6 different marketing channels
- AWS awarded architecture
- Bootstrapped to over 1000 customers in 20+ countries
- In process of developing voice assistant



AI Fueled Instant ROI Platform

Each year we process over 30,000,000 transactions from over 1000 eCommerce stores on three continents.

According to Gartner, in 2020, over 85% of customer interaction will be managed without human touch.

Who will run them then?

AI, obviously, **Artificial Intelligence**, also called *Augmented Intelligence*. Invisible ghost in your Marketing Machine driven by data provided by your shop and Machine Learning Algorithms - silent witnesses, watching every move we're making across the World-Wide-Web.



CRM

- BI metrics & data processing
- Real-Time Newsfeed
- Segmentation
- RFM and deep analysis
- dynamic lists eg. now online
- Single customer profile
- Customer's timeline
- Behavioral profiles
- Custom tags
- Reach - social media data
- Database & fast customer search
- INBOX Statistics
- Voice over internet protocol
- Messenger Integration
- Response templates

Marketing Automation

- 20+ ready to go marketing scenarios
- Abandoned carts recovery
- Retention marketing (restore)
- After sale & Loyalty program
- Viewed products campaigns
- Newsletter subscription and data base builder
- Wish list campaigns
- AI (CF) email recommendations
- Cross-selling triggers
- Up-selling campaigns
- Multichannel campaigns

Newsletter reinvented

- Dynamic newsletter
- Generic content eg. last viewed products, best sellers
- Dynamic lists eg. by City, overall spent or specific products
- Categories newsletter
- SMS Newsletter
- Custom audiences eg. clients from certain period
- Generic placeholders and templates
- D'n'D editor
- Multilanguage campaigns
- A/B testing campaigns

On-Site marketing

- Marketing Machine (AI)
- Recommendation Frames
- Collaborative Filtering
- Pop-Ups recommendations
- Cart recovery Pop-Ups
- Welcome Pop-Ups
- Action Pop-ups
- Newsletter subscription
- Phone number subscription
- Push Widget
- Web-push notifications
- WebLayers
- Social Proof

Advertisement

- Social Ads
- Tracking codes and dynamic lists
- 40+ campaigns scenarios and goals
- Dynamic remarketing lists
- Ads and email integration (audiences from email action)
- Cart recovery and upsell campaigns
- Sales funnel
- Look-alike audiences on Big Data

Dashboard and reporting

- Open/ click attributions
- Merchandising assistant
- Database and lists monitor
- Revenue reports
- Google Analytics deep integration
- Amazon sales predictions

Administrative and more

- Merchant Health monitor
- GDPR widget and data manager
- Integrations (SMTP, SMS, Platforms, Google Analytics)

CRM

80% of businesses believe they provide excellent customer service, but only 8% of customers agree.

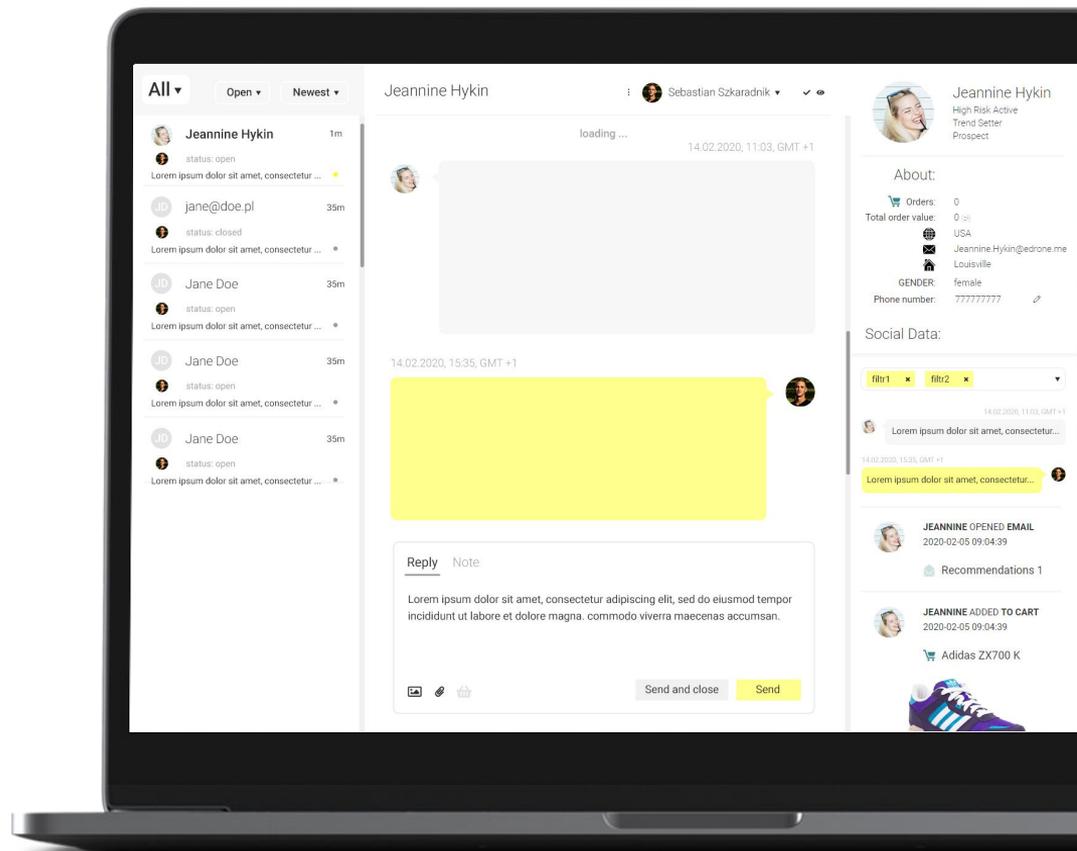
Forbes



Inbox

The **INBOX** is the latest addition to our CRM product line, with the most useful features available from the get go. Inside, you will find tagging, thread assignment, progress/done status check and group messaging!

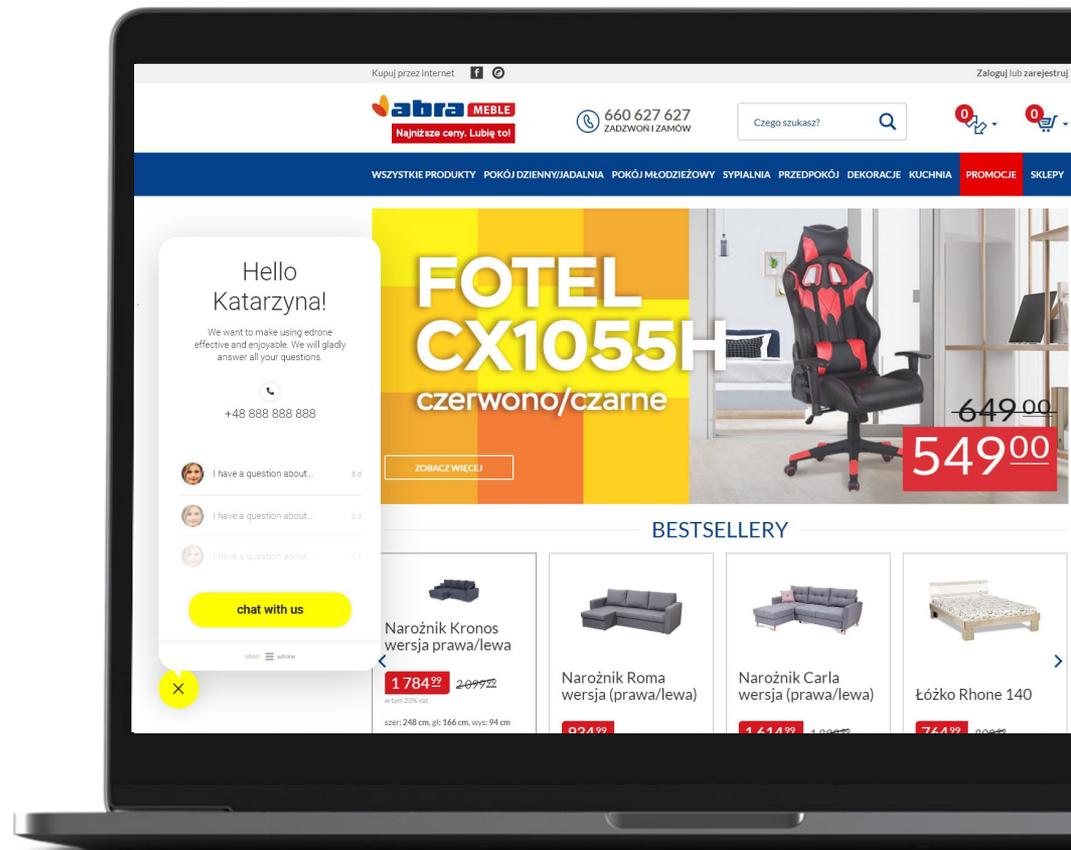
- 1:1 messaging model
- Communication with your customers available from both desktop and mobile
- Ticketing, tagging & agent assignment
- Dynamic product recommendations, on/off site interactions, and customer's history; all available at your fingertips



Chat & Call Widget

2020 is going to be record breaking in terms of new customers entering eCommerce market.

To address this issue we've created customer service widget to help first time shoppers with completing their orders and answering their questions. Your customers at first glance will see possibility to chat with customer care representative or just call them. Widget is going to have full customisation to help fit design of any eCommerce. Our Customer Service Widget integrates with edrone INBOX and fits onto our roadmap.

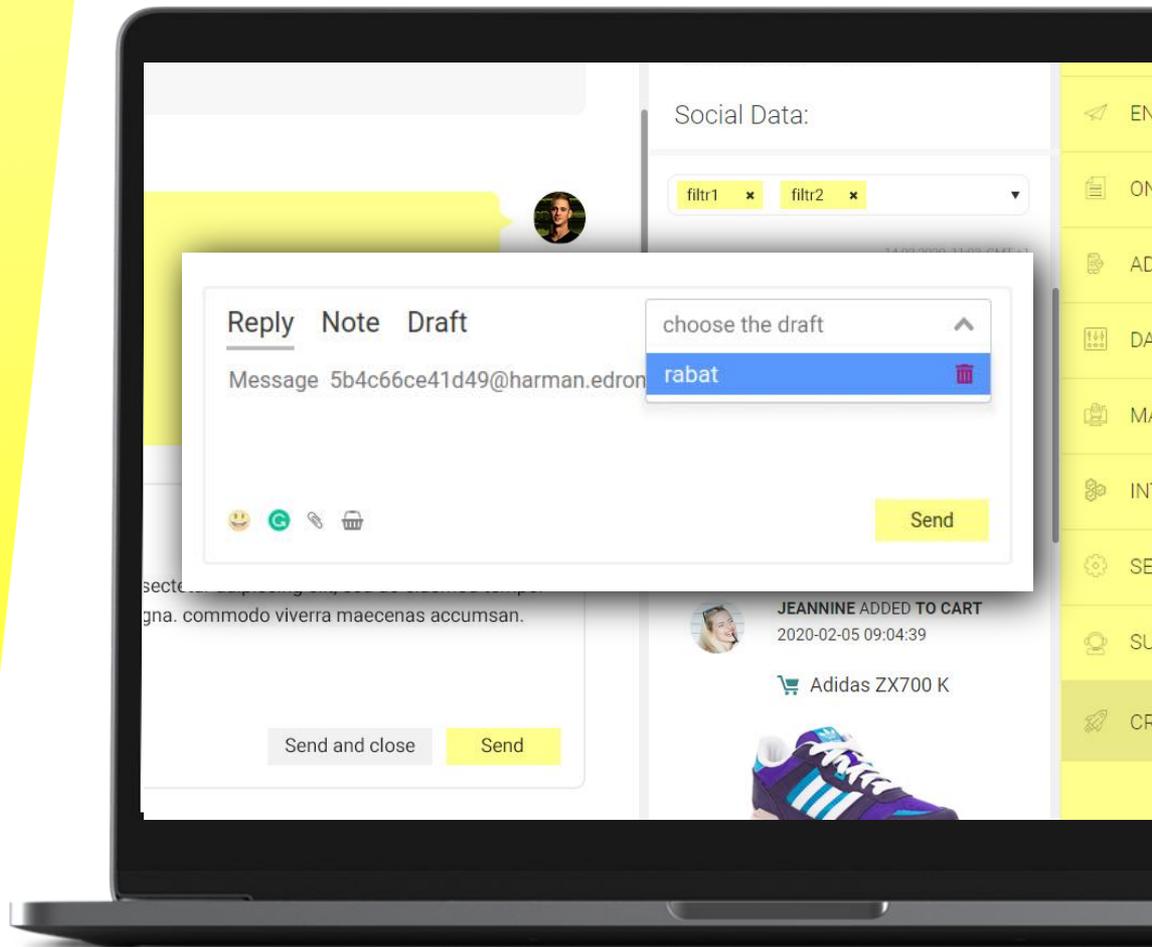


Response Templates

The questions of your customers are also repetitive. In the meantime, you can find plenty of more complicated, that require deep dive.

**Response templates
come in handy.**

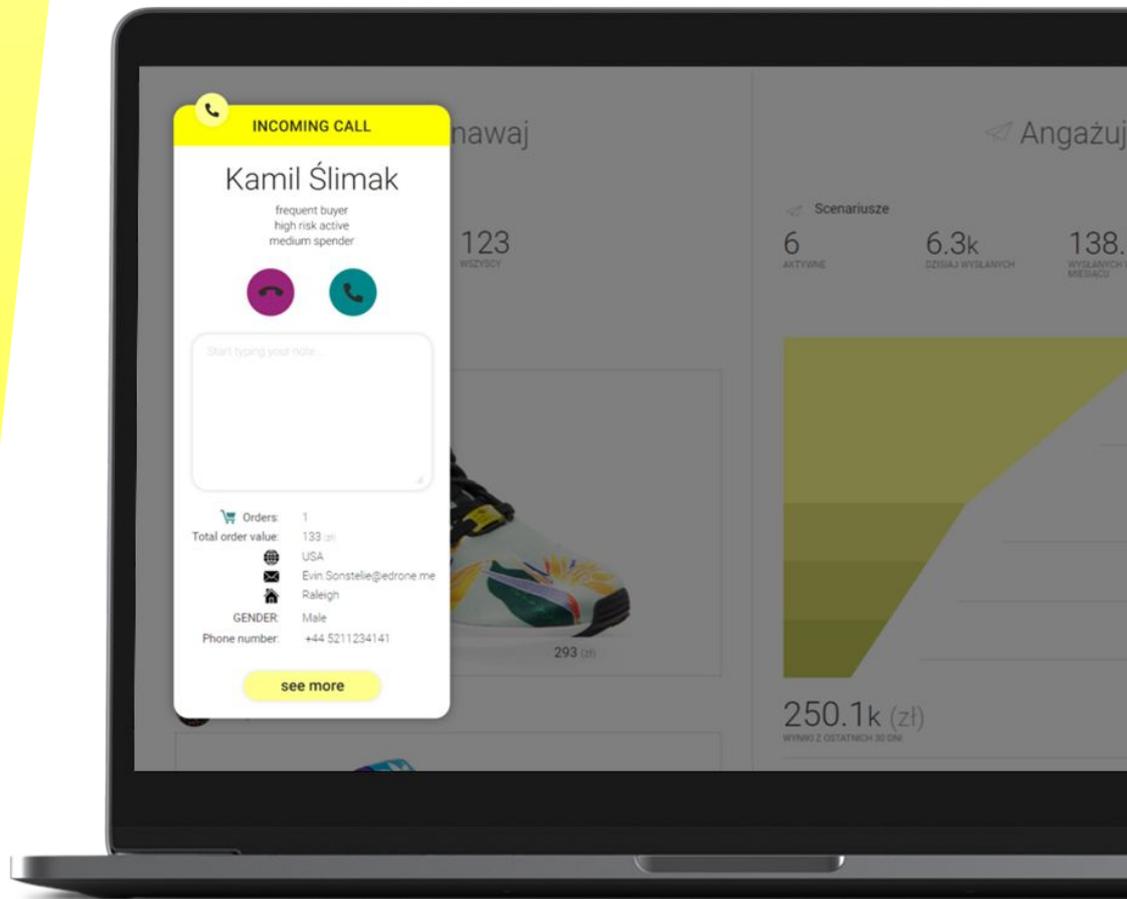
You can save any message as a template - canvas for future questions with the same answers. All that is left to do is edit essential details.



Voice over Internet Protocol

Make sure your One Point of Contact is really one point, no matter the number of channels!

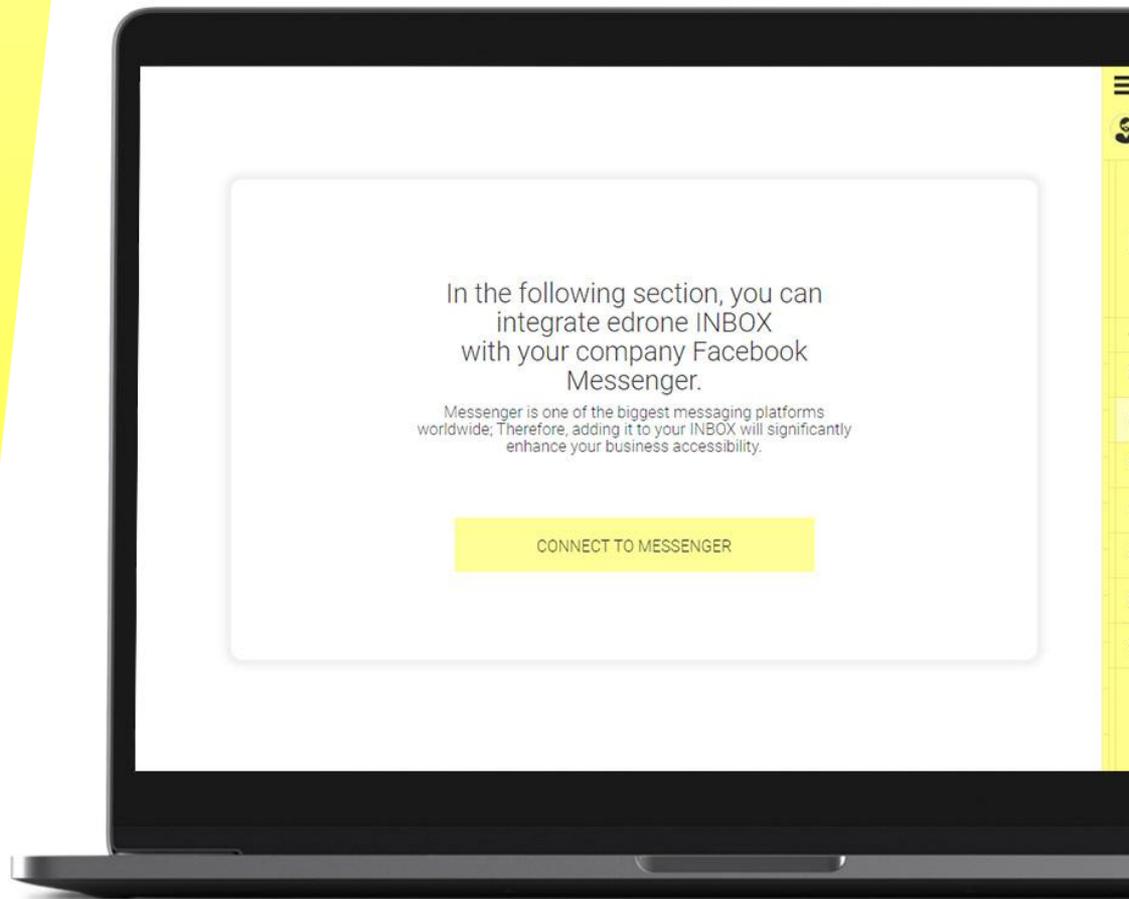
- For some of the clients, regular calls, are still preferred method of communication. Voice over Internet Protocol (VOIP) is the technology allowing you to conduct such calls using your edrone account.
- Simultaneously, you still have access to data presented via CRM, and also tagging or notes.



Facebook Integration

Facebook Messenger is one of the biggest messaging platforms worldwide; Therefore, adding it to your INBOX will significantly enhance your business accessibility.

- Integration comes with just a few simple steps;
- It doesn't require code manual modification.
- The integrator and the edrone plug-in handle the whole process.
- Answer your Facebook clients directly in INBOX!

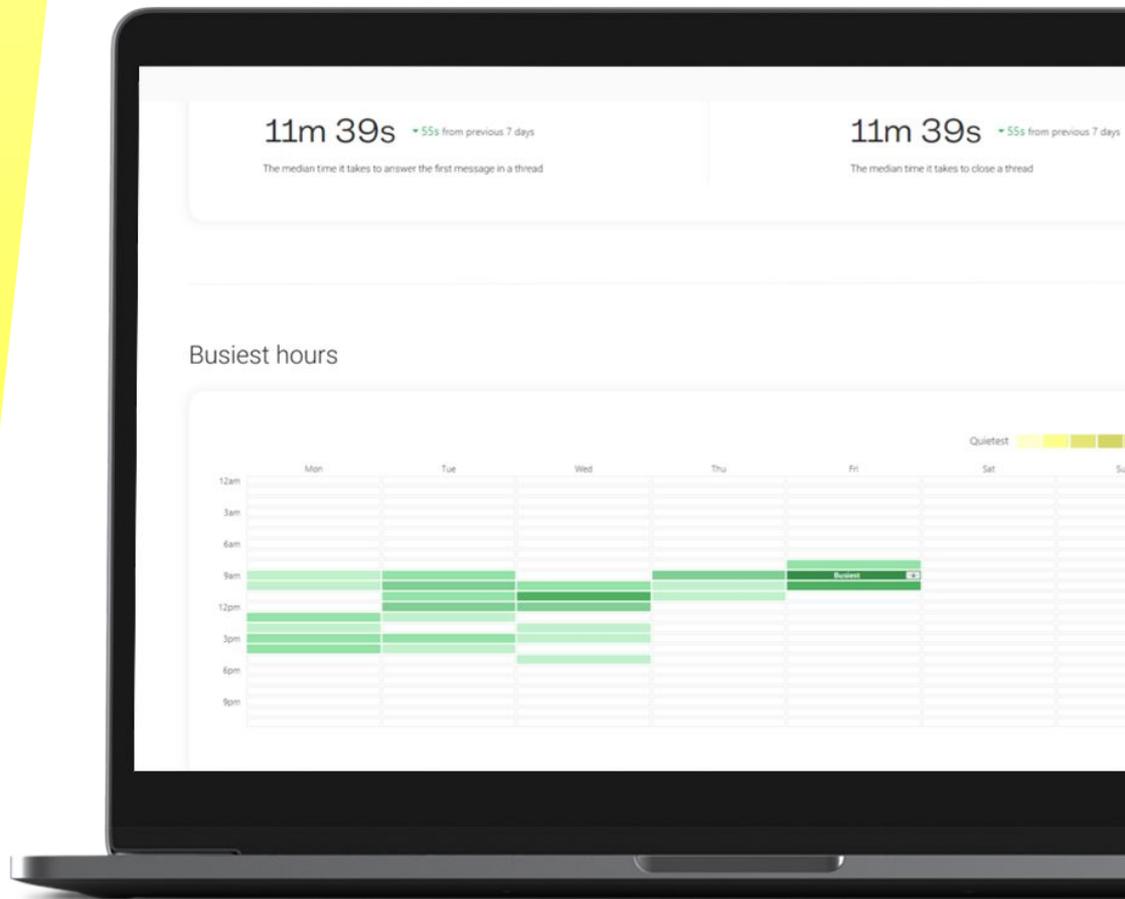


INBOX Stats

Watch, analyze, and improve your customer care!

INBOX Stats helps you manage your team correctly since the client's feedback isn't the only one you can receive!

- New users acquired;
- Messages send, new threads;
- Customer care performance;
- Rush hours monitoring;
- Top conversation-starting pages.



Customer Intelligence

From big data to a single customer profile. Excellent design mated with analytical graphs. All this is in your hands...

Customer Intelligence allows you to create a seamless and well-defined journey of your customers, and tailor-made, adaptive communication strategy.

FEATURES:

- Advanced RFM Analysis,
- real-time events stream,
- activity reports,
- automatic segmentation,
- clients' profile,
- social media details.

@ Now online

178

IDENTIFIED



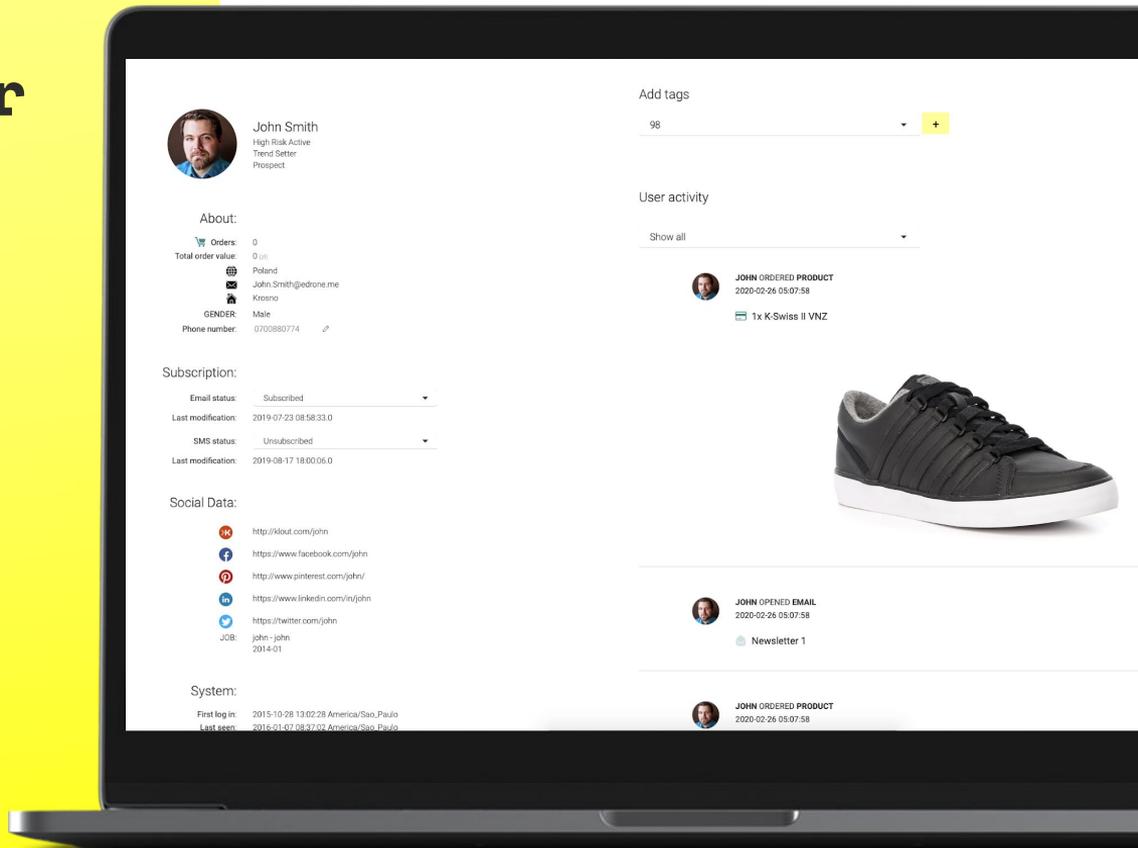
Dreaming Hoodie

Black Cat Hoodie

Complete & Singular Customer View

One of the most important features of our **Instant ROI Platform** is a comprehensive view of a single customer that gives you typical CRM functionalities. Every important bit of information about customers condensed in one place. History of orders, social media profiles overview, subscriptions, activity timeline...

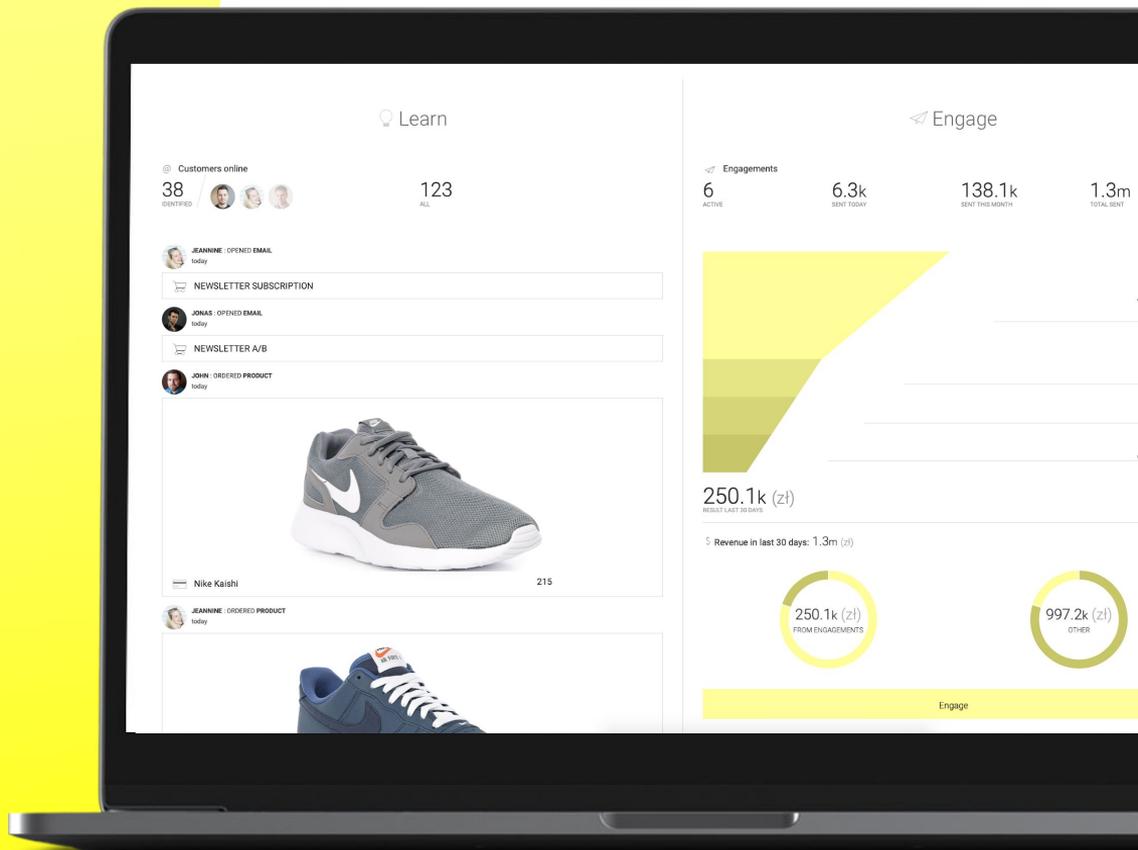
Everything on a silver platter...



Enter the Instant ROI

Mission Control is your eCommerce command center. It welcomes you with the customer monitoring stream end extract of your performance statistics.

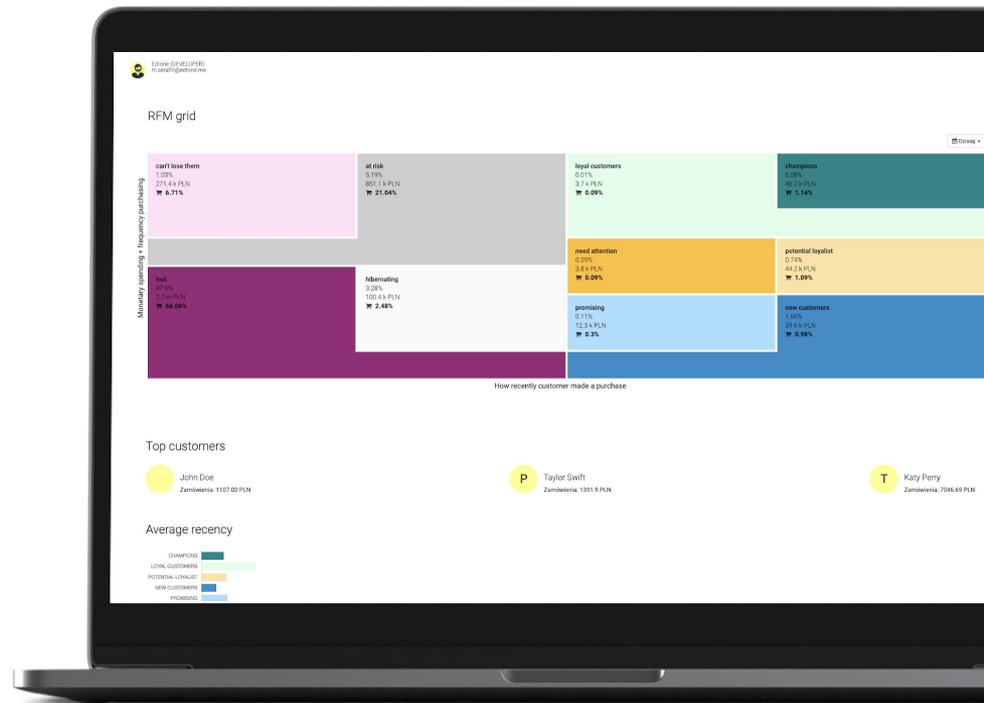
All the activities we were talking about previously are displayed in real-time. It gives you a glimpse of feeling as a manager of brick and mortar shop, where you can watch and feel what your clients are into and what make them white-hot.



Database performance analysis based on behavioural segmentation

Every client is a bit different what implicates a personal approach to every single one. Increase your marketing communication efficiency, thanks to RFM segmentation. You can use it as a simple retargeting group or as a matrix to create a new one – using 'lookalike' matching.

Champions will see brand new collections or pre-sell offers, **Need Attention** will be re-involved via engaging content. **Can't Lose Them?** A unique and temporary discount surely will make them your clients once again!

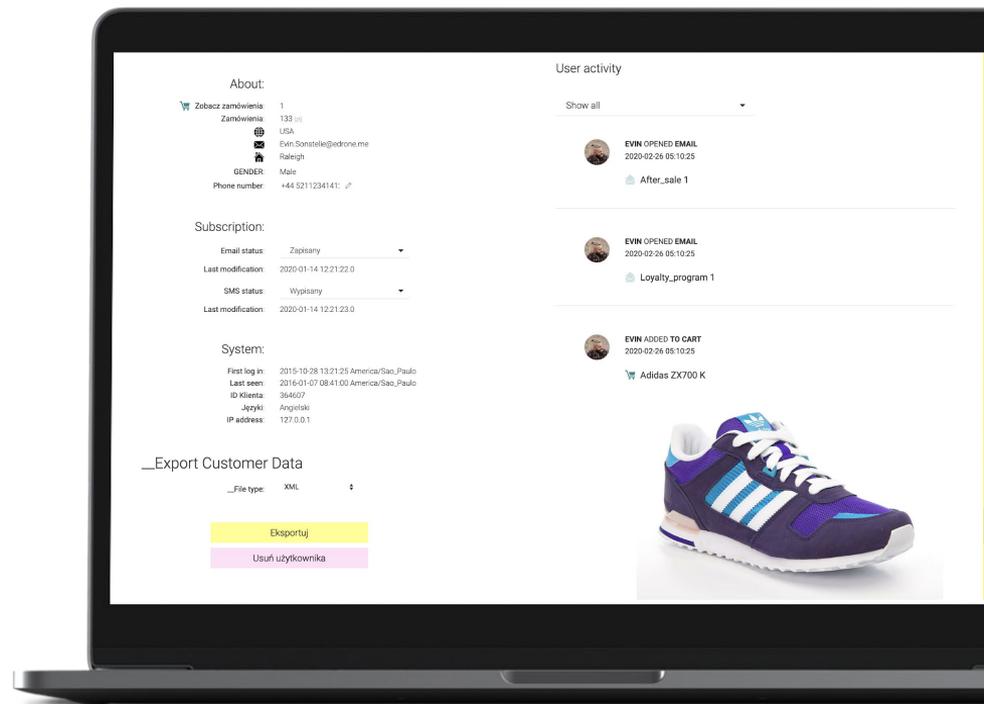


GDPR compliance

All of the responsibilities as administrator of private data of your customers are easier to respect, thanks to edrone. You can easily export data collected (both in XML and HTML) with just one click.

WHAT'S MORE:

- Execute client's right to be forgotten,
- cancel separately status of SMS and/or mail subscription,
- edit all information according to the customer's will,
- cancel custom landing page subscription,
- prevent data of the chosen client to be gathered.

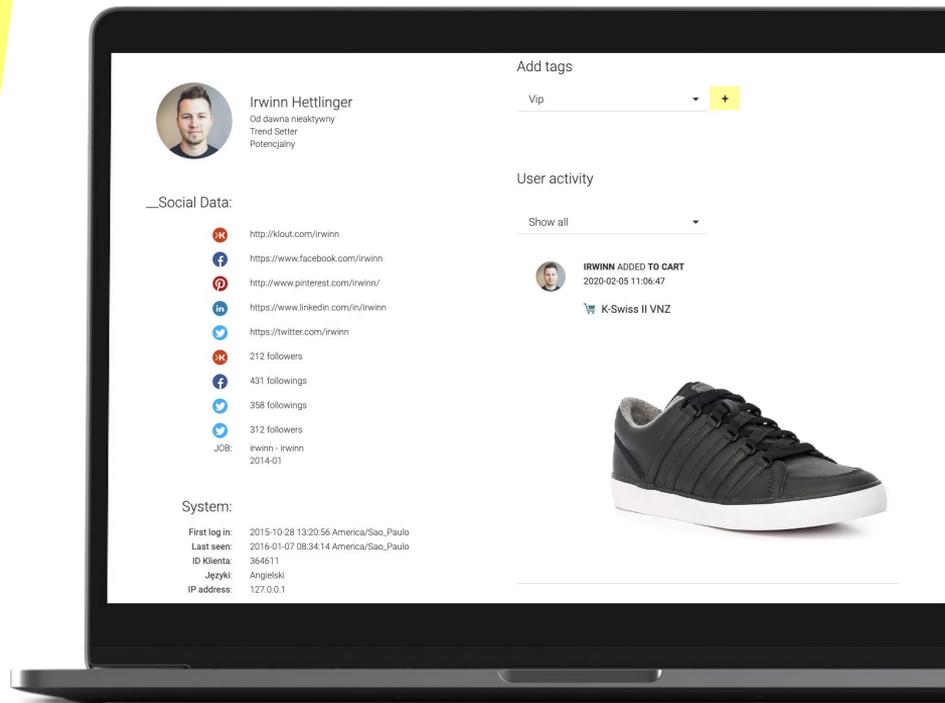


Get all the Social Media details about your customers

Enriching knowledge about your client doesn't have to be just assigning them to a single RFM group or matching them with specific, machine learning analyzed patterns. A social media portfolio is one of them.

If you are acknowledged with the direct sale, you know what we are talking about. Our profile says something more about each client. Combining it with real-time events stream, you can receive a glimpse of the feeling of traditional brick and mortar sale. Yet – it's not everything.

Combine this feature with tags feature. Mark every influencer, or simply a person you want to make an ambassador of your brand and dedicate them a special part of communication. What's most important? It's all compatible with the GDPR.



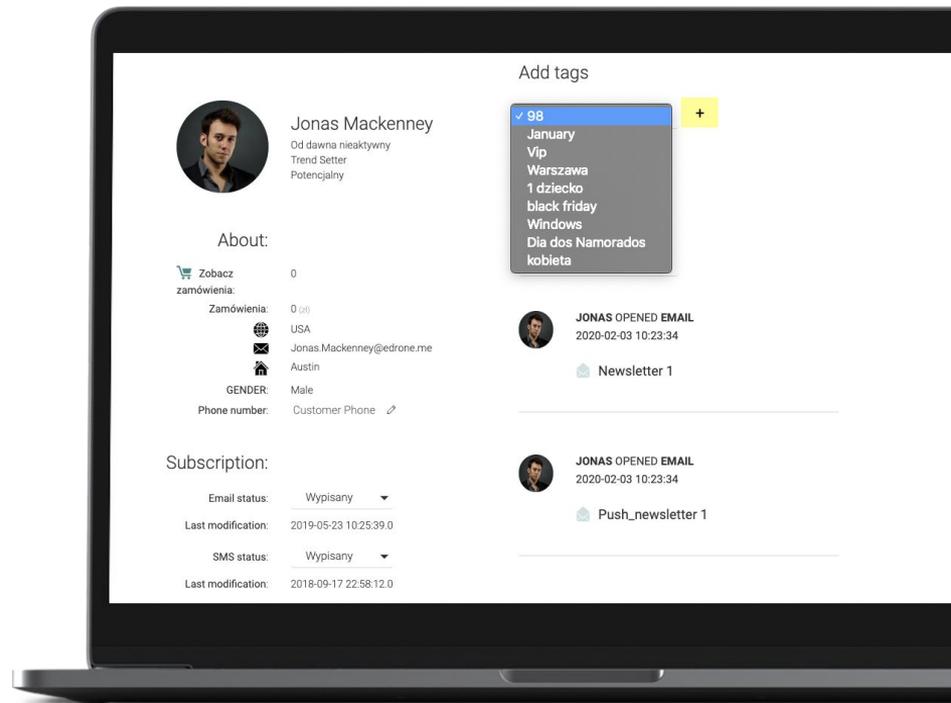
Custom customer tags

Tags are the easiest and quickest way of creating target groups. You can assign it both automatically and manually – depending on the size of the target groups and your needs.

It's a natural extension of preset target audiences you can find in edrone.

For example – you're communicating with your clients about the particular winter sale. If the client decides to participate in it, you guarantee them, additional 50% cut off the next spring sale, which will also be sent by email. You're tagging these customers with "spring_sale" tag, and then – when the spring sale is ready, send only to them.

Your clients are active on your Facebook profile, but some of them are your VIPs? Tag them regarding the activity.



Datapoints

Any off and on-site customer action is added to your client's profile. Add-to-cart, product view, clicked or opened email, purchase – every single one is a clue, telling something more about your client. edrone puts all the pieces together, creating a behavioral picture, allowing you to understand his needs. No matter if he's a new one, logged-in or off.

Trace Monitor

Errors Warnings Success

EVENT: PRODUCT VIEW

1. 2/6/2020, 2:41:35 PM	18
2. 2/6/2020, 2:41:34 PM	16
3. 2/6/2020, 2:41:32 PM	15
4. 2/6/2020, 2:41:30 PM	26
5. 2/6/2020, 2:41:22 PM	17

EVENT: ADD TO CART

1. 2/6/2020, 3:37:06 PM	15
2. 2/6/2020, 3:21:00 PM	16
3. 2/6/2020, 3:17:21 PM	15
4. 2/6/2020, 3:17:05 PM	15
5. 2/6/2020, 2:50:48 PM	16

EVENT: ORDER

1. 2/6/2020, 5:49:21 PM	26
2. 2/6/2020, 5:01:29 PM	26
3. 2/6/2020, 4:48:40 PM	24
4. 2/6/2020, 4:16:07 PM	26
5. 2/6/2020, 3:35:41 PM	26

EVENT: OTHER

1. 2/6/2020, 2:41:53 PM	10
2. 2/6/2020, 2:41:53 PM	9
3. 2/6/2020, 2:41:52 PM	10
4. 2/6/2020, 2:41:36 PM	12
5. 2/6/2020, 2:41:32 PM	17

EVENT: SUBSCRIBE

1. 2/6/2020, 8:35:50 PM	6
2. 2/6/2020, 8:03:33 PM	21
3. 2/6/2020, 7:53:07 PM	6
4. 2/6/2020, 7:53:06 PM	11
5. 2/6/2020, 7:53:06 PM	6

EVENT: ORDER_CANCEL

--	--

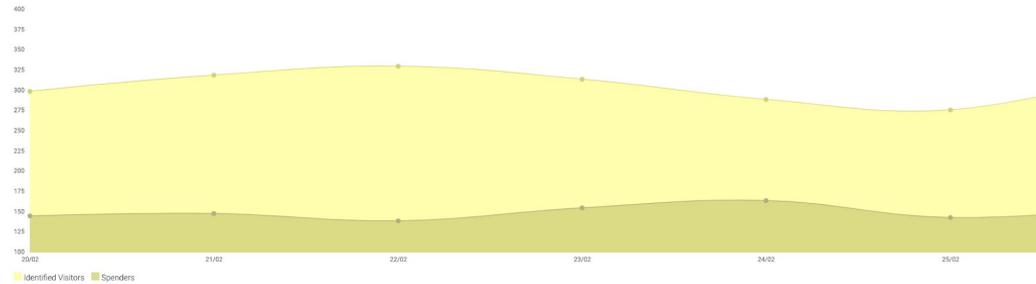
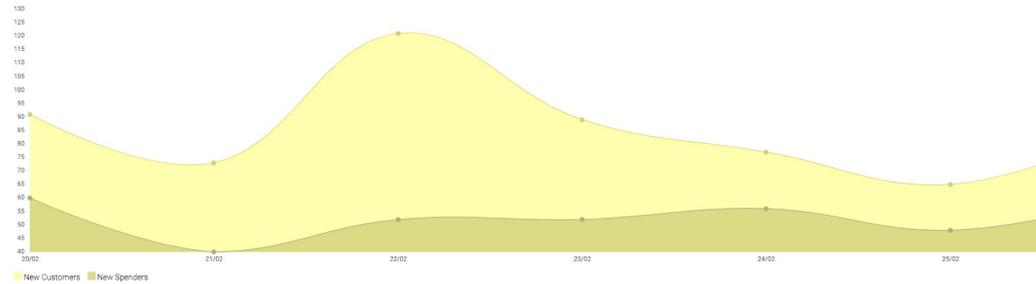
User identification

Every visit on your eCommerce creates an unidentified, blank customer account. When he opts-in for your marketing communication, his previous activity is matched.

We can identify users:

- Using pop-ups and placeholders with a subscription option.
- Finalizing the buying process – when he needs to register and leave his e-mail address.
- By importing the database
- Creating blank account manually.

Get to know your customers



Interactions timeline

You will have the ability to see customer interaction on your website, as easy, as you watching your friend's activity on Facebook, or business partners on LinkedIn. On-site as well as off-site.

MAIN INTERACTIONS INCLUDE:

- On-site activities such as product view, add to card, product purchase, abandoned cart.
- Off-site activities with your marketing communications.
For example: advertisements they interacted with and mails that they have clicked or opened.

User activity



 Le Coq Sportif Bolivar Classic



JONAS CLICKED EMAIL

2020-02-26 05:13:30

 Cross_selling_transactional 1



JONAS ORDERED PRODUCT

2020-02-26 05:13:30

 1x K-Swiss II VNZ

MARKETING AUTOMATION

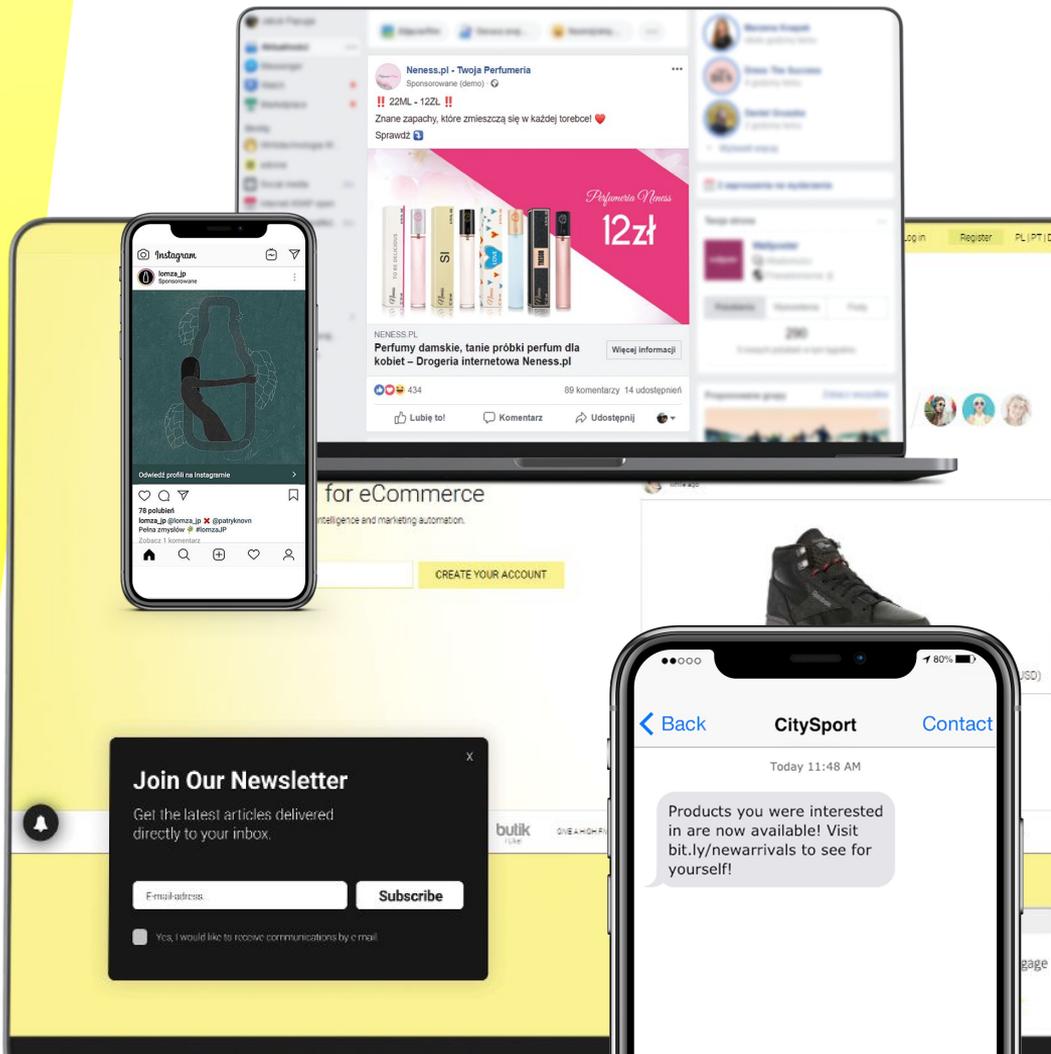
Marketers that use at least three communication channels see 90% growth in retention KPIs



Marketing Automation

Wide range of pre-defined scenarios ready to use in minutes after plug'n'play installation!

- AI-based recommendations
- Recovery of abandoned carts (also on Facebook)
- Advanced and animated Popup
- Push Notifications / Mobile notifications
- Reaching new audience on Instagram and Facebook
- Loyalty program
- A/B Testing newsletters
- Dynamic newsletters
- Cross-Selling
- Rescue lost clients
- more...



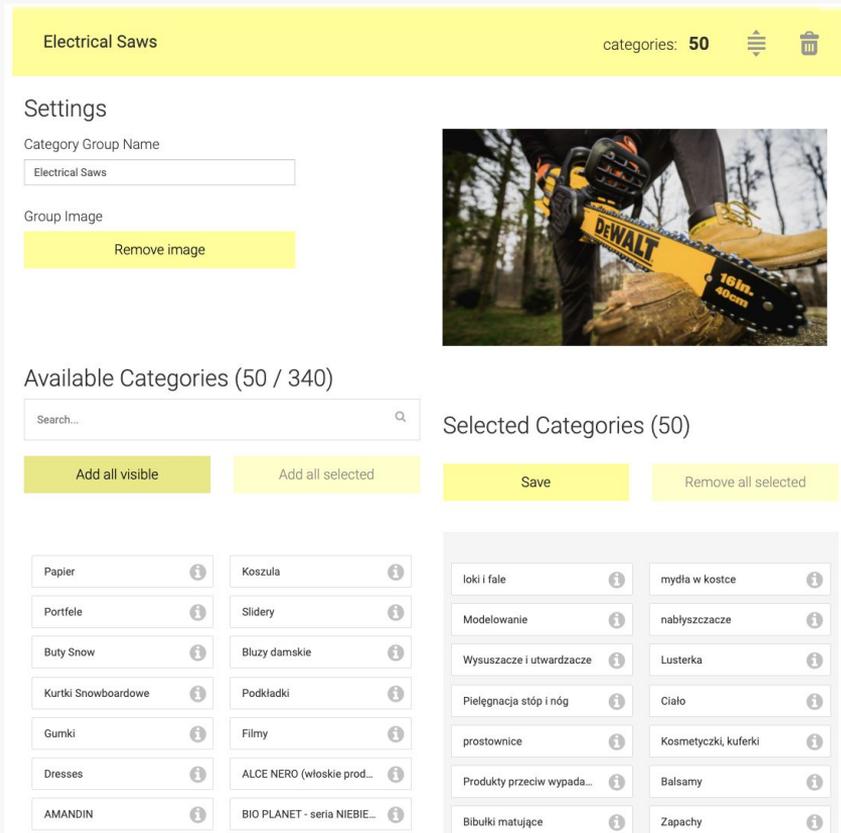
AI for eCommerce

eCommerce, when we discuss the useful implementations of such technology, is the perfect playground for AI.

No matter if you are familiar with the way Machine Learning / Deep Learning works, but shortly speaking all you need is:

- An enormous amount of data
- Reference – if the verdict was right or wrong.

Recommendations algorithm is a flagship of AI usage in eCommerce. Basing on the mentioned data, AI can predict which product should be recommended. If recommendation succeeds (2nd product becomes cross-sold or is sold instead of the first one), this piece of knowledge is added to the whole machine. If it will not... it looks like cross-selling of these items is not a good idea.



The screenshot shows the 'Electrical Saws' category settings page. At the top, it displays the category name and 'categories: 50'. Below this is a 'Settings' section with a 'Category Group Name' field containing 'Electrical Saws' and a 'Group Image' field with a 'Remove image' button. To the right of the settings is a large image of a person using a yellow and black DeWalt chainsaw to cut through a log. Below the settings is an 'Available Categories (50 / 340)' section with a search bar and two buttons: 'Add all visible' and 'Add all selected'. To the right of this is a 'Selected Categories (50)' section with 'Save' and 'Remove all selected' buttons. At the bottom, there are two columns of category selection boxes, each with an information icon. The left column includes: Papier, Portfele, Buty Snow, Kurtki Snowboardowe, Gumki, Dresses, and AMANDIN. The right column includes: Koszula, Slidery, Bluzy damskie, Podkładki, Filmy, ALCE NERO (włoskie prod..., and BIO PLANET - seria NIEBIE... The right side of the page also shows a grid of selected categories including: loki i fale, mydła w kostce, Modelowanie, nabywczacze, Wyszuszacze i utwardzacze, Lusterka, Pielęgnacja stóp i nóg, Ciało, prostownice, Kosmetyczki, kuferki, Produkty przeciw wypad..., Balsamy, Bibulki matujące, and Zapachy.

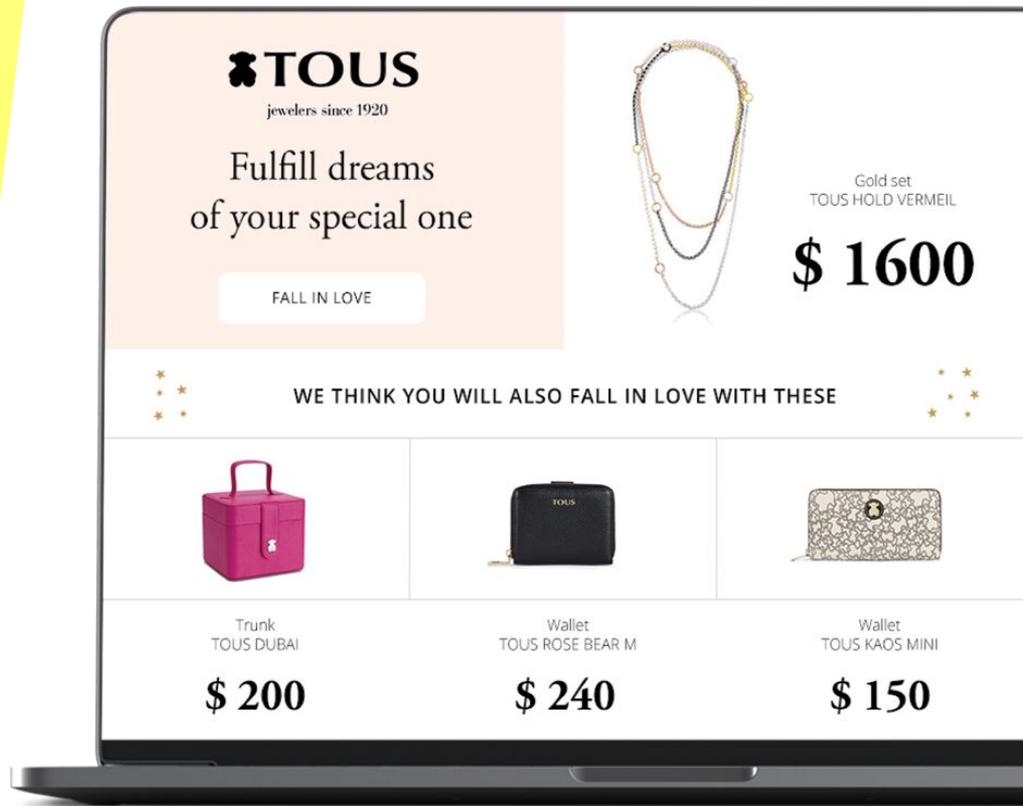
Product recommendations

All of these recommendations are created using AI. They are based on the shopping behavior of other customers, making them fit like a glove to customer preferences, ensuring high CTR and CR.

Another excellent example is using cross-selling for bundles. When the customer is looking for a single product within a category, they receive later an email with a once-in-a-lifetime bundle price.

You can even cross-sell to take advantage of gift buyers! If you were to buy a ring for your fiancée, edrone would send you an offer for men watches.

These are just three examples out of many others.



Cross-selling

Customers like to customize almost everything they are purchasing, to add a little bit of personalization to their orders.

Take advantage of that with many cross-selling scenarios.

Let's start with some best-selling category! Once a customer makes a purchase, they receive an email containing complimentary items – pendants to necklaces, cases to the phones, impregnation to the trekking boots, etcetera.

NeoNail
PROFESSIONAL

Fulfill dreams
of your special one

FALL IN LOVE

Gold set
BASE + COLOR +
\$6

WE THINK YOU WILL ALSO FALL IN LOVE WITH THESE

Gel polish COCTAIL DRESS \$34	Gel polish FASHION MANIA \$34	Gel polish POSH PARTY \$34

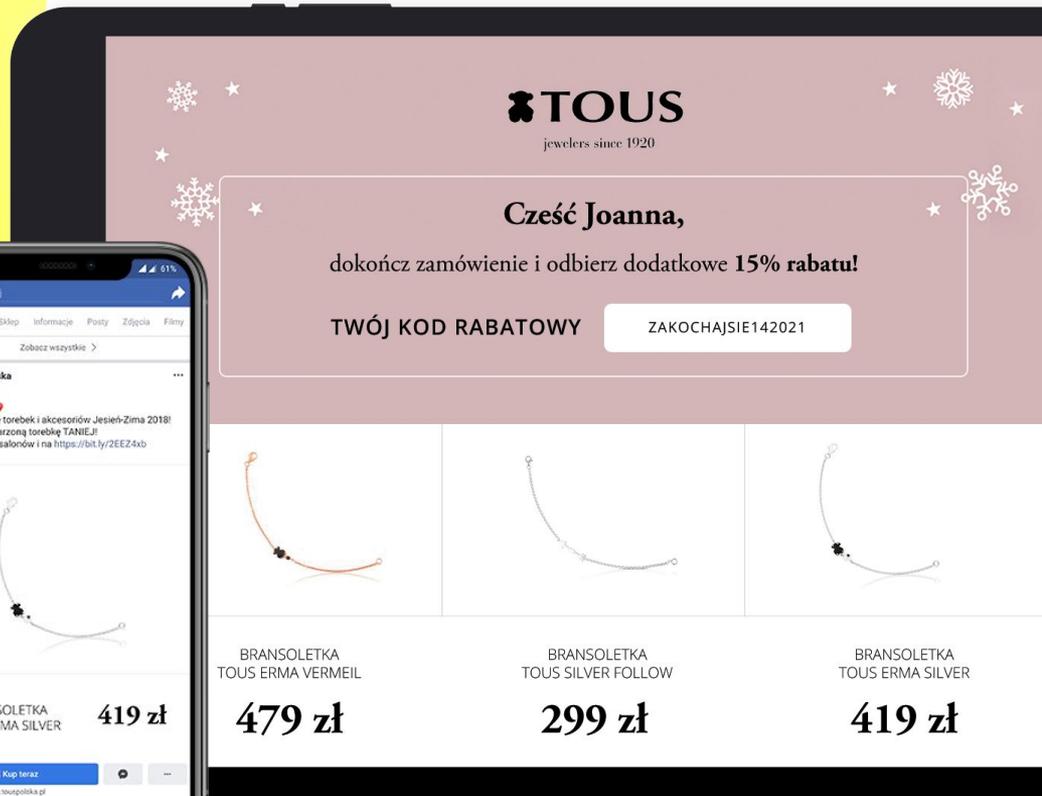
Recover abandoned carts

The multichannel and multistep method.

When recovering the abandoned carts, we go above and beyond a simple email. Don't get us wrong – it is essential to send an email to a customer, but not an email alone!

When it leaves the shop without purchasing products, the individual, time-limited offer will be already waiting on the mailbox. What's more – the Carousel Ad containing the products it forgot about will follow him for over social media.

If they decide not to complete their purchase within a week, edrone once again starts displaying ads, but this time with products that were bought by customers that had similar looking abandoned carts.



AI (CF) email recommendations

Thanks to dynamic product recommendations, you can achieve a real-time personalized experience. Recommendations are active during a session for customers and are different for each user. **What is the use case?**

- Use product-based recommendations on a shopping cart page and a product page when the client is considering a purchase.
- Use user-based recommendations on a homepage, or product category – when customer's need isn't yet exact.



Last viewed products

The customer journey is getting longer and longer nowadays. In addition to search, clients are also doing profound research before completing the order. They're comparing offers, prices, collecting friends and family opinions...

The last viewed product scenario is a guarantee of not to be forgotten – both you and your offer. The products are already chosen, right? Let's help the customer with finishing the order before your competition did it! Newsletters, dynamics ads, pop-ups – these tools are waiting on your command to do so.

 Get started



Customer visit

 01-04-2020



Evin visits your site.

Durable 4968 23 Ramki magnetyczne DURAFRAME
Grip Textil A4 w srebrnym kolorze

04-04-2020



After 3 days



Evin gets the restore message

Hi Evin !

It's been 7 days from your last visit!
Check out our newest stuff and grab
20% OFF

Durable 4968 23 Ramki magnetyczne DURAFRAME
Grip Textil A4 w srebrnym kolorze

20% OFF exclusive Coupon

Use later

I am not interested

Wish list campaigns

Are your items often temporarily unavailable? Because of – in the example – lack of specific, very popular size? Or maybe bestseller was so hot that it sold out on the trunk? You're going to run preorder or the long-awaited premiere of a new collection?

Wishlist is an answer to all of this problems.

Turn the "add-to-cart" button into "notify me." When the item becomes restocked, all clients signed for notification will get it, along with image and link to the desired size or product.

 Get started



Customer visit



Evin views unavailable product.

Durable 4968 23 Ramki magnetyczne
DURAFRAME Grip Textil A4 w srebrnym kolorze



Evin adds product to the wishlist.

Enter email

 Wishlist

Once product is available

edrone API is notified when the product is available





NEWSLETTER REINVENTED

Automated email messages average 70.5% higher open rates and 152% higher click-through rates than “business as usual” marketing messages.

Epsilon Email Institute



Dynamic newsletter

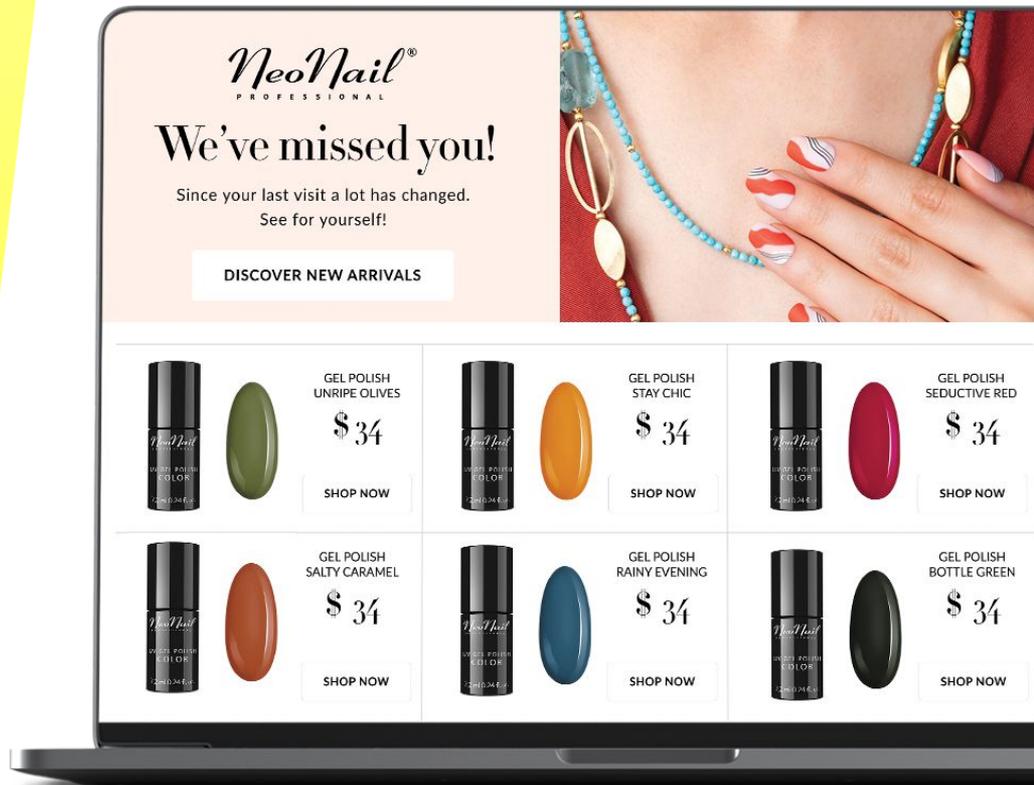
Everyone likes to receive personalized content.

The good practice is to use one's dynamic newsletters to send emails that are always precisely selected according to the type of content customer is willing to see.

Last viewed products, bestsellers, or new arrivals?

You've got it.

Customers can be sure that whenever they receive your email, they will feel it's tailor-made. Use your drag n' drop editor within our mission control for even better design of your emails.



Generic content

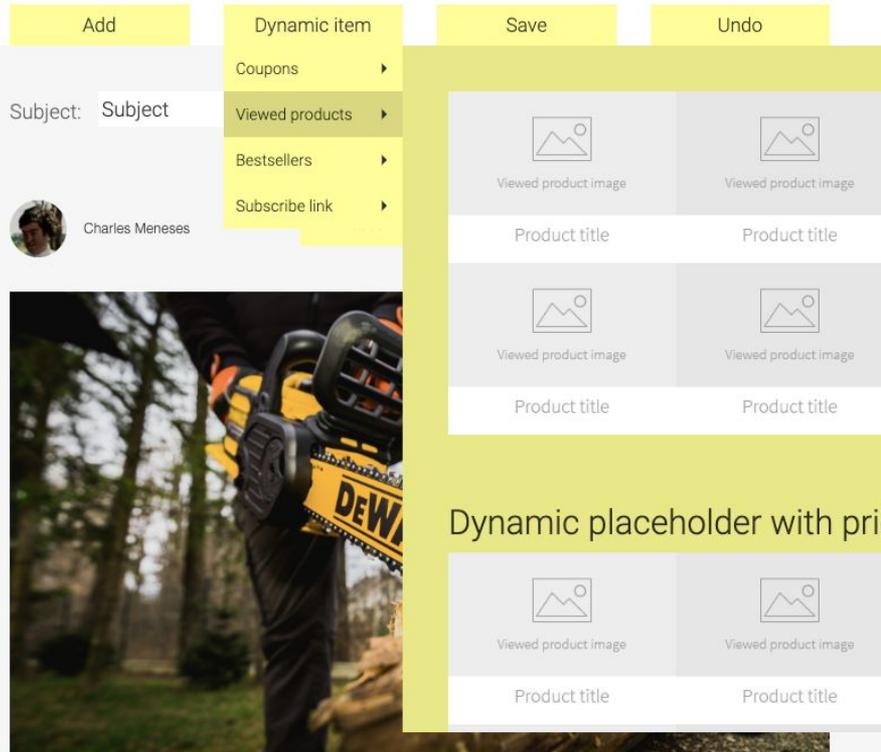
eg. last viewed products, best sellers

Dynamic content has more than one approach.

Social proof is one of marketing psychology mechanisms, making things – items, features, services more appealing when a larger group of people is using it. Machine Learning recommendations with proper marketing plot are an example, but they are not only one. Bestsellers are also working using the same mechanism.

The personalized recommendation will display new products perfectly supplementing and fulfilling the client's needs, but some people made their decisions based on a more abstract basis. Those are the ones, which are not impressed by AI recommended set of items, generic content such as bestsellers will be a perfect alternative.

Last but not least – Last viewed product. Treat it as a finisher. The decision is not always made in a split second, right after marketing exposure. Make sure that the product that interested in your client will follow him across the WWW.



Howdy there *|FIRST_NAME|*

Stay green by cutting trees using first ever battery powered saw!

Dynamic lists

e.g. by city, overall spent,
specific products categories or website
interactions

Detailed targeting helps you to specify actions you want your clients to perform. It also allows you to customize your message even more – just like a traditional letter you're sending to colleagues, loved ones, employees, etcetera. Targeted, personalized emails guarantee higher open rates, and also the actual number of opened emails. Why is that?

Open-Rate effects your email perception in the eyes of processors (entities mediating sends). Their rank your messages higher witch equals even higher deliverability.

Higher deliverability → more emails opened
More emails opened / fewer emails send →
Higher Open-Rate
Higher Open-Rate → Higher deliverability ...

Create audience when people add to cart, view or buy products from specified categories

Customers who:

PRODUCT VIEW

THIS MONTH



Example recipients



Kyle



Jonas



John



Irwin



Yoko



Jeannine

Apply to categories:

At least one selected

x Camisetas

Save

City filter:

London

Save

SMS integration

SMS may be nothing new minding worldwide communication, but about its application in marketing, there is a lot to be yet told.

- 90% of messages are opened in about 3 minutes.
- 98% of messages are opened by the end of the day.

And It's only SMS open-rate...

SMS is a bridge connecting two worlds – digital and analog (before the era of smartphones). Usually is reserved for non-marketing communication, but keep in mind that the whole dialogue you're performing with your client is, in fact, marketing.

Use SMS as the mortar of your solid Omnichannel Experience, and when it is more convenient for your customers... seize an opportunity and make it one of your core channels!

 Run



AUDIENCE

REVIEW

REPORTS



Send test text message

Enter recipient number

number



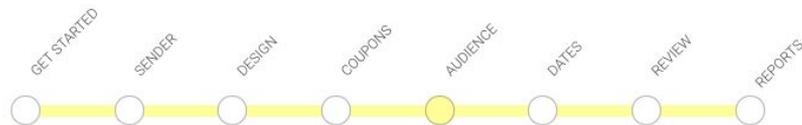
Send test

Run

Custom audiences

eg. clients from certain period

Custom Newsletters are made to impress only well defined, dynamic, refined subscribers, which had contact with your brand earlier. Such an engaged group is the guarantee of high open rate and, in consequence, reduction of the number of required messages. It allows you to reduce the cost of the campaign significantly, keeping its performance as high as always.



SUBSCRIBED OR SUBSCF ▾

DYNAMIC LIST ▾

17.1k

RECIPIENTS

- CART ABANDONERS YESTERDAY
- CUSTOMERS WITH ORDER
- CUSTOMERS WHO VISIT PAGE IN THE PAST TWO WEEKS
- CUSTOMERS WHO HAVE NOT BOUGHT IN THE LAST MONTH
- ✓ MEDIUM OR BIG
- CUSTOMERS WHO HAVE NOT BOUGHT IN THE LAST 4 MONTHS
- CUSTOMERS WHO HAVE NOT BOUGHT IN THE LAST 3 DAYS
- CUSTOMERS WHO HAVE NOT BOUGHT IN THE LAST 10 DAYS
- CUSTOMERS WHO OPENED EMAIL IN LAST 30 DAYS
- CUSTOMERS WHO OPENED EMAIL IN LAST 60 DAYS
- CUSTOMERS WHO OPENED EMAIL IN LAST 90 DAYS
- CUSTOMERS WHO OPENED EMAIL IN LAST 120 DAYS



Drag n' Drop every piece of your letter

```
<div color="#00008c" style="width 1122px;"> <b><i>
```

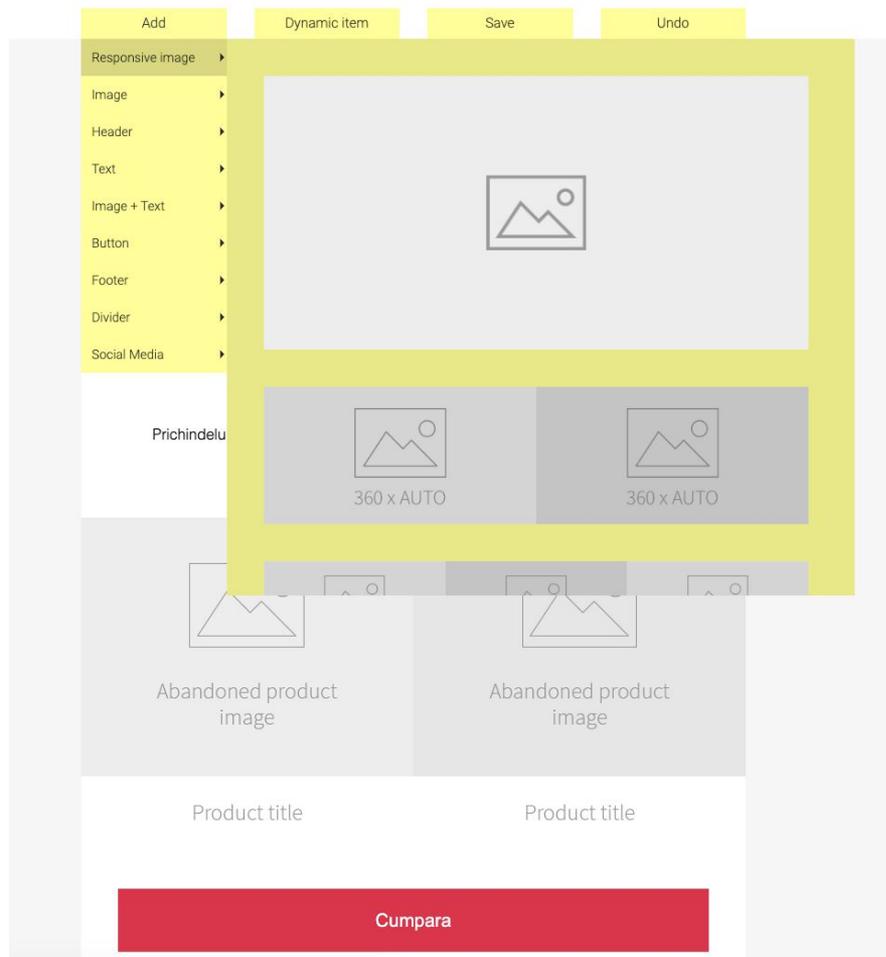
Who loves doing this?!

```
</i></b>
```

```
</div>
```

Correct, noone...

Drag n' Drop editor is another level of work making your messages outstanding and beautiful, instead of dull, straightforward communication. What's more important – such messages could be created in the blink of the eye, leaving more time to carefully carve your copy, that matters.



Multilanguage campaigns

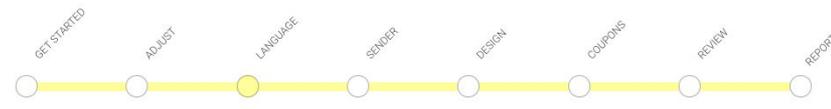
Even if you're reading Antoine de Saint-Exupéry, Adam Mickiewicz and Лев Николаевич Толстой in the original, it's always to nice get personal messages in your native language.

Even it is not measurable in detail; you can still spot the difference sending large amounts of messages counted in hundreds of thousands. Such a sophisticated difference equals a few percentage points, which can be measured quite a significant difference in revenue.

edrone allows you to add as many additional languages as it's needed - in the single campaign. What does it mean One campaign performance can be analyzed as a mono-language one, but still regarding the native speech of your customers.

It's quite a lovely balance between the care of details and a holistic approach to the performance of your newsletter.

Language



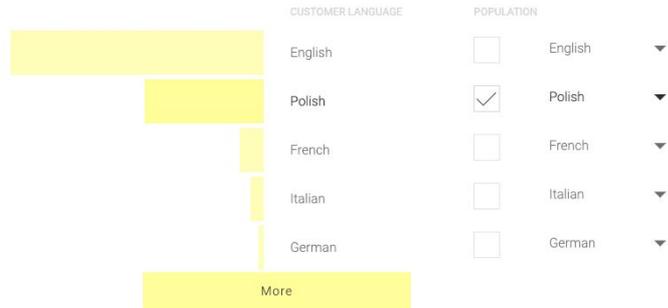
253.9k CUSTOMERS / 5 LANGUAGES

English
THE MOST POPULAR LANGUAGE

You have 253872 customers which are using 5 languages all together
English is the most popular language
Either send the same content to all or differentiate per language

Single language
 Multi language

LANGUAGE DEMOGRAPHICS



A/B Testing

A/B test is used to optimize campaigns and measuring the influence of small fixes and upgrades on conversion rates. Every company is different, considering offers, default cycles of recency, and level of loyalty of its customers.

A/B test is minimizing the risk of a mishit, changing guessing into testing, ensuring your message is well spiced, or, to be precise, spiced enough!

Run A/B and check what is and what isn't suitable for your communication. Make decisions considering not only the conversion rate, but also open-rate, CTR, new subscriptions, the value of conversions, and many others!

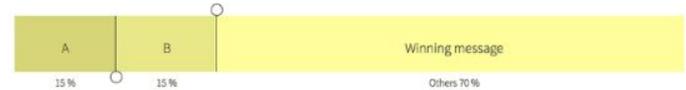


Michael



Determine the percentage of recipients

Test A/B



Select winning message

You decide



Compare messages



ON-SITE MARKETING

45% of on-line shoppers prefers stores that provide them personalised experiences

Invespro



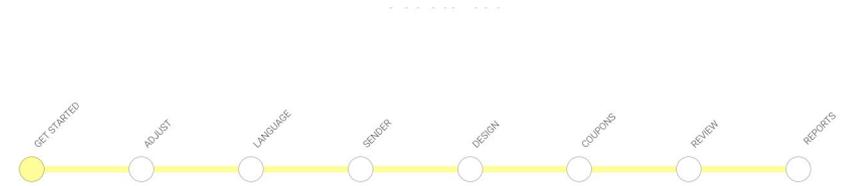
Machine & deep learning

Your shop morphs with each customer visiting it.

Edrone Marketing Machine personalizes your items display so that every visitor receives an offer according to personal preferences and expectations. If a customer appears for the first time, we will ask them which categories he is interested in, using sets such as woman/man/child, or kitchen/bathroom/bedroom, etcetera.

Each on-site interaction will enrich the knowledge about the customer and improve the accuracy of the targeting.

This approach is a golden standard in the marketing of the modern era, and it's called Segment-of-One. Your website will have as many incarnations as you have clients.



Recommendations for:



Machine knows best

The diversity of types, colors, materials, shapes, and types of items and accessories can be overwhelming even for you, not even speaking of your clients! It's always good to have an option, but when the human brain has to pick just one, among the thousands of options, in most cases, it will pick randomly, or even not pick anything at all.

edrone Marketing Machine solves this problem.

It creates shopping experience similar to that we all know of Brick and Mortar stores, where shopping assistant helps customers to come over the cognitive chaos.



Evin Sonstelié

Evin.Sonstelié@edrone.me

Interactions: 10

Interactions



Buty adidas NMD_CS1 PK "C...

product view: 1



Bluza Puma RBR Graphic Hoo...

product view: 2

add to cart: 1



Buty Onitsuka Tiger Harandia ...

product view: 1



Buty Nike Air Force 1 MID '07 ...

add to cart: 1

order: 1

Recommended products for: **Evin**



Buty Vans Winston "Navy"

Scoring: ★★★★★

Recommended



Buty adidas Seeley Court "DSH Solid Grey"

Scoring: ★★★★★

Recommended



Buty le coq sportif Aceone CVS "Black"

Scoring: ★★★★★

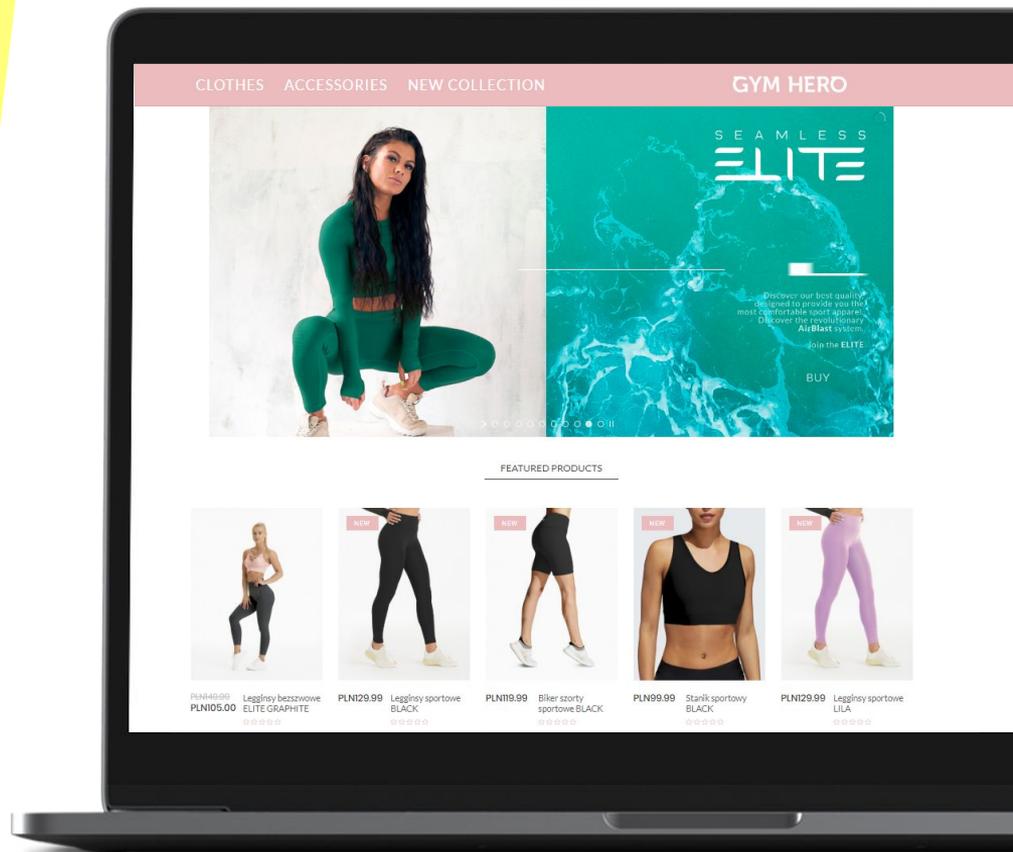
Recommended

AI-equipped recommendation frame: **Marketing Machine**

Artificial Learning of machines isn't anything entirely new – to be honest. Over the years, Machine Learning counted numerous up's and down's to get adult enough to become useful technology, not just a funny case.

In the era of the Internet of Things and an enormous amount of data, we're continually processing, neglecting AI is in a best case an act of ignorance.

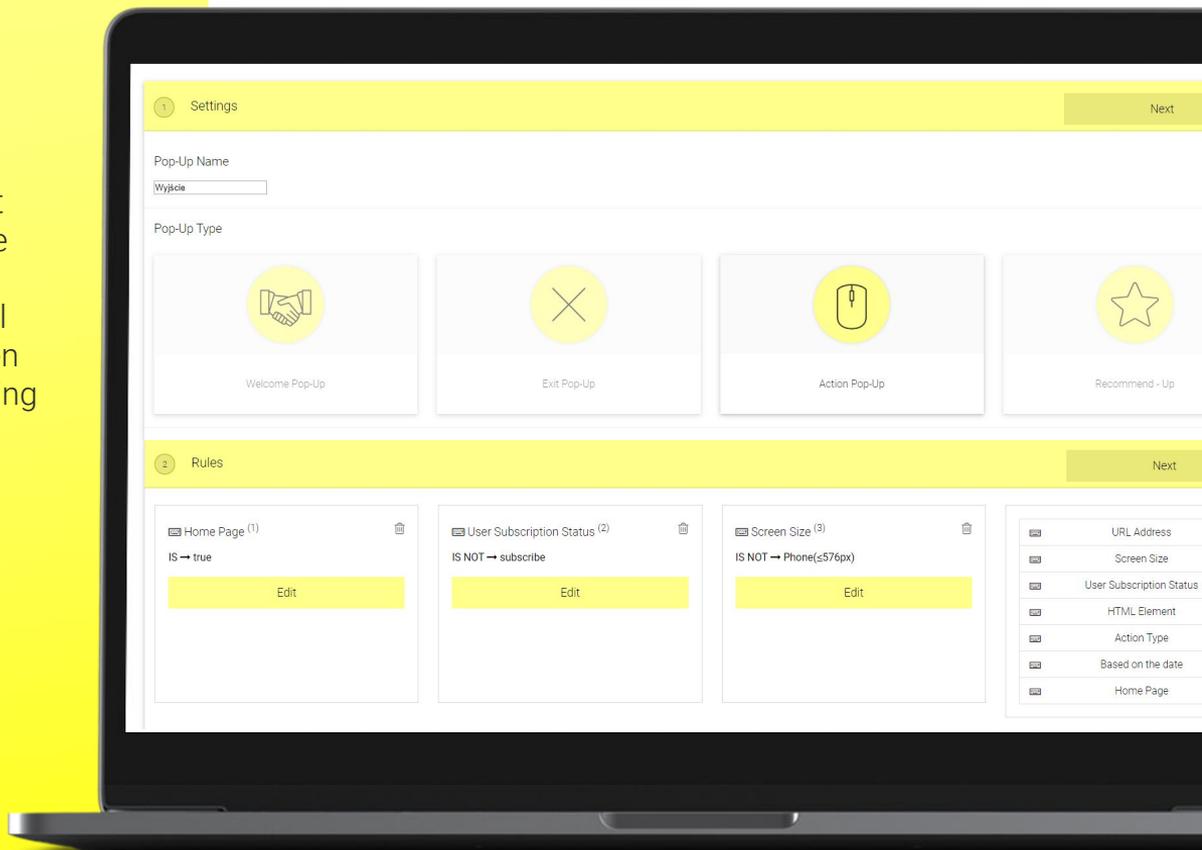
Every click, activity, a fraction of second more spent upon a piece of your website or ad, every bit and byte of information matters. Even if it's making no sense from the human point of view.



Advanced POP-UP

Use dynamic recommendations on the product page to display similar necklaces. Still, once the customer moves to a shopping cart, our Marketing Machine shows accessories that will match the item your customer has added. When arriving at the homepage, they can start browsing by going on a bit unusual path...

Are you buying for yourself, or are you buying a gift? - asks AI, and the matching process starts over, adapting to updated conditions.



Action Pop-up

It's essential to seize an opportunity of events, because actions, not the passive scrolling, are the moments, customers are going to remember.

You can set up triggered pop-ups almost everywhere. When the client is entering, tactical (in your point of view) pages, when he finishes reading an article on your blog, when he is spending too much time considering payments method...

The sky's the limit – at all, it's your eCommerce.

All brilliant use cases are already in your head!

1 Settings

Pop-Up Name

Exit Pop-Up

Pop-Up Type



Welcome Pop-Up



Exit Pop-Up



Action Pop-Up

Pop-Up Configuration

Choose Action Type

- Add to cart
- Newsletter subscription

Displays

every time

Pop-Up Tags

From PopUp x Footer x

Font parameters

Font family

Lato

Font weight

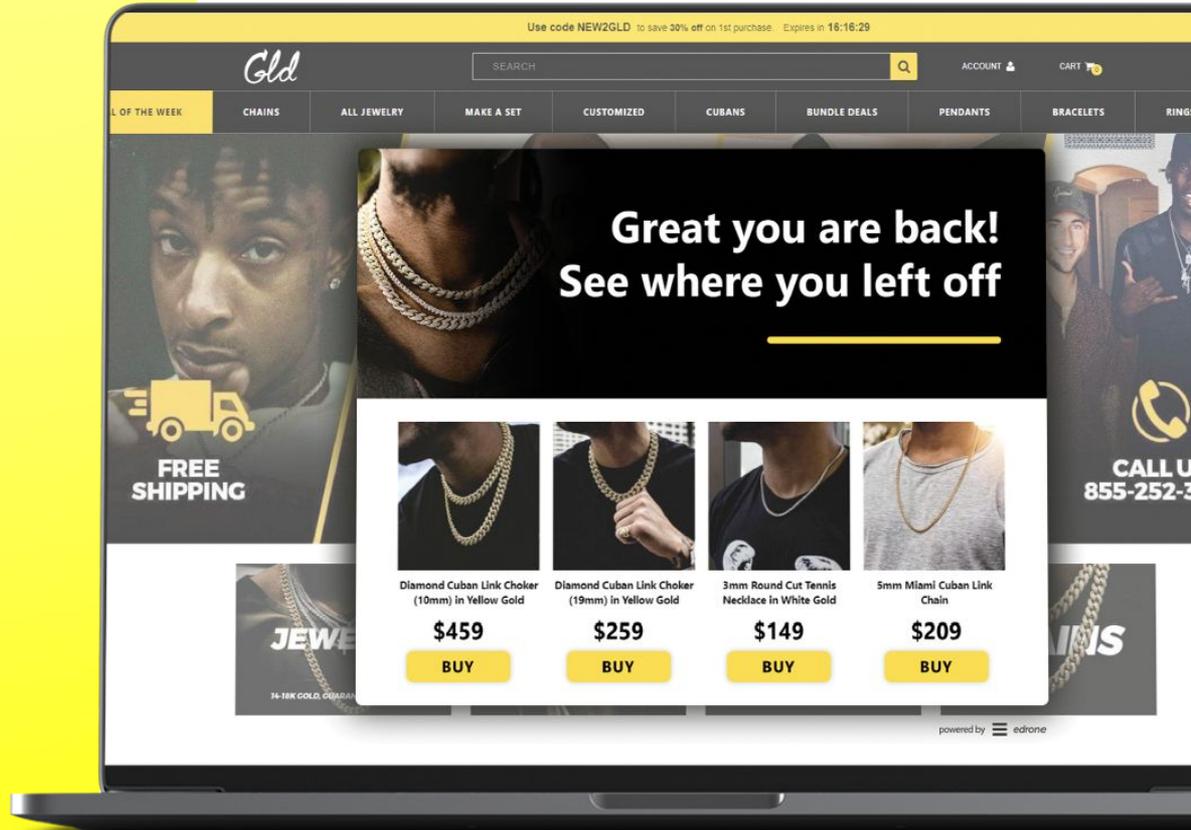
300

latin-ext:

Welcome/Exit Pop-up

Every user visiting your webpage, potentially have some goal to achieve. Because of plenty of web designs, setups, and the enormous number of offers across the web, every factor matters.

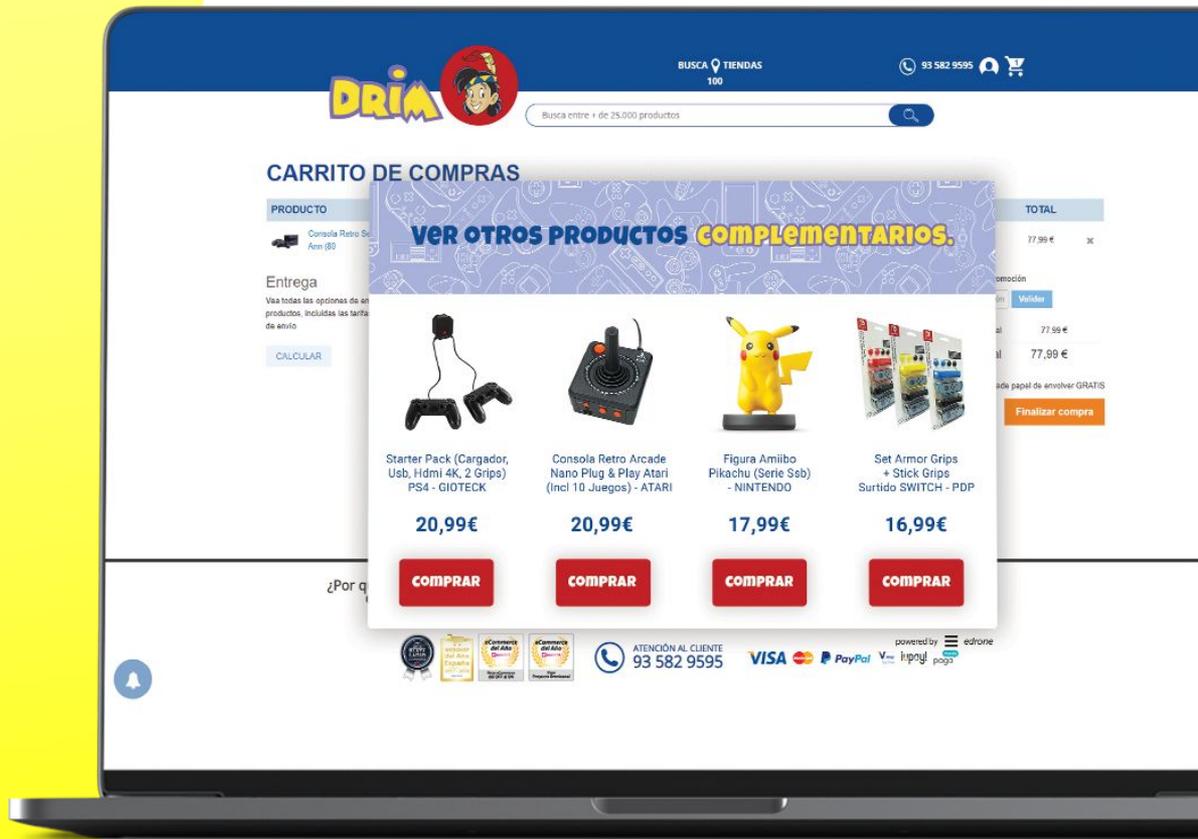
He can easily be distracted, made feel a bit dizzy, and led to astray. Make sure that he is welcomed nicely, helped when gets lost, and when decides to leave – will be farewelled appropriately (in other words – that it isn't his last visit!).



Pop-Ups recommendations

Use dynamic recommendations on the product page to display similar necklaces. Still, once the customer moves to a shopping cart, our Marketing Machine shows accessories that will match the item your customer has added. When arriving at the homepage, they can start browsing by going on a bit unusual path...

Are you buying for yourself, or are you buying a gift? - asks AI, and the matching process starts over, adapting to updated conditions.

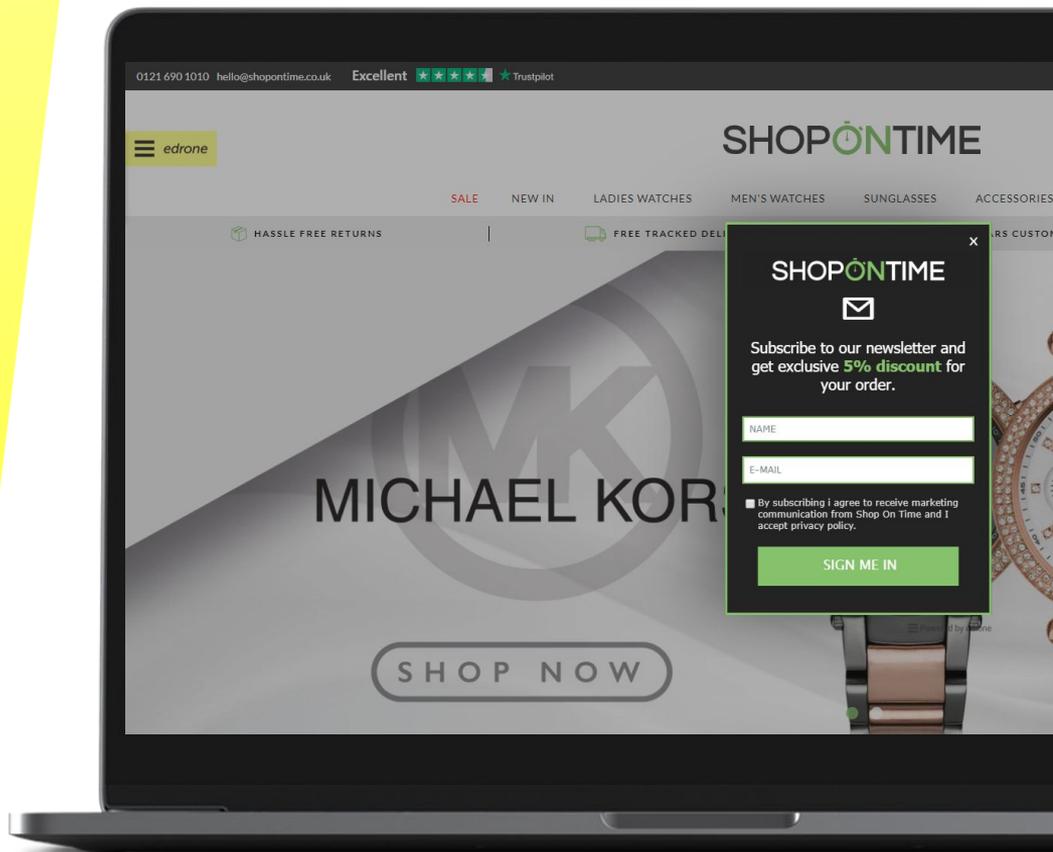


Newsletter / Phone number subscription

SMS might be a bit different, but same rules of subscription as in a classic email marketing apply.

Clients can subscribe through both on-site forms, and dedicated pop-up. It's easy and convenient for both customers and marketing managers.

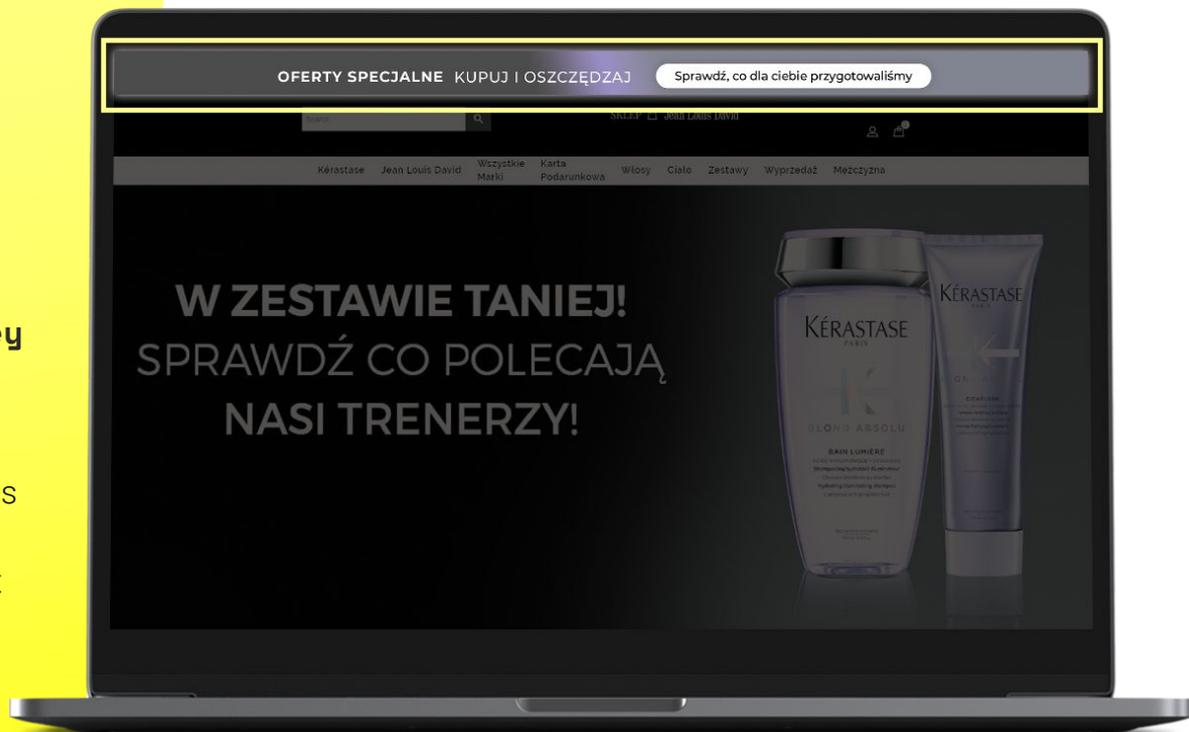
Create SMS subscription campaigns the same way you're creating classic ones. Join their forces to reach an even bigger target group or do the opposite - put some emphasis on one of these channels, dedicating it only for the most important information, while the second reserved for entertainment?



Web Layers

It's engaging onsite feature, filling the gap between *pop-ups* and *onsite containers* (such as *Marketing Machine*). **Web Layers are not pop-ups. Therefore, they will not be blocked by pop-up blockers.**

Thanks to Web Layers, the website becomes more intriguing. Triggering rules applied to them, guarantee better reception of content presented since it's adjusted to the actions made by the customer.



What exactly are WebLayers?

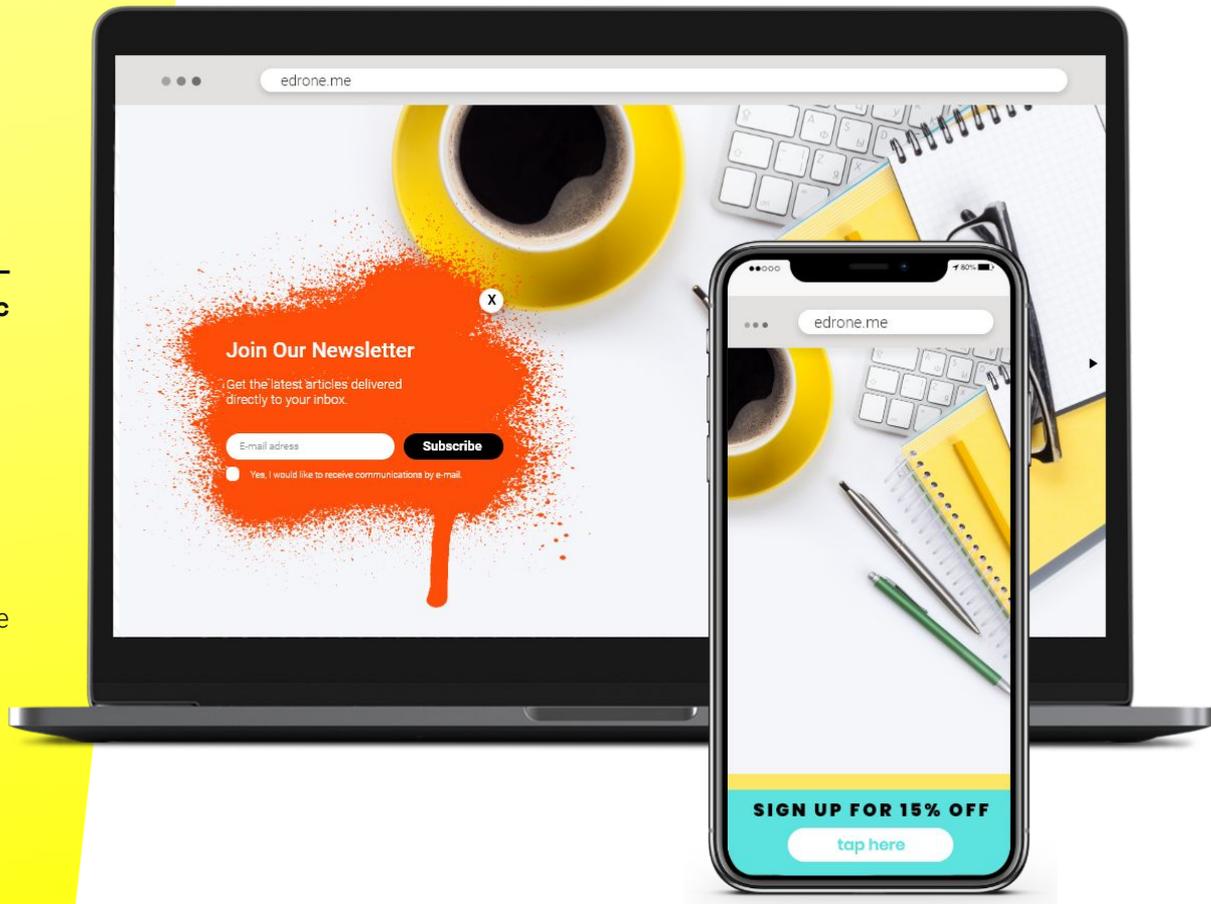
Web Layers (a.k.a. Flyers; Banners) – onsite campaigns displayed on specific pages of your website to a specified audience upon being triggered by action or time-trigger.

This feature engages the end-users upon desired action regarding the needs of your marketing.

- You can set up design separately for mobile and desktop devices.

Just like pop-ups, they come in three types:

- Welcome Web Layer;
- Exit Web Layer;
- Action Web Layer.



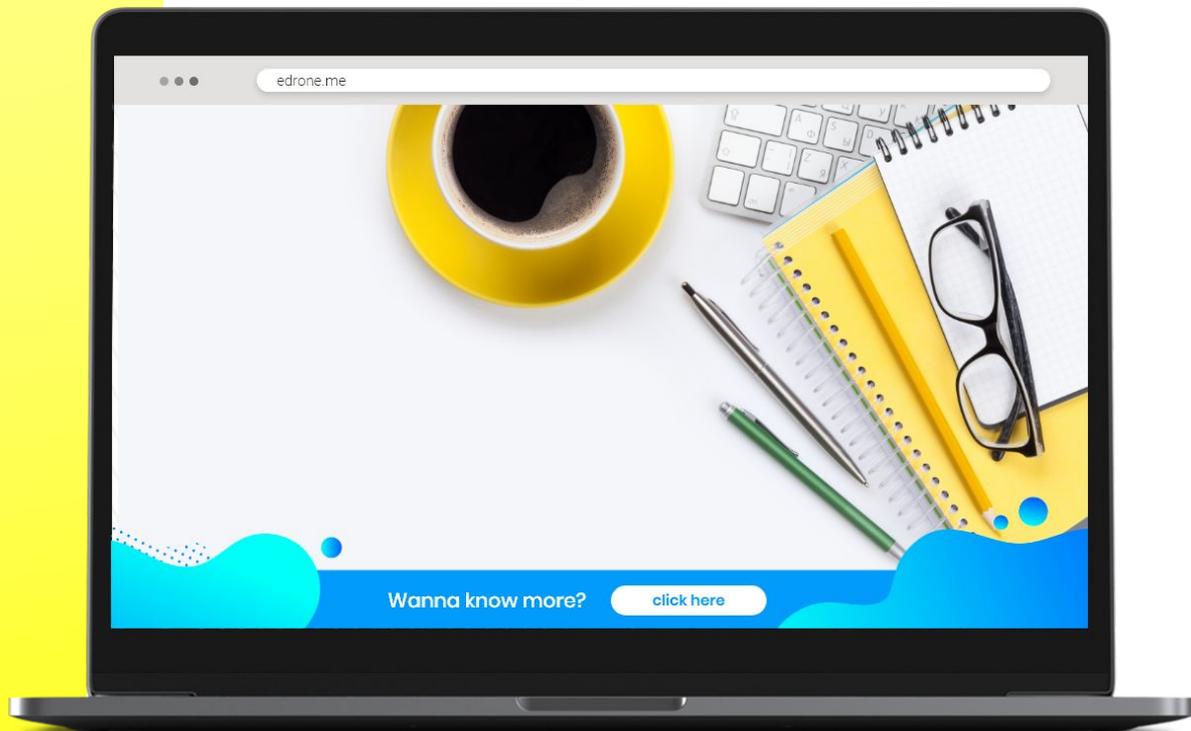
Overlay beams

Web Layers comes in three different types:

Overlay Beam appears on the additional layer, covering part of the webpage. While scrolling, it follows the viewer (stays in the same spot on the window) until it gets closed. You can choose the top or bottom position.

Use it for:

- Time-limited offers;
- Subscription campaigns;
- Cross-selling.
- Urgent marketing actions.

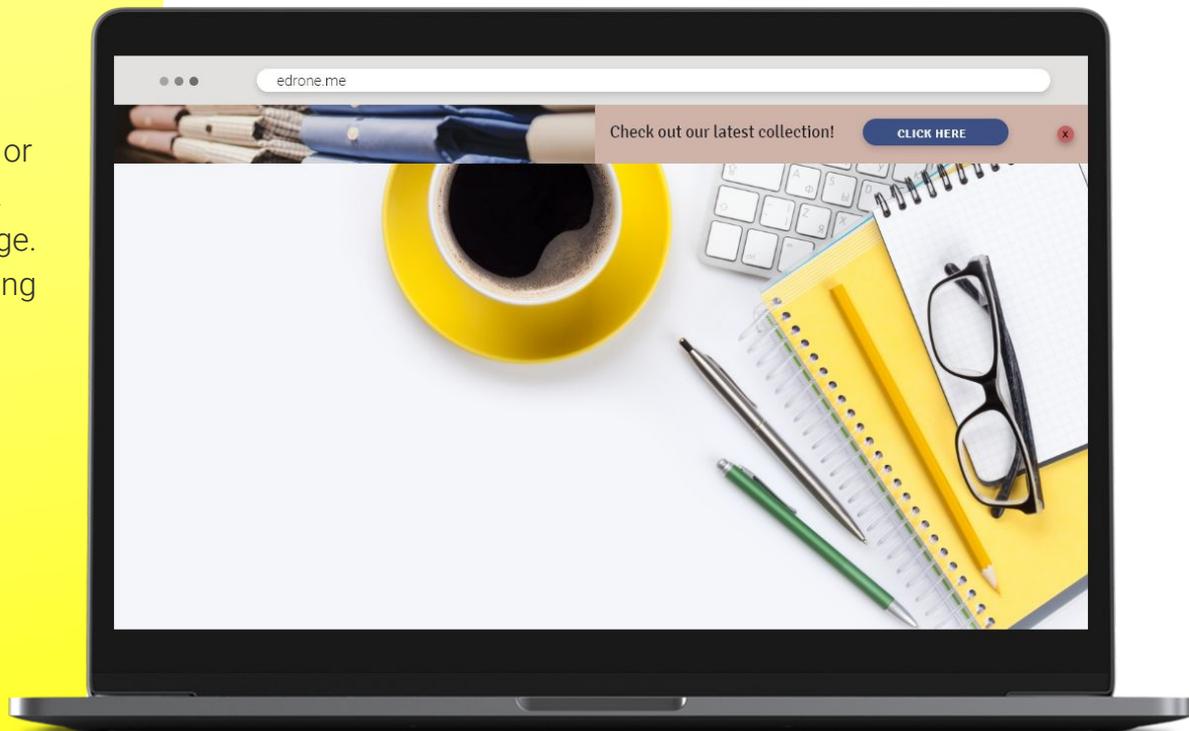


Beam Stripper

In this mode the banner appears on the top or bottom of the page as an **integral part of it**. The bar isn't covering any content of the page. Alternatively, it extends the page itself, making the required space (until it gets closed).

Main use cases include:

- Announcements;
- Seasonal communication (Holidays, Events, sales);
- Cross-selling / Up-Selling.
- Sales actions



Folded Slider

The banner is folded and attached to the left/right side of the page with the main *Call To Action* on it. **Upon clicking unfolds**, presenting its content.

- Folded slider acts the same way as Overlay (stays in the same position, while the page is scrolled.)

Performs very well with:

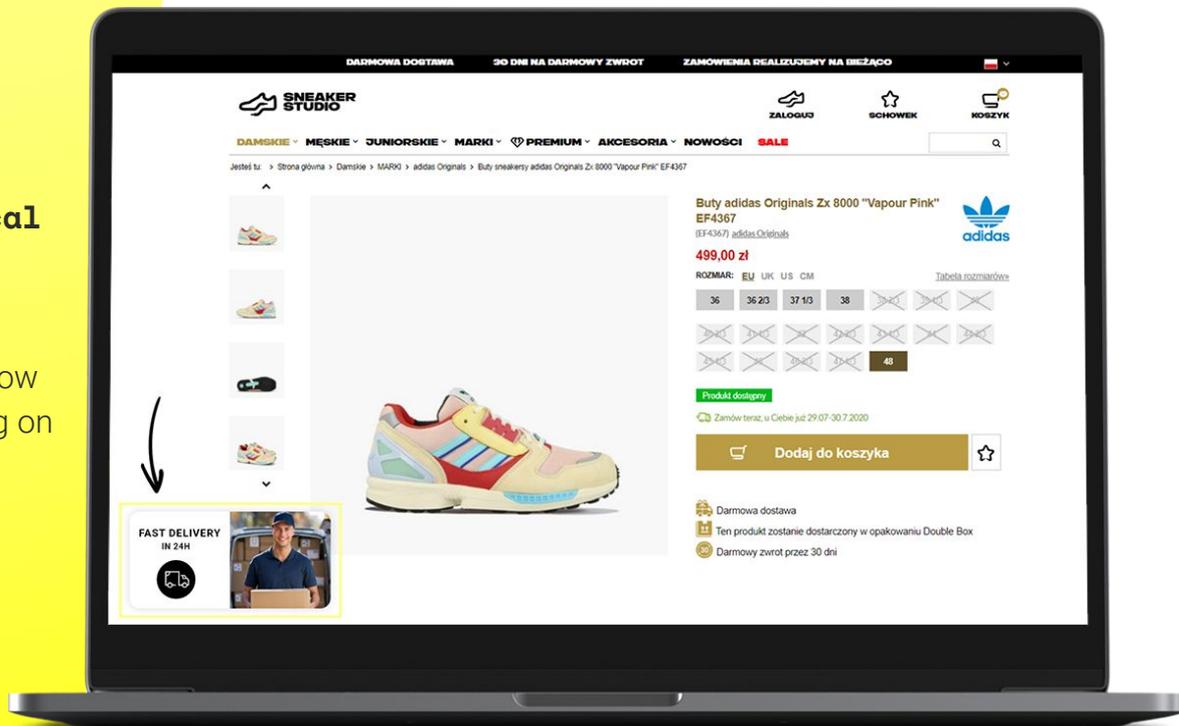
- Tips & Insights;
- Cross-selling;
- New collections drops;
- Premieres;
- Rotating discounts.



Social Proof

Social proof is the psychological effect strictly connected with culture.

If you, as a human social being, wouldn't know which decision to make, you are then relying on other people's choices. Sometimes others choices are able even to convince you to something or even change your mind...

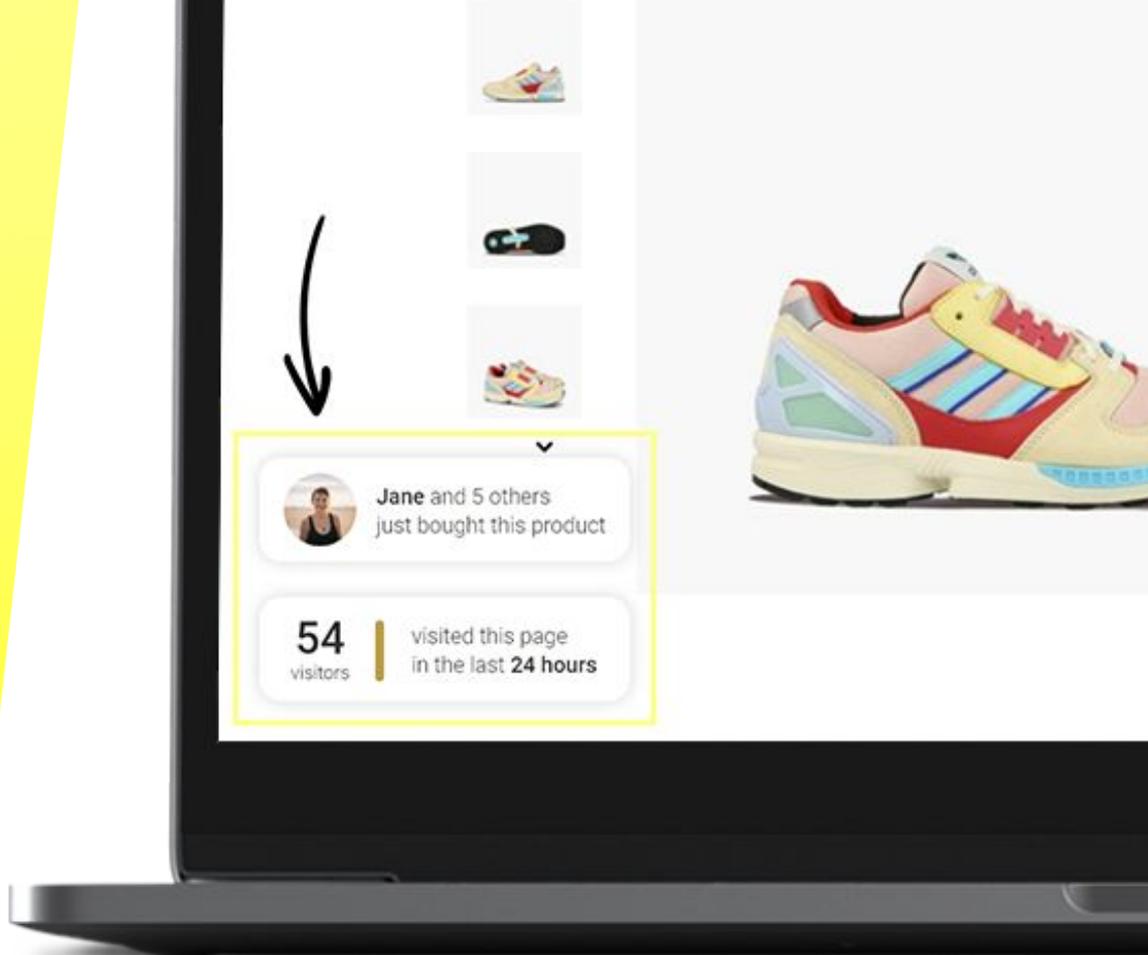


Social Proof

While used eagerly in marketing campaigns, it still has the potential to be unlocked in eCommerce as one of the on-site marketing automation tools.

Similar to Web Layers, yet a bit different, considering its informative function. Web Layers are informative too, but you always want some action from the user to be taken - immediately.

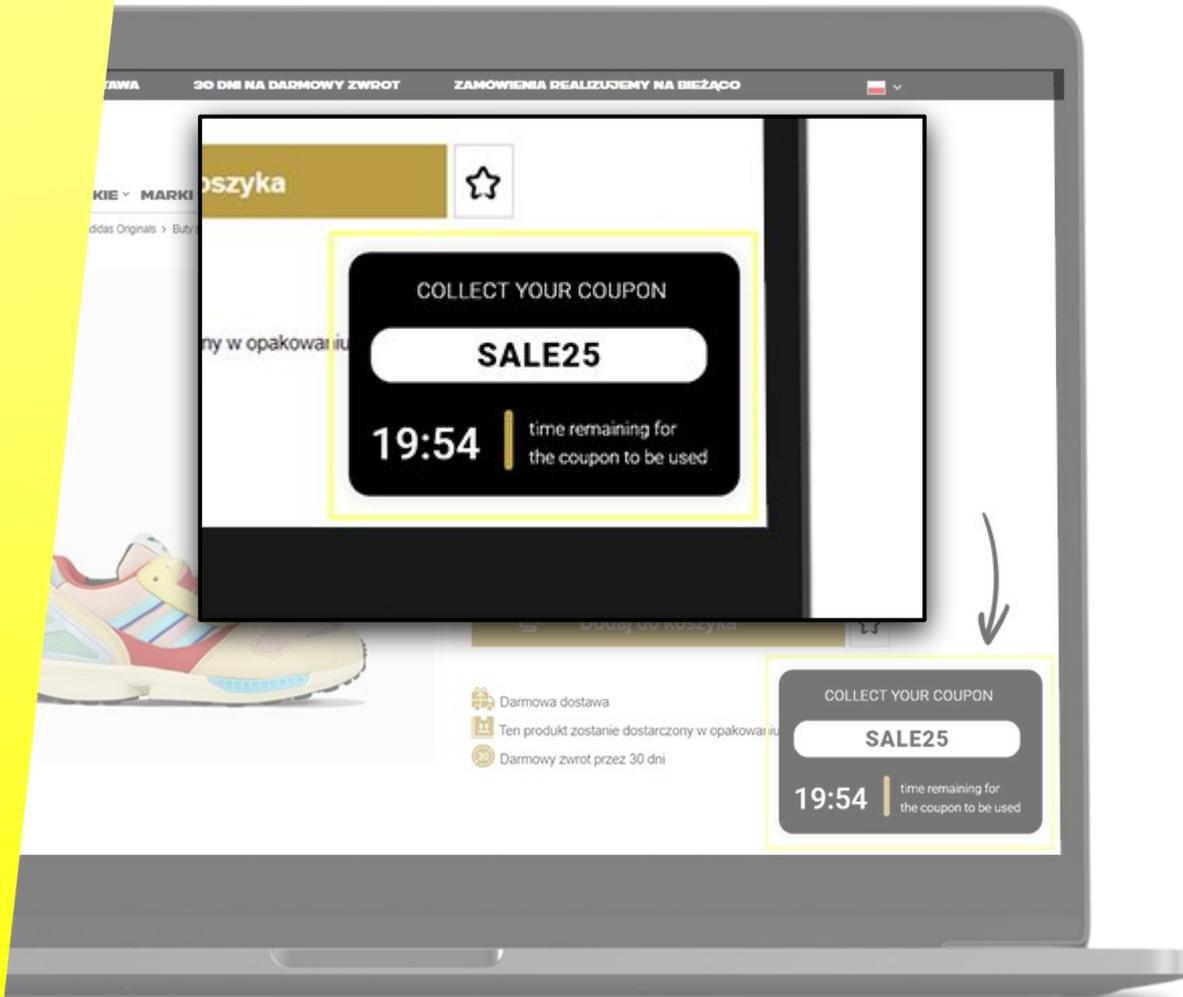
Social Proof Features are more like "Just saying. You're going to do what you want. But remember, time is ticking..."



Psychological background

The following stats represent brick ' n' mortar shopping experience. Still, presented data, are effecting subconsciousness, boosting conversion rate quite significantly.

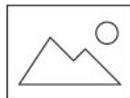
- **Crowd density:** Numbers of clients viewed product in a certain period (e.g., 24h);
- **Stock drain:** Number of clients that just purchased a particular item;
- **Discount FOMO:** Time left for promotion to end;
- **Text advice:** Image with short copy, you want to include, as customer advisor.



Push Newsletter

Push notifications are an interesting alternative in comparison to email-based communication. Your clients without giving its email address can receive such notifications, which will show off on the top of everything it's displayed on their screens. Pushe's are working both on desktop and the mobile regardless of the browser is turned on or off.

According to recent media releases, Firefox and Chrome are going to block pop-up with the request of the push subscription. Good news – edrone push subscription works slightly different – request is sent via pop-up just like the regular pop-up. Your competition will have to rely on another way of communication – you have a clear path to your customers.



ADJUST WIDGET

Logo:

No file chosen

PushBox Logo:

No file chosen

Your announcement:
(25 characters left)

Custom push box text:



Text color:

#000000



Widget background color:

#FFFFFF0



Bell background color:

#FF0051

Language:

ES

Position:

Right

Open widget after:
(only for unsubscribe users)

10 sec

Cookie time in days::

365

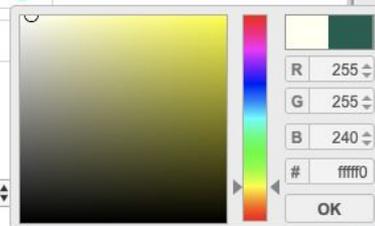
Bell opacity:
(only for subscribe users)

Default

Y axis offset:
value 17 px



X axis offset:
value 65 px



ADVERTISEMENT

Retargeting ads are 76% more likely to get clicks than regular display ads.

enterprisetimes.co.uk



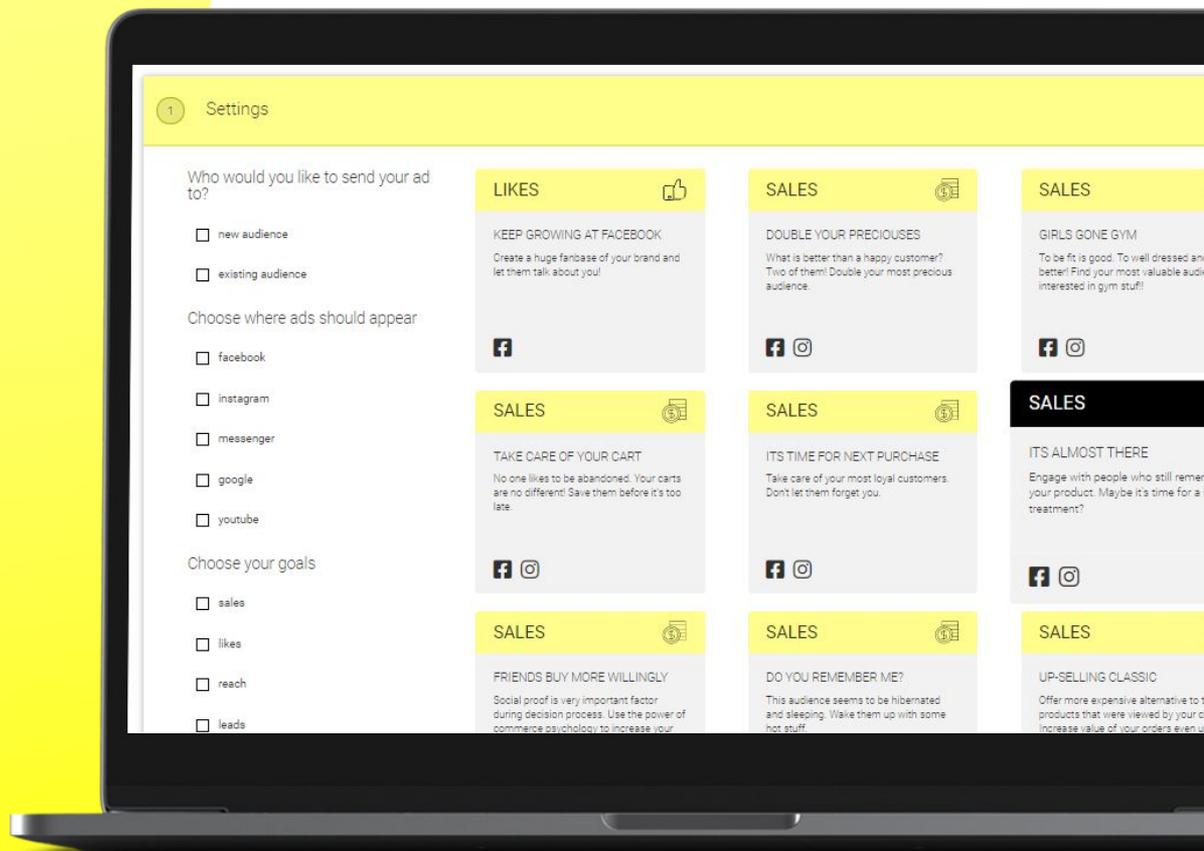
BASIC

50+
scenarios

Use **ready** to send, **advanced** scenarios of perfectly targeted **social ads campaigns**.

Each of the scenarios is a **custom-made group of audience** based on the edrone's analysis of your clients.

Use an advanced algorithms of campaigns' optimization to reach a new audience and activate your customers customers in three simple steps.



Feel the power of AI

Marketing Machine + Social Advertisement

By using Artificial Intelligence and Machine Learning increase the ROI by 11,5% in comparison to a standard remarketing!

Why is that? The reason is simple. The dynamic display allows your client to compose the most exciting ad by himself by telling algorithms what his preferences are. Marketing Machine works, in this case, both as an upselling tool, but also as a wise advisor – with precision unachievable for human one.

Create campaigns based on the verified engine of the edrone's Marketing Machine and display it to your clients

- Social Media
- Recommend Up
- Mail

+ Boost ROAS
by **11.5%!**

Campaign	Purchase	ROAS	CPS	Av. value	CTR
Recommendations	20	8.58	36.48	313.07	2.14%
Page view	50	7.70	38.33	295.04	4.50%
Result	2.5x	11.5%	5%	6.1%	2.4%

Use knowledge about your customers

RFM Segmentation + Social Advertisement

10
of segments

created on the basis of frequency, time-since and value of last purchase.

Every client is a bit different what implicates a personal approach to every single one. Increase your marketing communication efficiency, thanks to RFM segmentation. You can use it as a simple retargeting group or as a matrix to create a new one – using 'lookalike' matching.

Champions will see brand new collections or pre-sell offers, Need Attention will be re-involved via engaging content. Can't Lose Them? A unique and temporary discount surely will make them your clients once again!

RFM grid



Personalize communication with each and every segment!

Use knowledge about your customers

RFM Segmentation + Social Advertisement

10
of segments

Each one can tell you almost everything you need to communicate appropriately and your message to be empathic and adequate according to your relation.

At risk are like your college mates. Your relation was good, but the time has passed by, and you cannot continue it like nothing happened.

Loyal Customers – they're like your job colleagues. You see each other very often and regularly, and always you have some business to be done.

Promising? Treat them as a competent specialist outsourced of the company. It's good to have him on your team, but still, it is work to be done if you want to recruit him.

RFM grid



Personalize communication with each and every segment!

PRO

Cross-posting

Ads posted across multiple social media platforms like Google, YouTube, Instagram, Messenger & Facebook, and created in one place? With edrone Social Advertisement PRO it's possible!

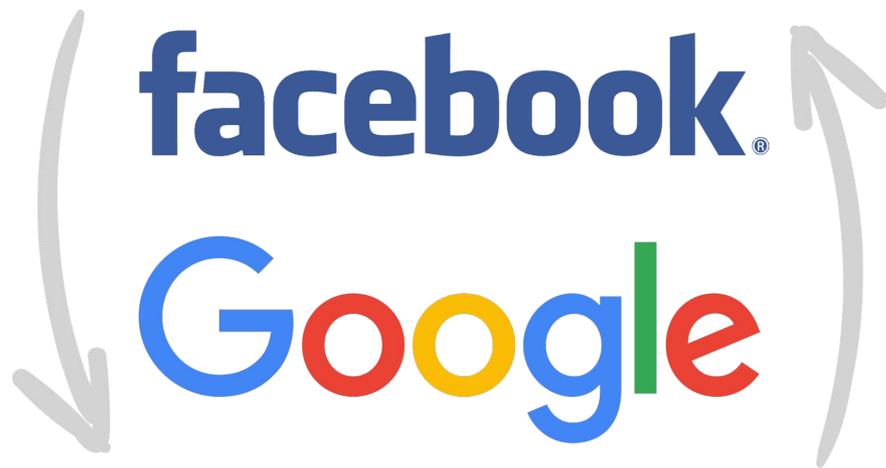
One budget, all platforms

Optimize your campaigns having just one media's budget for all the most popular platforms. There is no better way to manage effectively cross-platform campaigns.

New targeting possibilities

Create custom audience groups based on characteristics like:

- only classified as Loyal customers,
- subscribed,
- has made a purchase after seeing an ad,
- has never returned any purchase.



Cross platforms in sales funnel

Create sales funnels based on ads in the most popular social platforms. Extend their possibilities with edrone features, e.g. make your target loyal by promotional newsletter or rescue abandoned carts sending SMS.

Set a total budget for the funnel and let AI do the optimization or optimize each of the stages on your own.



BRAND AWARENESS

INTEREST

ACTION

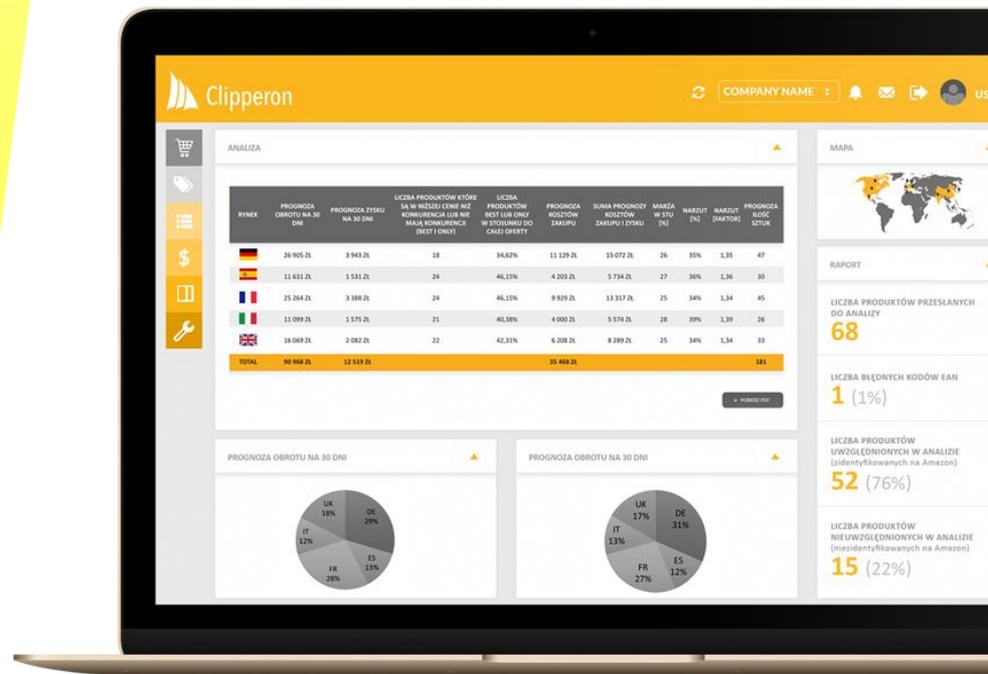
LOYALTY

Commerce Omnipresence Marketplaces

eCommerce has more than one incarnation. We do not limit ourselves to onsite merchandising, and Social Commerce is an example of it, but not only one.

In cooperation with Nethansa, one of our strategic partners, which is excelling its clients on the world's largest marketplaces – eBay and Amazon, we prepared feature, connecting these slightly different worlds.

It allows the user to compare prices any product, using EAN, available to purchase on Amazon. This smart feature allows you to stay on the top as a competitive seller and also enables you to predict our expected revenue profitability of your business.



DASHBOARD & REPORTING

Marketers have noted a 760% increase in revenue from segmented campaigns.

Campaign Monitor



Aggregated campaign reporting & funnel overview

We can distinguish two types of analysis of your campaign. Shop-oriented – focusing on performance data of whole your eCommerce, and campaign-oriented – digging details of singular marketing actions, scenario, campaign, or idea.

From the top...

Watch your sales funnel reshaping along with the improvement you made using edrone. Compare all scenarios and campaigns due to their reach, open-rate, and click-through-rate. Whenever anything is falling behind in, track it down in singular campaign reporting...

Engagements

6

ACTIVE

6.3k

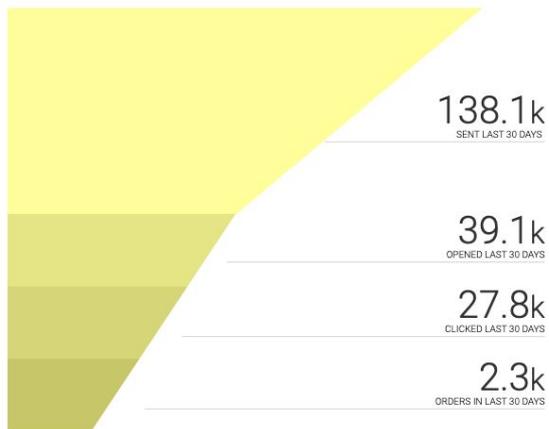
SENT TODAY

138.1k

SENT THIS MONTH

1.3m

TOTAL SENT



250.1k (zł)

RESULT LAST 30 DAYS

\$ Revenue in last 30 days: 1.3m (zł)



Singular campaign reporting

...to the bottom

Opening aggregated campaign report, you can deep dive into the performance of each of the marketing scenarios, both automated and dedicated.

REPORTS INCLUDE:

- Delivery report
- Customer engagement report
- Orders report
- Campaign performance report



213.2k
SENT

71.7k (33.65%)
OPENED

18.0k (8.42%)
CLICKED

25.03%
CTOUR

393
ORDERS

324.5k (zł)
ENGAGEMENT REVENUE

0
COUPONS SENT

210
UNSUBSCRIBED

Deliverability

99.6%
DELIVERABILITY



Engagement revenue

324.5k (zł)
ENGAGEMENT

Online merchandising statistics

This part of our system will give you full knowledge into what products attract most of the traffic but do not convert, or the other way around. Why are your bestsellers not on the top viewed list? Let's find out!

When you're dealing with online merchandising, every detail matters.

Nothing can be overlooked!

Top Viewed Products



x4533
K-SWISS GOWMET II VNZ



x4154
REEBOK YOURFLEX TRAIN
RS 6.0

Top Ordered Products



x1385
REEBOK CL LEATHER WP



x1131
REEBOK GARRETT MTN
TRAIL RUN

Top Add To Cart Products



x2862
KAPPA SYLVESTER II



x2377
REEBOK GL 1200

Customer database performance report

Take a look into how well are your customers performing.

How many of them are returning to your shop?

How often are they bouncing off the welcome page?

Which of them are the "big wallets" or "spenders"?

Is it their amount satisfactory to you?

Why my clients ignoring push notifications?

Should I bet on SMS delivery?

So many questions, but answers are soon to be found.

Performance History

Who is engaged?



Choose date

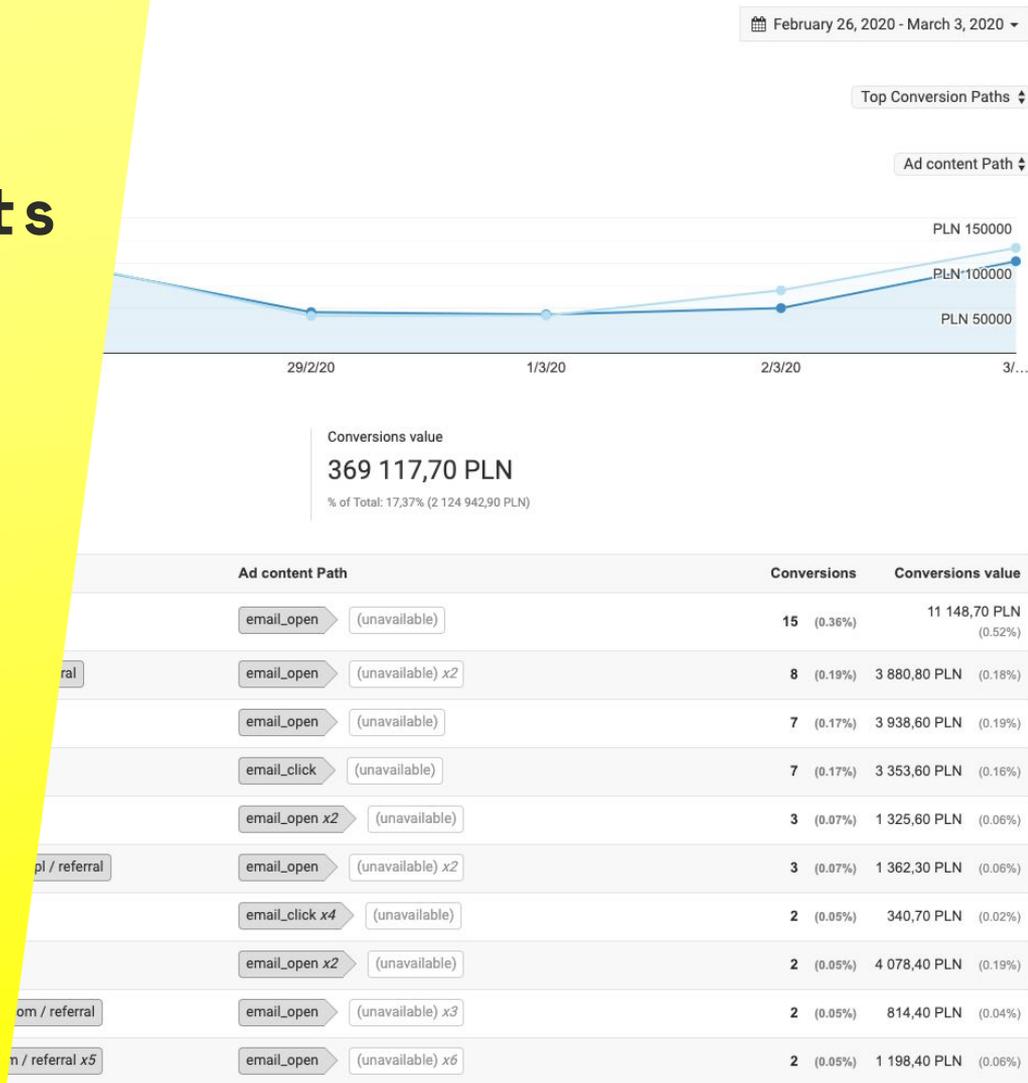
 Click to choose ▾

Additional data points for Google Analytics & Google Ads

On top of events and data points that usually can be found in typical Google Analytics integration, you will find advanced attribution reporting. Including on and off-site activities and consumer interactions with your marketing communication.

Track the path of your clients across the website. Compare it simultaneously with performance statistics for the search of the most effective one.

Still – it's just the peak of an iceberg.

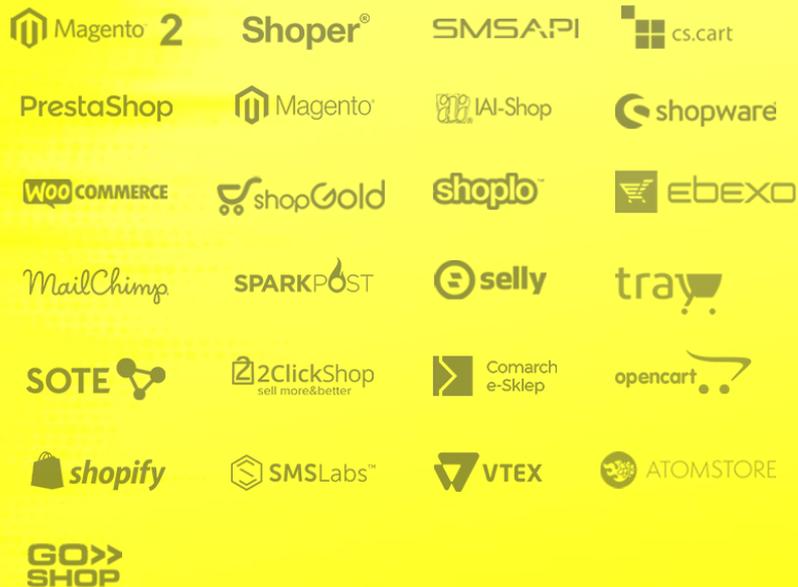


ADMINISTRATIVE & MORE



Integrations

Instant integration with 20+ platforms



GDPR compliance

All of the responsibilities as administrator of private data of your customers are easier to respect, thanks to edrone. You can easily export data collected (both in XML and HTML) with just one click.

WHAT'S MORE:

- Execute client's right to be forgotten,
- cancel separately status of SMS and/or mail subscription,
- edit all information according to the customer's will,
- cancel custom landing page subscription,
- prevent data of the chosen client to be gathered.



Charles Phone number: +44 5211234141 

Subscription:

Email status: 

Last modification: 2020-01-14 12:21:22.0

SMS status: 

Last modification: 2020-01-14 12:21:23.0

System:

First log in: 2015-10-28 13:21:25 America/Sao_Paulo

Last seen: 2016-01-07 08:41:00 America/Sao_Paulo

ID Klienta: 364607

Języki: Angielski

IP address: 127.0.0.1

__Export Customer Data

__File type: 

Eksportuj

Usuń użytkownika

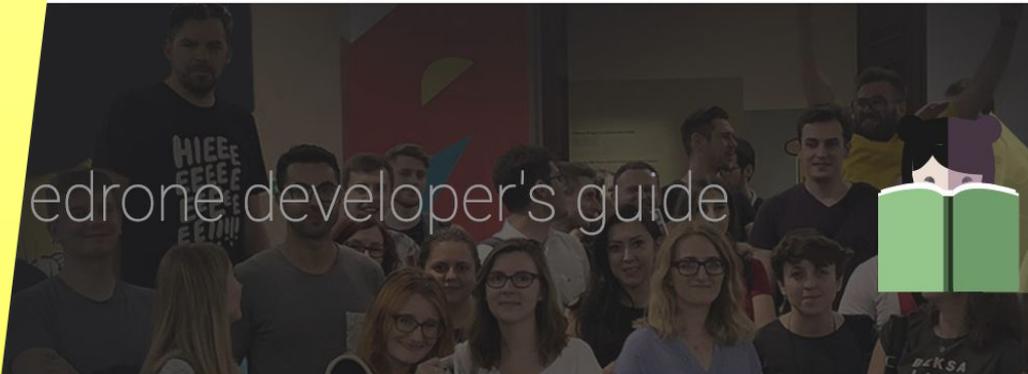
API developer guide

<https://edrone.me/en/docs/>

The full and detailed API documentation is always up to date and available online.

It's bright and ready to use covering such issues as Glossary, Tags Management, Tracing, PHP & JavaScript examples, Push domain configuration.

What's more? In case of any questions, not included in the documentation, our support team of Engineers and Customer Success Specialists is more than willing to help!



edrone developer's guide



1. How it works
2. Identifying Visitors
3. Glossary
4. Event Types
5. Sending data to Edrone
6. Page Caching
7. Tags
8. Subscription
9. Subscription Status Reason
10. Syncing subscription status webhook
11. Wishlist
12. Trace API - Mandatory fields for all action types
13. Trace API - Mandatory fields for specific action types
14. JavaScript examples (browser)
15. PHP examples (server)
16. Data Import
17. Trace Monitor
18. Push Domain Configuration
19. Cookies set by edrone
20. Local storage variables set by edrone
21. Cookies set by other companies
22. Product Feed
23. When we will not show PopUp again to the same customer?
24. Other information

edrone Integration

How it works

Edrone is a system for collecting and analyzing customer behaviour. Collected data and engagement scenarios allow the system to increase customer retention.

Glossary

Site/Shop/Retailer/Company - e-commerce site that is integrated with edrone SaaS (e.g. Magento, Woocommerce, Shopify, Opencart etc.)

Integration - process of setting up retailer's site to work with edrone. This includes registering the site, installing module and/or making server side changes on retailer's site, etc.

Custom Integration - integration that does not take advantage of available modules for the e-commerce platform. It is typically required when the e-commerce platform does not offer sufficient extensibility (e.g. rendering custom JS scripts, access to data, etc.) or it is a custom-built store.

Module - package provided by edrone. It allows easy integration between e-commerce platform and edrone system. We provide modules for most of popular e-commerce platforms e.g. Magento, Shoplo, Shoper, Woocommerce, Shopify, Opencart etc.

Tracker - individual account in the edrone system.

PRICING & COOPERATION MODELS



Medium

300 \$/pm

- ✔ Unlimited subscribers and database
- ✔ Up to 100.000 emails per month
- ✔ Up to 500 orders per month
- ✔ CRM & Segmentation
- ✔ Marketing Automation
- ✔ CC INBOX + CHAT
- ✔ 2 seats for Customer Care teams
- ✔ 24 EUR/USD per next seat
- ✔ 360° customer profile view
- ✔ AI (CF) email recommendations
- ✔ 20+ ready-to-go autonomous scenarios
- ✔ Advanced Pop-ups
- ✔ Deep Google Analytics Integration
- ✔ BI metrics & data processing
- ✔ Multichannel campaigns
- ✔ 1h free onboarding
- ✔ SMS communication
- ✔ Push notifications
- ✔ Dedicated IP address
- ✔ SPF and DKIM
- ✔ Marketing Machine. Onsite AI based marketing and recommendations
- ✔ Social ads
- ✔ RFM analysis
- ✔ Dedicated support
- ✔ Dedicated Customer Success Manager

Big

480 \$/pm

- ✔ Unlimited subscribers and database
- ✔ Up to 500.000 emails per month
- ✔ Up to 2000 orders per month
- ✔ CRM & Segmentation
- ✔ Marketing Automation
- ✔ CC INBOX + CHAT
- ✔ 3 seats for Customer Care teams
- ✔ 24 EUR/USD per next seat
- ✔ 360° customer profile view
- ✔ AI (CF) email recommendations
- ✔ 20+ ready-to-go autonomous scenarios
- ✔ Advanced Pop-ups
- ✔ Deep Google Analytics Integration
- ✔ BI metrics & data processing
- ✔ Multichannel campaigns
- ✔ 1h free onboarding
- ✔ SMS communication
- ✔ Push notifications
- ✔ Dedicated IP address
- ✔ SPF and DKIM
- ✔ Marketing Machine. Onsite AI based marketing and recommendations
- ✔ Social ads
- ✔ RFM analysis
- ✔ Dedicated support
- ✔ Dedicated Customer Success Manager

Professional

1000 \$/pm

- ✔ Unlimited subscribers and database
- ✔ Up to 2.000.000 emails per month
- ✔ Up to 5000 orders per month
- ✔ CRM & Segmentation
- ✔ Marketing Automation
- ✔ CC INBOX + CHAT
- ✔ 4 seats for Customer Care teams
- ✔ 24 EUR/USD per next seat
- ✔ 360° customer profile view
- ✔ AI (CF) email recommendations
- ✔ 20+ ready-to-go autonomous scenarios
- ✔ Advanced Pop-ups
- ✔ Deep Google Analytics Integration
- ✔ BI metrics & data processing
- ✔ Multichannel campaigns
- ✔ 1h free onboarding
- ✔ SMS communication
- ✔ Push notifications
- ✔ Dedicated IP address
- ✔ SPF and DKIM
- ✔ Marketing Machine. Onsite AI based marketing and recommendations (+500 \$/mo)
- ✔ Social ads (+500 \$/mo)
- ✔ RFM analysis (+500 \$/mo)
- ✔ Dedicated support
- ⊗ *Dedicated Customer Success Manager*

Enterprise

2700 \$/pm

- ✔ Unlimited subscribers and database
- ✔ Unlimited emails per month (Ask us)
- ✔ Unlimited orders per month (Ask us)
- ✔ CRM & Segmentation
- ✔ Marketing Automation
- ✔ CC INBOX + CHAT
- ✔ 5 seats for Customer Care teams
- ✔ 24 EUR/USD per next seat
- ✔ 360° customer profile view
- ✔ AI (CF) email recommendations
- ✔ 20+ ready-to-go autonomous scenarios
- ✔ Advanced Pop-ups
- ✔ Deep Google Analytics Integration
- ✔ BI metrics & data processing
- ✔ Multichannel campaigns
- ✔ 1h free onboarding
- ✔ SMS communication
- ✔ Push notifications
- ✔ Dedicated IP address
- ✔ SPF and DKIM
- ✔ Marketing Machine. Onsite AI based marketing and recommendations (+1000 \$/mo)
- ✔ Social ads (+1000 \$/mo)
- ✔ RFM analysis (+1000 \$/mo)
- ✔ Dedicated support
- ✔ Dedicated Customer Success Manager

Let's start off the right foot

Regardless of subscription model since day one of our cooperation you receive

- One-hour training
- Integration check and additional explanation if undone or poor
- Support help from 9.00 a.m to 5 p.m. CEST Timezone
- Regular updates roadmap and useful links (webinar youtube, articles, subscription link to webinar)





Paid on-boarding & training

On top of 2 hour training that you will undergo we have plans dedicated to helping you setting up the tool. We will help you with seamless process, that included setting up automated templates, configuration of POP-UPs or PUSHes or even helping you import databases. Proper on-boarding will ensure



Plans designed to grow with your business

Small



1600 PLN

- ✔ Verification Of Integration
- ✔ Individual Training 1h
- ✔ 2x Marketing Automation Templates
- ✔ 2x Sending Newsletter
- ✔ POPUP or PUSH configuration
- ✔ Database Import and check the data
- ✔ SMS Campaign Configuration

Medium



2400 PLN

- ✔ Verification Of Integration
- ✔ Individual Training 2x1h
- ✔ 3x Marketing Automation Templates
- ✔ Sending Newsletter
- ✔ POPUP or PUSH configuration
- ✔ Database Import and check the data
- ✔ SMS Campaign Configuration

Big



3200 PLN

- ✔ Verification Of Integration
- ✔ Individual Training 3x1h
- ✔ 6x Marketing Automation Templates
- ✔ 1x Sending Newsletter
- ✔ POPUP or PUSH configuration
- ✔ Database Import and check the data
- ✔ SMS Campaign Configuration

PRO



3950 PLN

- ✔ Verification Of Integration
- ✔ Individual Training 4x1h
- ✔ 9x Marketing Automation Templates
- ✔ 2x Sending Newsletter
- ✔ POPUP or PUSH configuration
- ✔ Database Import and check the data
- ✔ SMS Campaign Configuration

Ongoing support

We constantly train you from the products and focus on the knowledge share. On top of that we provide you constant support on every of the stage of the cooperation. Think of us as a marketing specialist for hire. Various models provide you with different amount of activities.



Plans designed to grow with your business

Mini



1400 PLN

- ✔ Newsletter Campaigns **2x/m**
- ✔ Push Campaigns **2x/m**
- ✔ Marketing Automation Templates **3x/m**
- ✔ Marketing Automation Scenarios **1x/6 months**

Midi



2200 PLN

- ✔ Newsletter Campaigns **4x/m**
- ✔ Push Campaigns **4x/m**
- ✔ Marketing Automation Templates **6x/m**
- ✔ Marketing Automation Scenarios **1x/3 months**

Maxi



3200 PLN

- ✔ Newsletter Campaigns **8x/m**
- ✔ Push Campaigns **8x/m**
- ✔ Marketing Automation Templates **9x/m**
- ✔ Marketing Automation Scenarios **1x/1 month**



Edrone on-line trainings & FAQ

We hold webinars, prepare how-to articles, and workshops on a regular basis for you and other customers. Constant improvement is in our DNA, and we want to see you achieve success using our tool.



☰ edrone

edrone AVA



Let's Voice Shop!

AVA is an intelligent voice shopping assistant that gives you long-tail, contextual voice search, and shows the best matching product recommendations for your commerce queries.

Why AVA?

- Nowadays, Long-tail search queries provide users with not relevant replies.
- Developing and training voice assistants is time-consuming and too expensive.
- Present assistants are extending customers' journey instead of making it short and simple.
- Nevertheless, the Voice market will be worth \$6.5 Trillion in 2023...



How does edrone AVA work?

1

Long-tail search conversation fulfillment

Precise search as a continuation of a search started in a popular search engine such as Google. If customers use a search that contains multiple keywords, they probably will find an unsatisfactory listing/shopping page. Although, the customer will receive positive experience thanks to the contextual narrowing of the search performed by AVA right after.

2

MML™ Mimicry Machine Learning

Minimize the manual work involved in preparing the learning load for deep learning algorithms. We intend to achieve this by recording real conversations that take place between the customer and the consultant in the store every day.

The lion's share of implementation work in the NLU area is the collection and data tagging/labeling. Thanks to the MML, we can minimize or exclude data labeling by automation.

3

Conversation and description Mix (CDM)

This is a combination of registered statements, product descriptions, and visible features. In other words, we will use data from all conversations carried out upon items, and visual features to enhance the algorithm's knowledge about it, extending hard written traits and metadata. It gives the assistant a glimpse of human experience and consciousness. At all, some features and usages of products are far beyond even human understanding.

4

Collective training

Thanks to this, one recorded answer can be used as a source text to answer a similar question, e.g., the answer to the question about red corduroy trousers can be used as a template to answer the question about red linen trousers.

Leaders edrone AVA



Piotr Stachowicz

Piotr Stachowicz has been associated with the IT and new technologies industry for 15 years. He gained his experience abroad, mainly in Ireland. Piotr has earned his experience in leading teams of programmers, building high scalability and reliability IT systems. **In edrone, he acts as CTO (Chief Technology Officer)**, organizing the work of programmers, and raising the level of code and quality of work.



Arek Flinik

Arkadiusz Flinik is a graduate of computer science at the University of Wrocław and has over 10 years of experience in the IT and new technologies. **He is a co-owner and CTO of Lekta.ai.** His responsibilities include product management and organization of research and development, as well as team leadership, recruitment of employees.



Grzegorz Małepa

President of the Polish Artificial Intelligence Society. He has 20 years of experience in AI research. He has participated in the implementation of several research projects, including cooperation with industry (NCRD, MCP) and international (CHIST-ERA). He is a laureate of the Scientific Award of Tygodnik POLITYKA for the best scientist in the field of technical sciences (2012), the award of the Committee of Computer Science of the Polish Academy of Sciences for the best monograph in computer science (2018), and numerous scientific awards of the Rector of AGH University of Science and Technology.

COMPANY RUNDOWN



We are...

- Tech Company
- eCommerce industry only
- Presence in 20+ countries
- VC-backed
- 3x YoY growth
- AWS awarded architecture
- Team structure – 60% engineering & customer success, 40% marketing, partnerships and global sales





Bulletproof backend

AWS Well-Architected Framework – In 2019 we improved edrone's cloud structure according to the AWS Well-Architected guide, performing over 24 updates, completing over 200 technological checkpoints.

Since then, edrone became one of the world's most reliable, efficient, well-performing systems and state of the art systems. Joining other WAF laureates such as Netflix or Intercom.



Customer lovin'

Customer is always the center of your business. It doesn't matter whether you're working on B2B (like us!) or B2C (like probably you) model. At the end of the funnel, it's always human making decisions.

At the end of the day, it's human who's using your product. That's why we love our customers, and we're telling them to do so with their own.

We perform the same approach for both existing, soon-to-be clients, and future ones. Even during exhibitions on fairs worldwide! We've done it over 30 so far, e.g., US, EU, LATAM, Asia.



Let's meetup!

We are hosting the monthly meetup and one-day conference for our customers, partners, and community. It's another occasion for us to meet them, talk directly, learn something new, but also – help excel their business, expand horizons.



Hand to hand with customers

- Using shape-up methodology once per 6 weeks we develop new feature
- All of them are developed hand to hand with our customers, have an idea? We are here to listen
- We believe in continuous improvement, what you see today is going to be developed even further tomorrow



Roadmap

Epic Projects

- AVA. Autonomous Voice Assistant. 50% of conversations fully autonomous, up to 80% supported by AVA (Human in the loop)
- edrone payments (instant payments, cooperation with Blue Media) Pay first, fill-out shipping data later

Improvements

- Edrone ADS - Google Shopping, Display
- Marketing Machine Analytics
- Marketplaces - Amazon predictions
- SMTP provider management
- A/B/X delivery success (SMTPs comparison)
- 1on1 conversations
- AI and DL recommendation engines
- AI and DL analytics improvement
- Custom Analytics lists (eg. display Ads after email action)

Big features

- CRM seats and funnel (in-progress)
- Ticketing system, customer care, and sales teams (in-progress)
- Marketing Dashboard & BI (Business Intelligence), (plans)
- Google ADS, Shopping and Display
- Ads Funnel

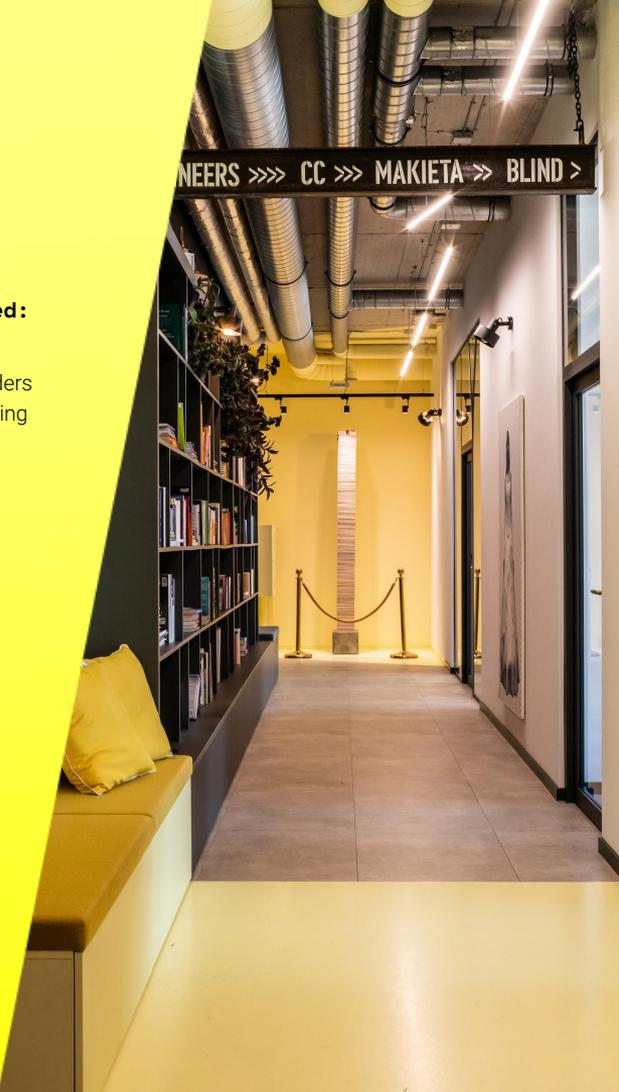
Other to be cooked:

- Recurring orders
- Dynamic pricing

New Arrivals recently

- Social Ads
- Google Analytics deep integration
- WebLayers
- Chat & Inbox
- Amazon sales predictions per market (partner)

NEERS >>> CC >> MAKIETA >> BLIND >



Strategic partners

edrone is not only about Instant ROI, to stay ahead of competition we work with over 200 partners from all around the world. Providing you value and staying up to date with trends from digital retail.



Our clients

X-KOM RYŁKO od 1964 TOUS AMSO

Jean Louis David UNHUMAN LEIFHEIT

KULIG mve.pl mi abra MEBLE

Husqvarna® CONVERSE →

LANCÊRTO Świat Książki

SNEAKER sneakerstudio.pl SNEAKER PEEKER

TRINY

NEMIRA placena lectura





Let's stay in touch!

hello@edrone.me

PL: +48 510 043 827

BR: +55 11 2844-4529

ES: +34 693 538 304

SE: +46 76 177 04 47

Offices in: Barcelona, Cracow,
Stockholm, São Paulo

HQ in Poland
1 Lekarska St.
31-203 Kraków

