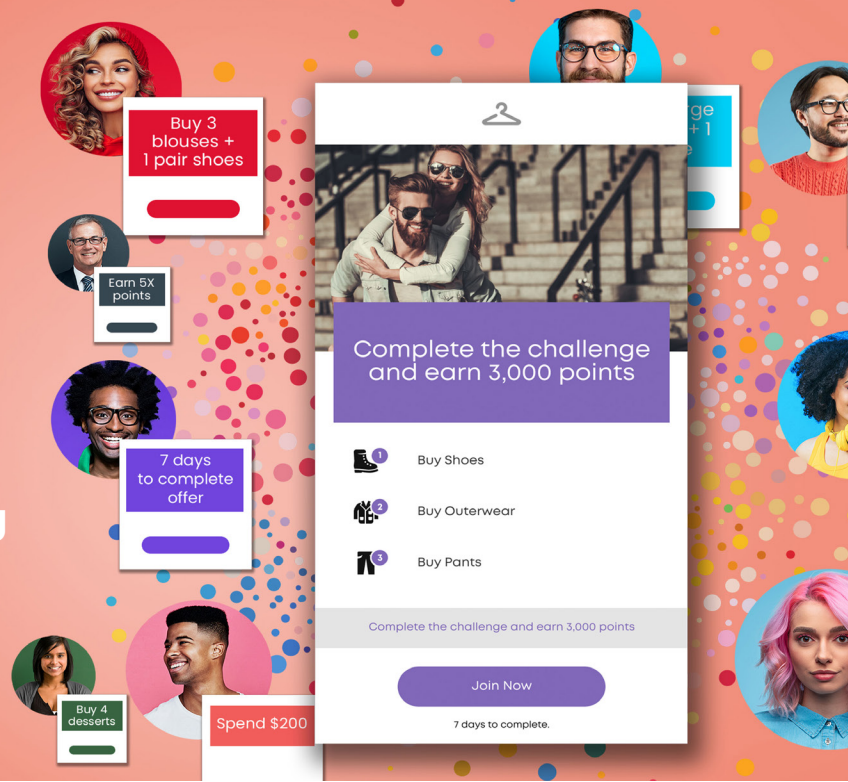


Formation's Offer Optimization Platform

Our platform uses machine learning to automate offer creation, measurement and optimization—down to the individual level.



4X

faster campaign deployments

Automate manual offer workflows

2B

offers sent last year

Optimize offers with machine learning

3X

revenue per offer

Drive measurable impact in real time

Our Product:



Offer Builder: Create and optimize individual offers, making every offer experience unique for every customer.



Offer Engine: Real-time delivery, tracking, fulfillment, and measurement of each offer.

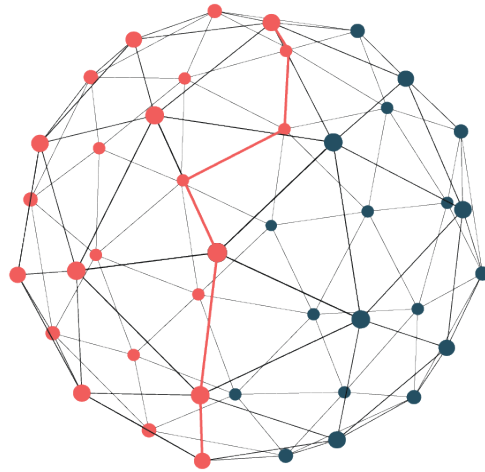
The Starbucks® Rewards program saw 200% marketing sales lift with personalization powered by machine learning.



Turbocharge your marketing investments

OFFER BUILDER

Automatically creates and optimizes individual offers, making every offer experience unique for every customer.



OFFER ENGINE

Enables real-time delivery, tracking, fulfillment, and measurement of each offer.



Create Campaigns
Choose your audience, configure campaign attributes



Configure Business Logic
Set guardrails for each campaign you deploy



Optimize Your Campaign
Learn from previous campaigns continuously with machine learning



Send to Channels
Deliver dynamic individualized offers to your digital channels



Track Live Offers
Monitor metrics for offer engagement and overall channel progress



Analyze Results
Measure campaign metrics and revenue growth

How we drive business results:



Frequency: Encourage incremental purchases with rewards



Bonus Points: Issue and fulfill bonus rewards in real-time



Spend: Incentivize increased spend with your brand



Category Exploration: Drive purchases in new or infrequent categories



Sequential Visits: Motivate customers to visit multiple days or weeks in a row



ABOUT FORMATION: Formation's Offer Optimization platform makes it faster and easier for enterprises to build, manage and optimize billions of innovative and uniquely personalized offer experiences that are delivered through their existing marketing platforms and channels. We automate the optimization of offers to improve customer engagement and business results. Our customers include the world's major brands, such as Starbucks and United Airlines, and we help them achieve impressive results, including 3x more revenue per offer, 3x increase in marketing ROI and 10x increase in offer campaign speed.

FOR MORE INFO: sales@formation.ai • formation.ai • +1-650-257-2977
ADDRESS: 315 Montgomery Street, 10th floor San Francisco, CA 94104