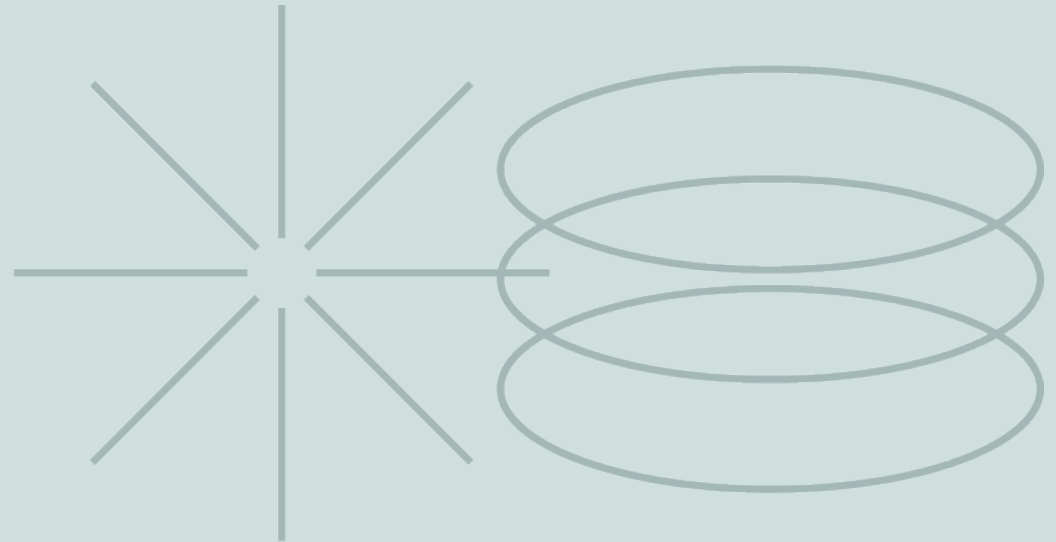


# Datarize Service Introduction

Datarize Service Introduction



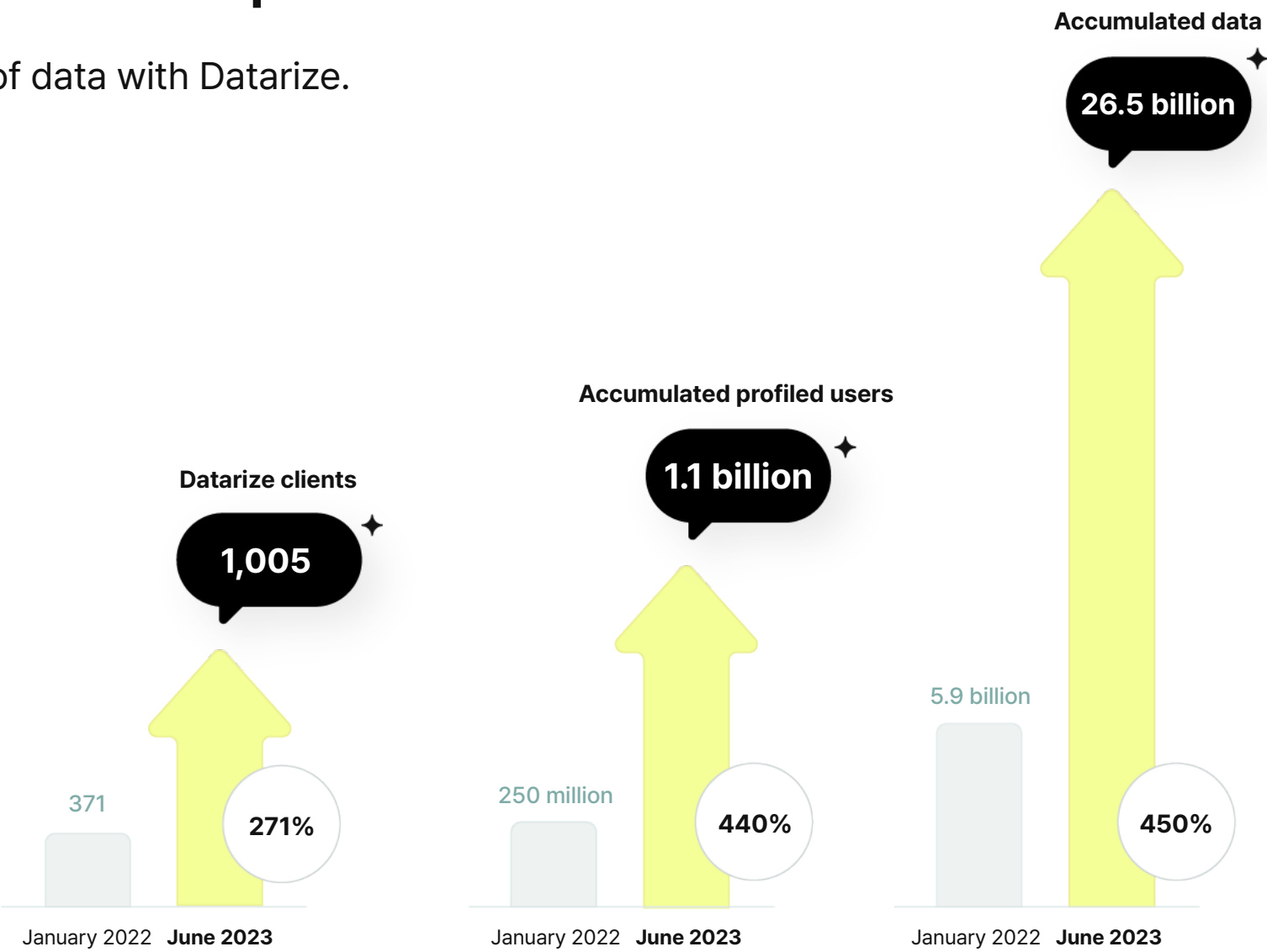


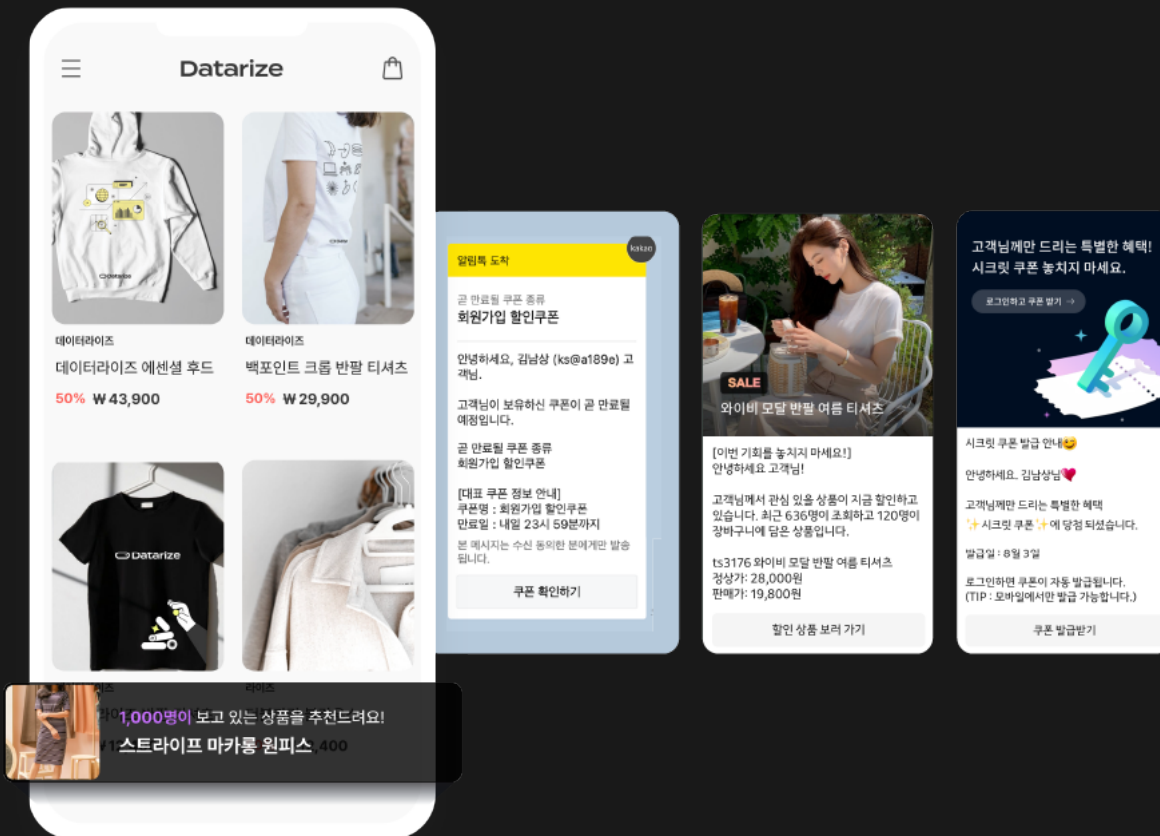
# Data Makes Growth

Datarize harnesses the power of data to demonstrate your business's growth potential, and provides a data-driven SaaS solution that boosts E-commerce sales.

# How many stores leverage the value of data to its full potential?

Discover the true value of data with Datarize.





## Grow your business with Datarize.

Just using on-site campaigns alone,  
**8%** increase in average sales ↑

### Message campaign performance

Notification Talk Average ROAS

**7,639%**

LMS average ROAS

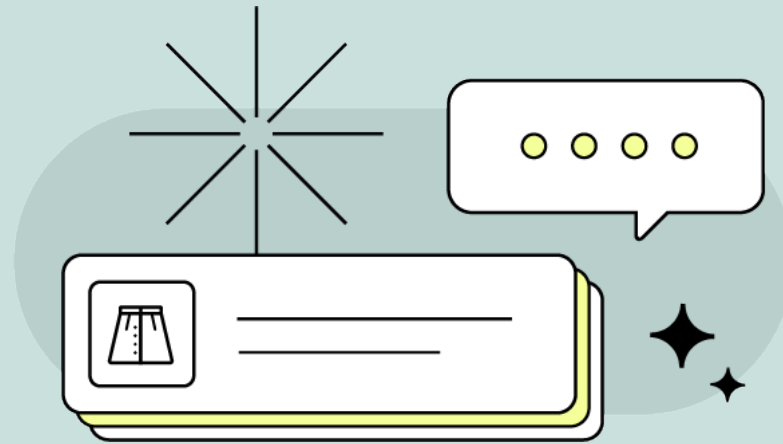
**2,151%**

Friend Talk Average ROAS

**3,835%**

Email average ROAS

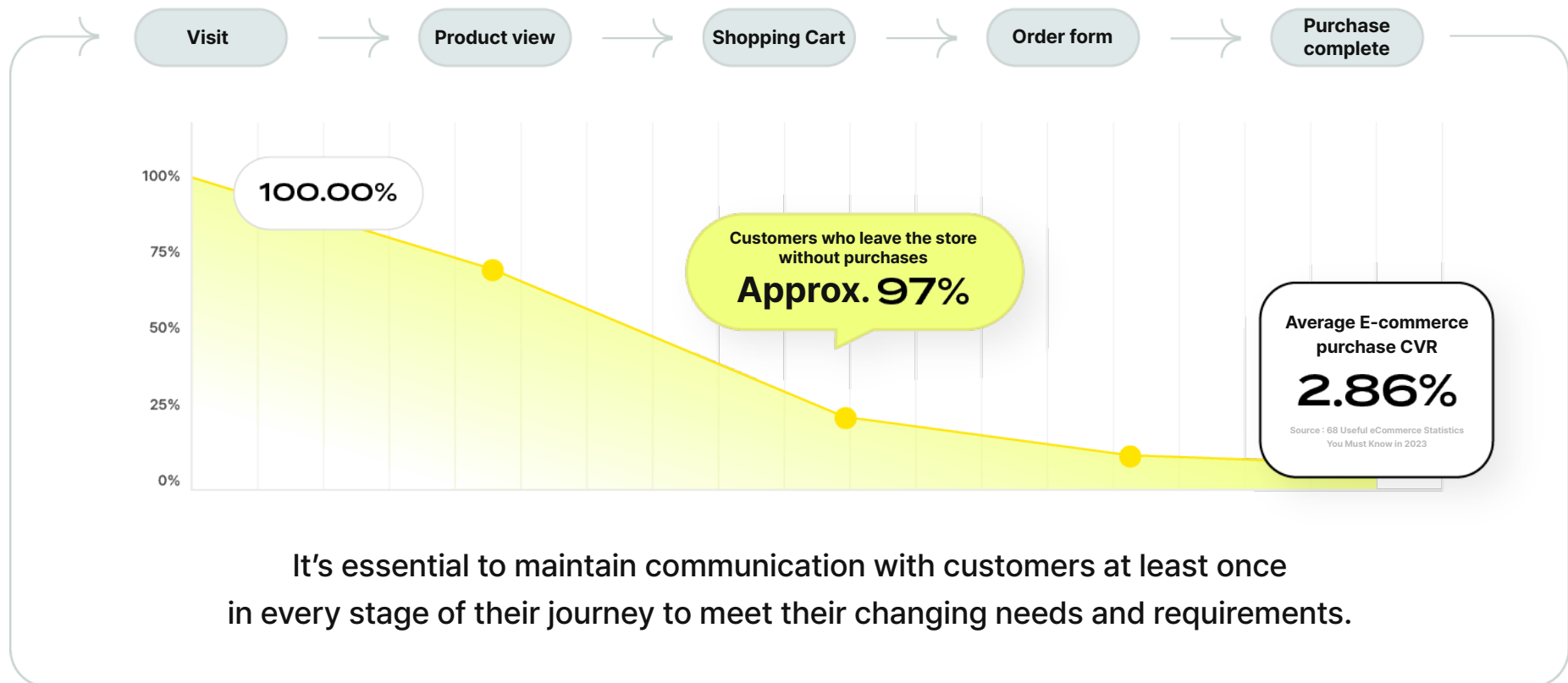
**27,640%**



**CRM Marketing**  
**Now is the best time to start!**

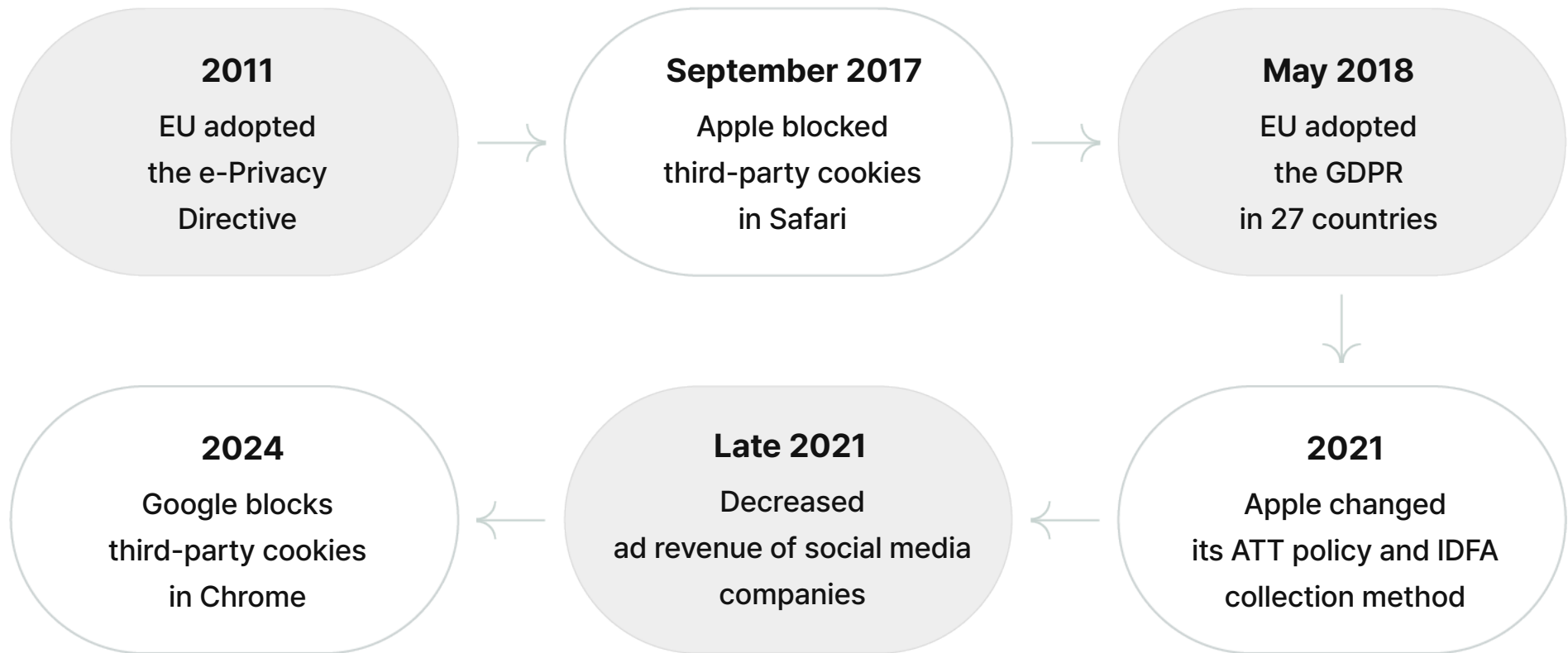
# Why do you need CRM marketing?

You must be ready to convert the 97% of customers that are about to leave your store.  
More customers means more sales for your store!



# CRM marketing is essential once third-party cookies are blocked!

The deprecation of third-party cookies will reduce the efficiency of traditional marketing methods such as re-targeting.

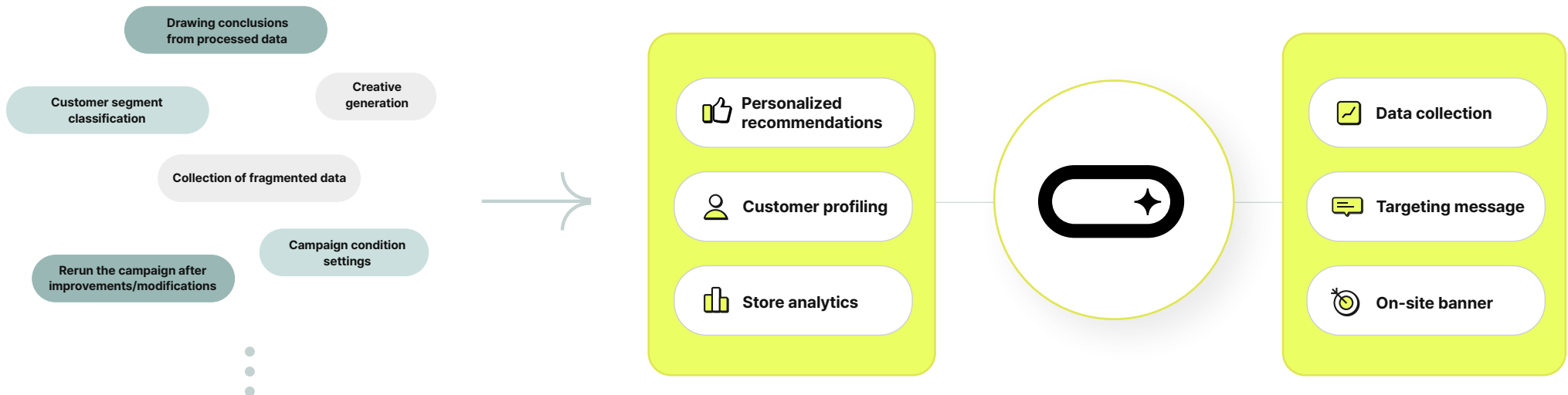


# Why do I find CRM marketing so challenging?

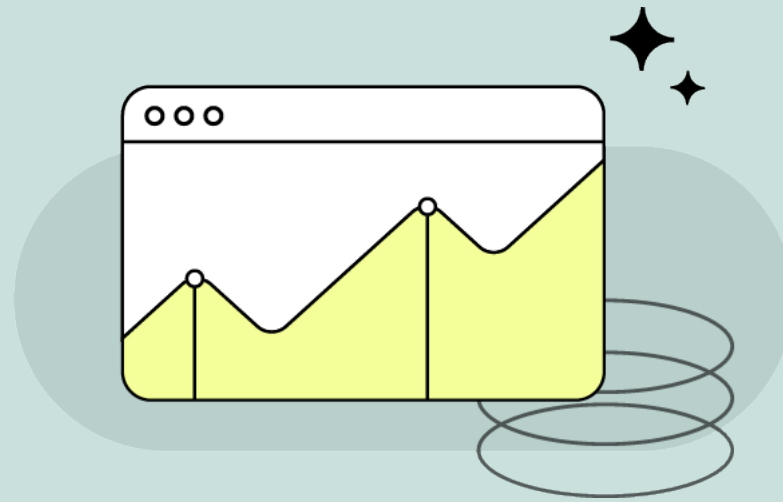
Is it not overwhelming deciding whom to target, what to define as objectives, which image and phrases to use, and through which channel to execute the campaign? Even after execution, the results must be accurately analyzed to determine its effectiveness.

Complicated CRM marketing flow

✦ All you need is Datarize! ✦







Here's how Datarize  
**will solve your problem.**

# Datarize is easy and precise.

Here's what sets our CRM marketing apart from any other solutions.



Installing our solution is **quick and simple**. \*Custom sites require separate development.



We integrate metadata to ensure **accurate data**.



We compare key indicators to the market and **quickly identify what is good or bad**.

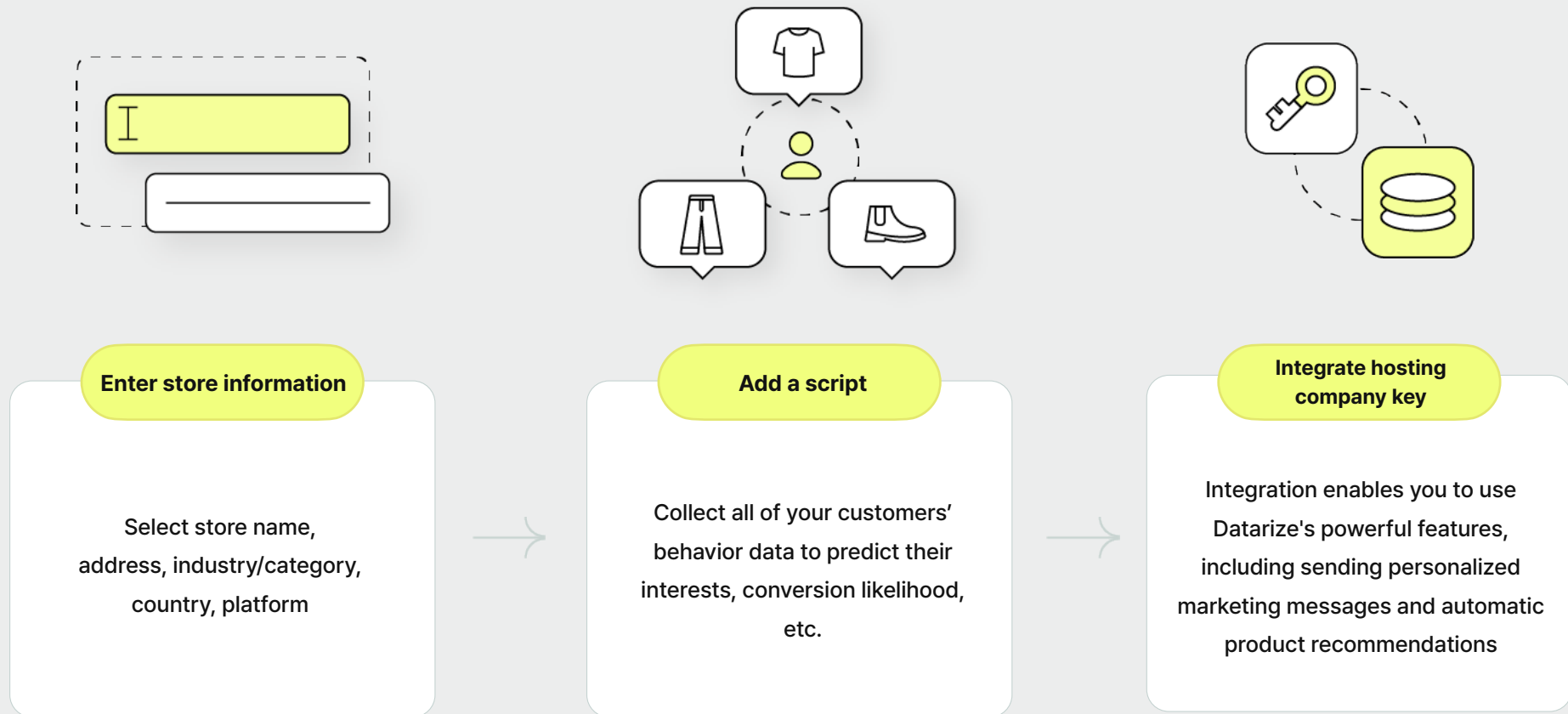


**With just a few clicks**, you can get started with personalized CRM campaigns.



You can create **real-time** audiences based on parameters.

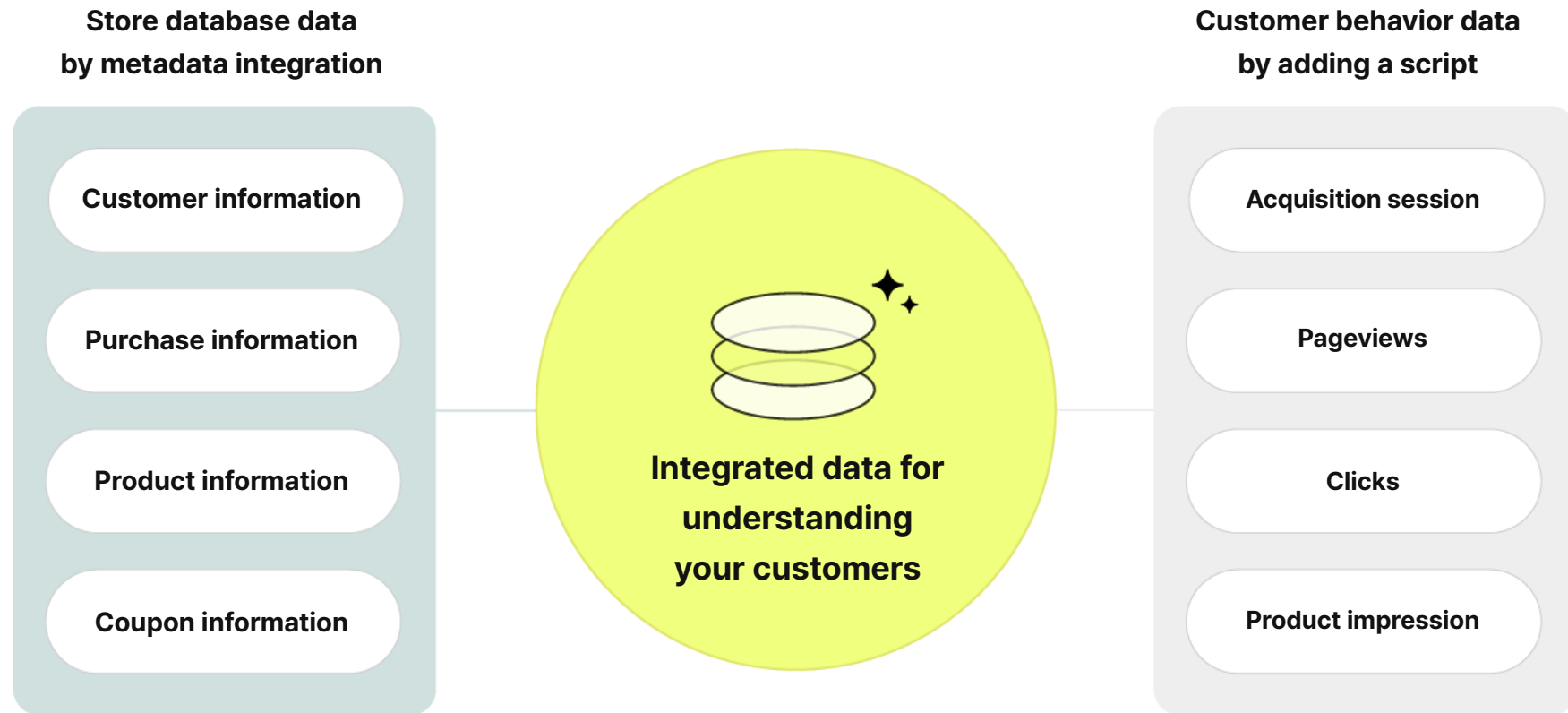
# Installing our solution is quick and simple. \*Custom sites require separate development.



**All you have to do is copy and paste to add the script and integrate the hosting company key!**

# Datarize is a unique solution that collects both store database data and customer behavior data.

It is uncommon to find solutions that collect both data sets.



# Why does Datarize collect both data sets?

This enables us to maintain up-to-date information on products and categories and extract accurate audiences.

## Store database data by metadata integration



Product and category information is updated every hour to provide the most accurate values, such as prices, for CRM campaigns.



Each member's sign-up date, date of first purchase, last login date, etc., are accurately integrated regardless of when the script is added.

## Customer behavior data by adding a script




Collecting clicks and exposure data in addition to pageviews enables a more accurate estimation of each customer's products of interest and conversion likelihood.



The script automatically aggregates data even if the UX structure changes.

# CRM solutions may all seem similar, but Datarize is different!

	 <b>Datarize</b>	Company I	Company B	Company S
Data collection method	<b>Script + Metadata</b>	Script + Partial metadata	Script	Script + Metadata
Automatic collection of product impression log	✓	×	×	×
Automatic collection of click behavior log	✓	×	×	×
Send personalized message campaigns	✓	×	×	×
Analysis - Market comparison	✓	×	×	×
Analysis - Compare with peer stores	✓	×	×	×
Auto-generated product recommendation on-site campaigns	✓	×	×	×
Auto-generated product recommendation message campaigns	✓	×	×	×
Send Notification Talk on key indicators	✓	×	×	×
Able to generate your own on-site campaigns	<b>To be supported from 2024</b>	✓	✓	✓
Able to generate your own messages	✓	✓	✓	✓

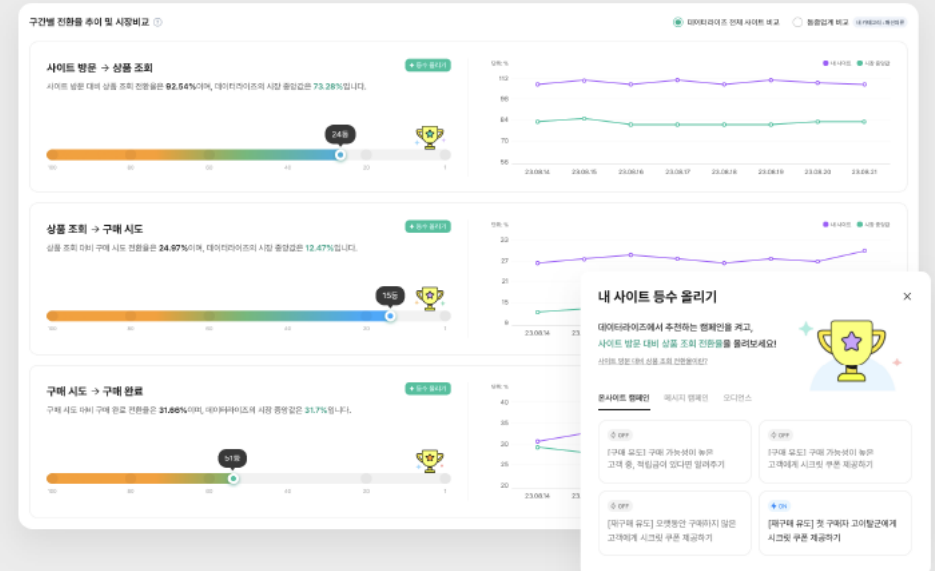
# Can't decide which campaign to start with?

See at a glance your CVR, churn rate, and position in the market for each stage of the E-commerce customer journey.

We'll even recommend campaigns to boost CVR at each stage.



Visit-to-purchase CVR

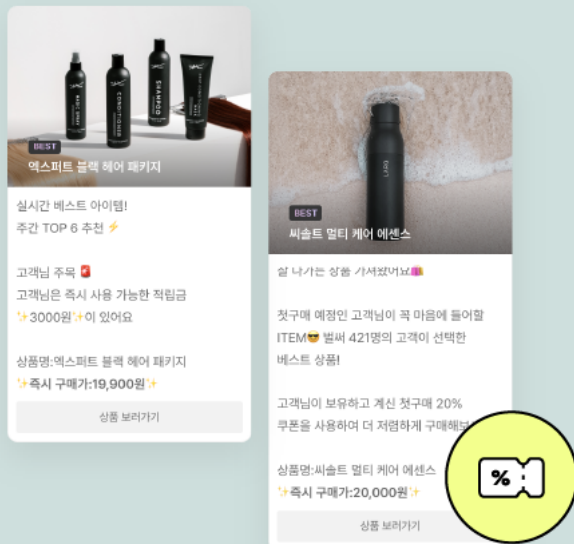


Conversion rate trend by stage and market comparison

# Are you recommending the same product to all customers?

Based on customer behavior patterns, Datarize automatically generates creatives containing product images and names that suit your campaign.

To Park Dera (40/male)  
who added an item to the order form  
but abandoned the shopping cart after



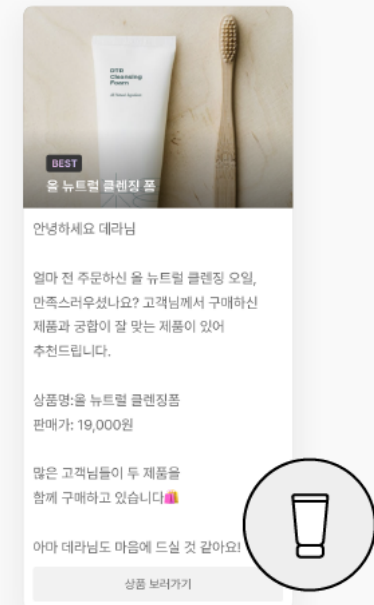
Send the product they're most interested in  
to encourage purchases

To Kim Dera (26/male)  
who added a T-shirt  
to his shopping cart



Send a shopping cart reminder  
the day after items are added

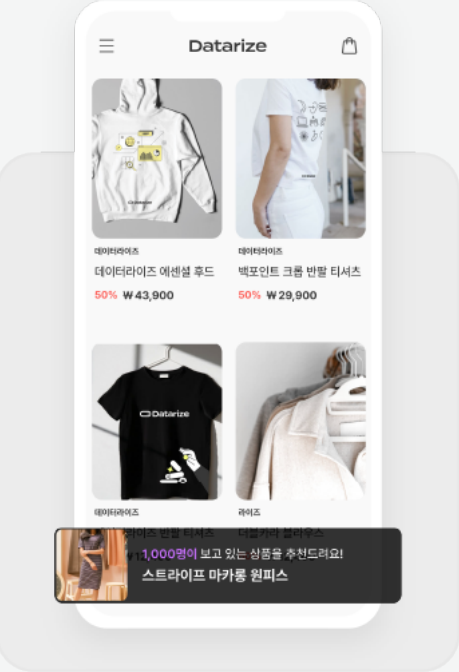
To Yoo Dera (32/female)  
who purchased a cleansing oil



Recommend products  
related to the purchased item



# Datarize provides a variety of auto creative campaigns.



On-site banner  
Auto creative  
product recommendations

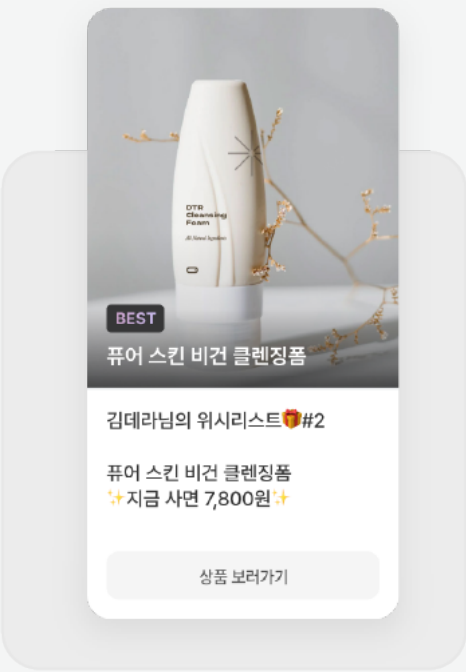
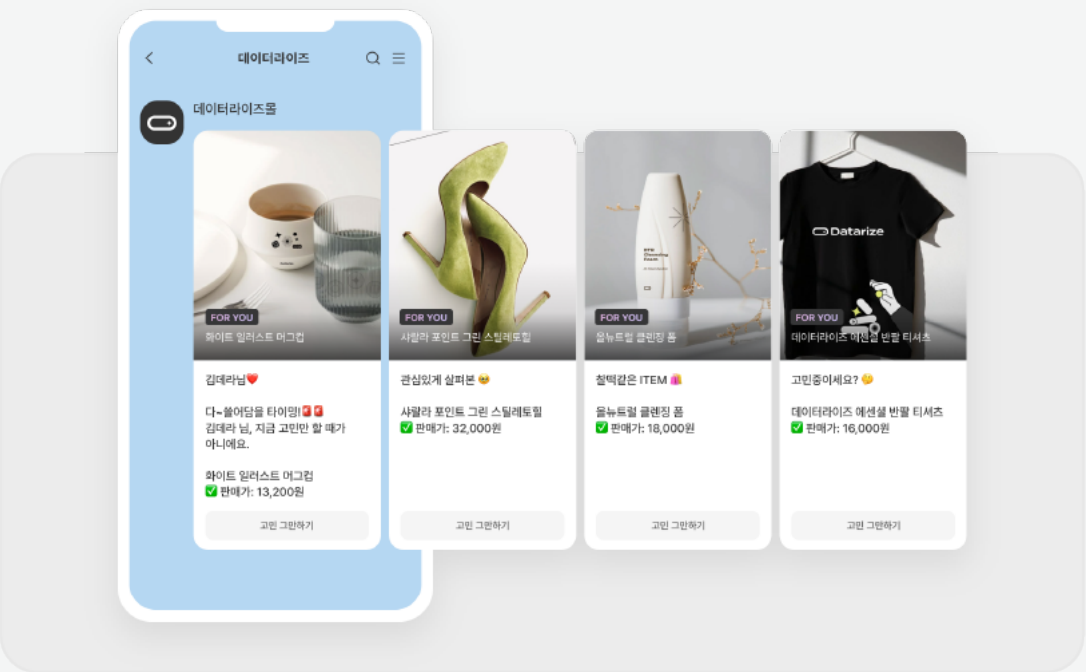


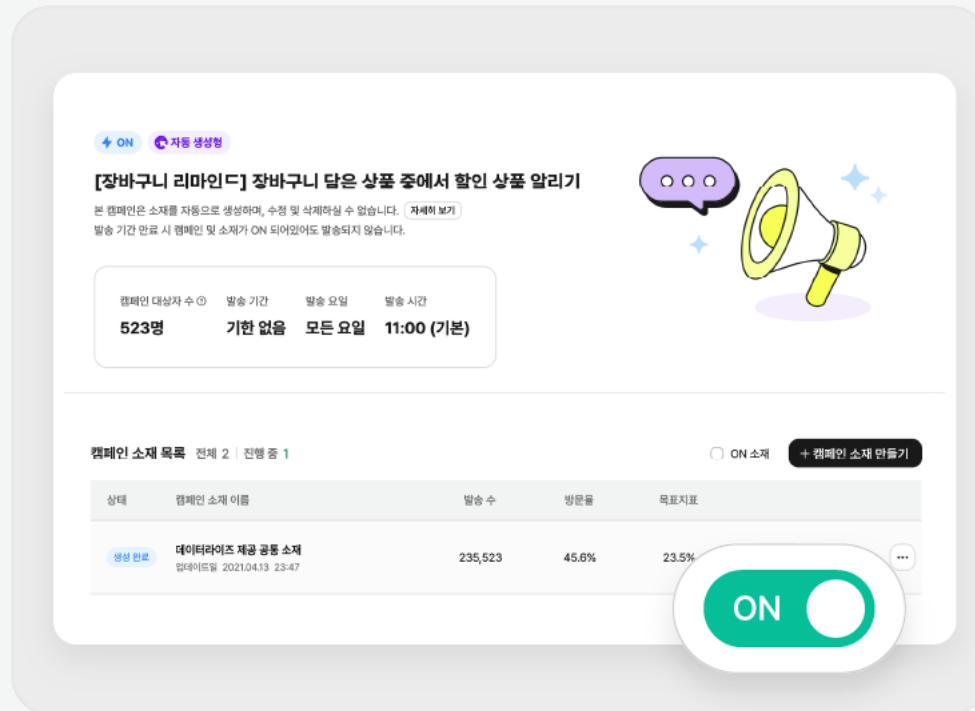
Image Friend Talk  
Auto creative  
product recommendations



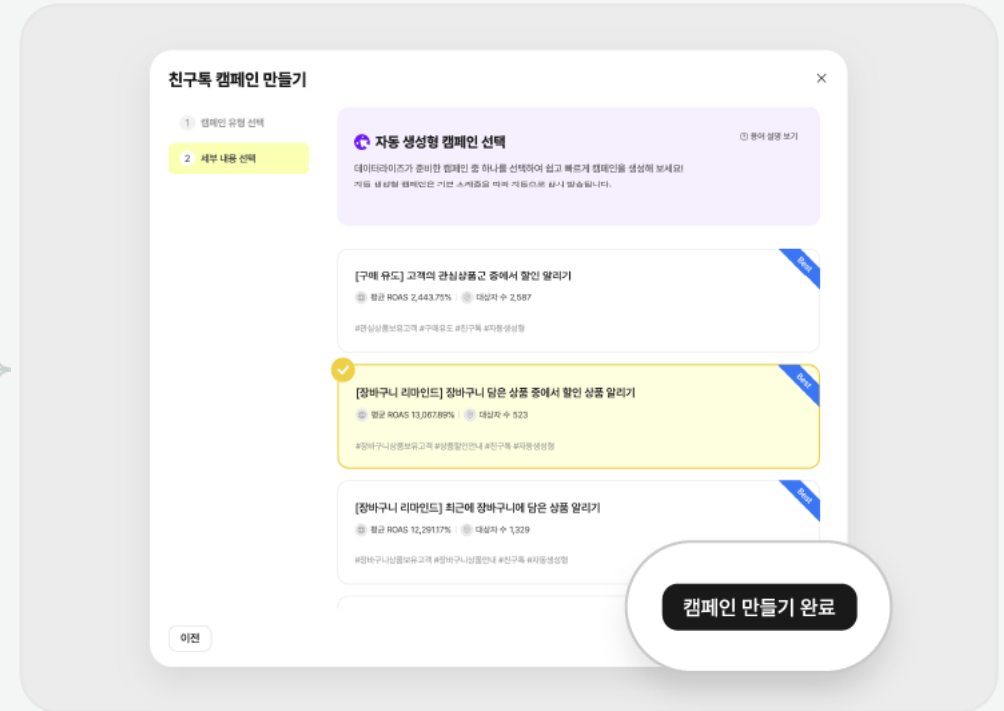
Carousel Friend Talk  
Auto creative  
product recommendations


# Run personalized, automated campaigns with a few clicks.

Anyone can easily run campaigns with our user-friendly UI/UX.



Select the campaign you want and click  
the "Create a Campaign" button



Click on the campaign creative ,  
and you're all set!

# You can even run a custom campaign by generating your own audience and creatives.

The screenshot displays the '오디언스 필터링' (Audience Filtering) section. On the left, there's a sidebar with '전체 고객 중에서' (From all customers) and '발타입 그룹' (Baltip groups) including '발타입 그룹 1' and '발타입 그룹 2'. The main area shows 'ON' for '고객 조건' (Customer conditions) and '가이드 보기' (View guide). Under '고객의 회원등급이' (Member level of customer), there's a '회원등급 수평하기' (Horizontal member level) section with a '발송일 기준' (By delivery date) filter set to '14' days. Below this is a timeline visualization. The bottom section, 'ON' for '상품 or 카테고리 조건' (Product or category conditions), shows filters for '관심 있음' (Interested), '구매한' (Purchased), and '구매하지 않은' (Not purchased), with a '상품 or 카테고리 수정' (Edit product or category) button.

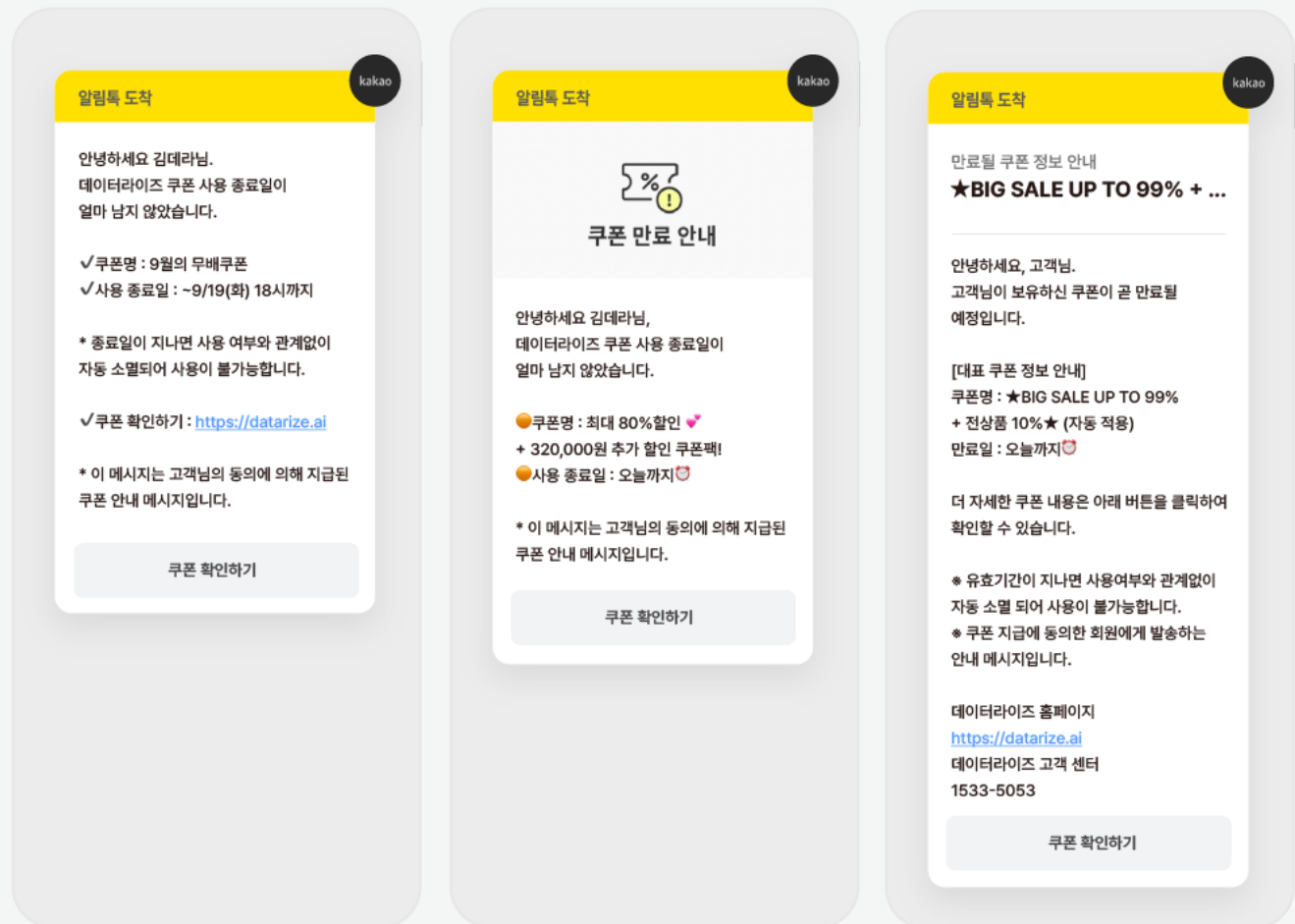
Generate your own audience by combining your own targeting conditions in addition to the 22 preset conditions offered by Datarize

The screenshot shows the '주말 특가 안내' (Weekend Special Announcement) campaign setup. It includes an '이미지' (Image) section with a placeholder image and a '내용(광고)' (Content (Ad)) section with a text box containing promotional text. The '버튼' (Button) section shows a link 'http://dutarize.type.great' and a button text '특가 상품 보러가기' (Go to special price products). The right side of the interface displays a preview of the generated creative, which is a mobile app interface for a weekend special announcement, featuring a '주말 특가' (Weekend Special) banner and promotional text.

Generate creatives with images and phrases you want

# You can send Notification Talks to customers with registered phone numbers.

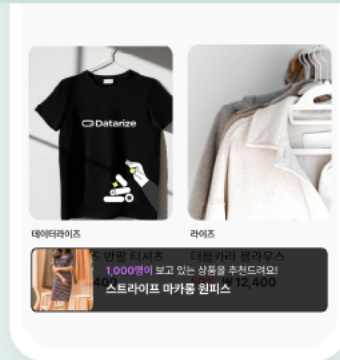
Send Notification Talks to customers with coupons so they don't miss their benefits.



# Datarize supports various channels.

Hold onto customers when they visit your store and when they leave!

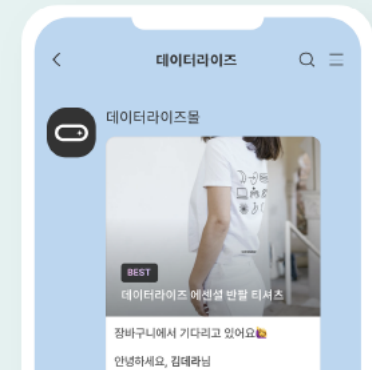
## On-site banner



## Kakao message

Friend Talk/Notification Talk

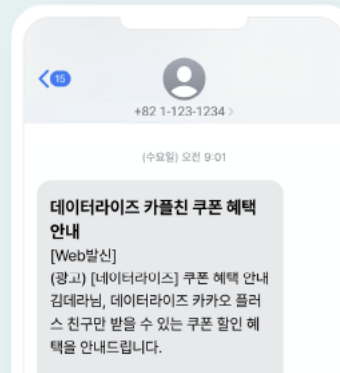
Friend Talk: Advertising messages/marketing  
Notification Talk: Informational messages only  
(Coupon expirations, account deactivation, etc.)



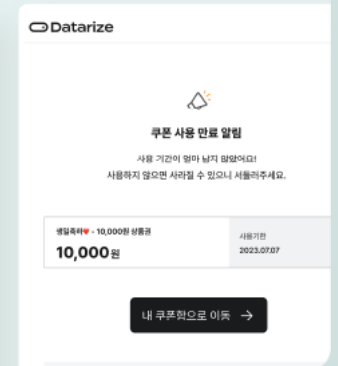
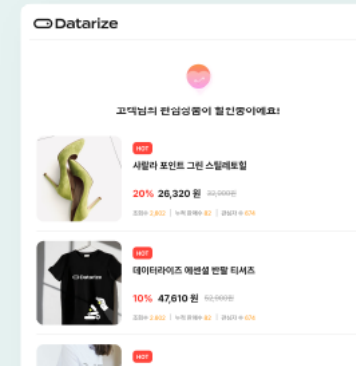
## Text message

[Secure marketing channels] Send LMS messages to encourage customers whom Friend Talk has not reached to add you as a Kakao Plus Friend

Send LMS messages to customers who have blocked Friend Talks to encourage them to add you back as a Friend on KakaoTalk.



## Email



## Here's what our customers are saying about Datarize.



"I love the fact that messages are automatically sent based on customer behavior, allowing me to send well-targeted messages every day without the need to spend a significant amount of my own resources.  
Best of all, **we've witnessed a substantial improvement in sales.**"

Jung Il-jo, Team leader

**SOVO**

"By giving us the foundation to collect our own store's data and manage our CRM, Datarize has given us the confidence to reduce platform dependence in the long run and **improve our profit structure as our store grows.**"

Kang Byung-seok, CEO

**Miamasvin**



Many stores in various categories  
are already adopting Datarize's services.

**HOTPING** ATTRANGS ohora maatila®  
DINT CANMART SOVO AKIII CLASSIC KUNDAL®  
다이어트 신나게 - 다신샵 GRAYCHIC  ~~Verish.~~ ODE  
FORENCOS mulawear **ATEM** STREETFS LAGIRL  
DOROSIWA VARI:HOPE nubizio dr.blet Anua



# Want to know our pricing?

## Try free for a month and decide!

### Subscription Fee

Up to 100K MAU

**\$300/month**

tax excluded

The basic price is \$300 /month for up to 100,000 MAU.

Above 100K MAU

**\$30** /10,000 MAU

tax excluded

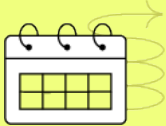
For 100,000 MAU and above, your subscription fee is proportional to your MAU.

Only applicable for Shopify  
(Separate consultation required for custom sites with an MAU of 1 million or more)

**Save more with a long-term plan!**


5% off on 6-month plan · 10% off on 12-month plan

Don't worry. An increase in your MAU during your subscription won't incur any additional costs.




### Balance

Message Pricing tax excluded



**Notification Talk**


Will be updated soon



**Friend Talk**


Will be updated soon

---



**Text (LMS)**


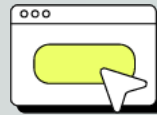
Will be updated soon



**Email**

\$0.003/message

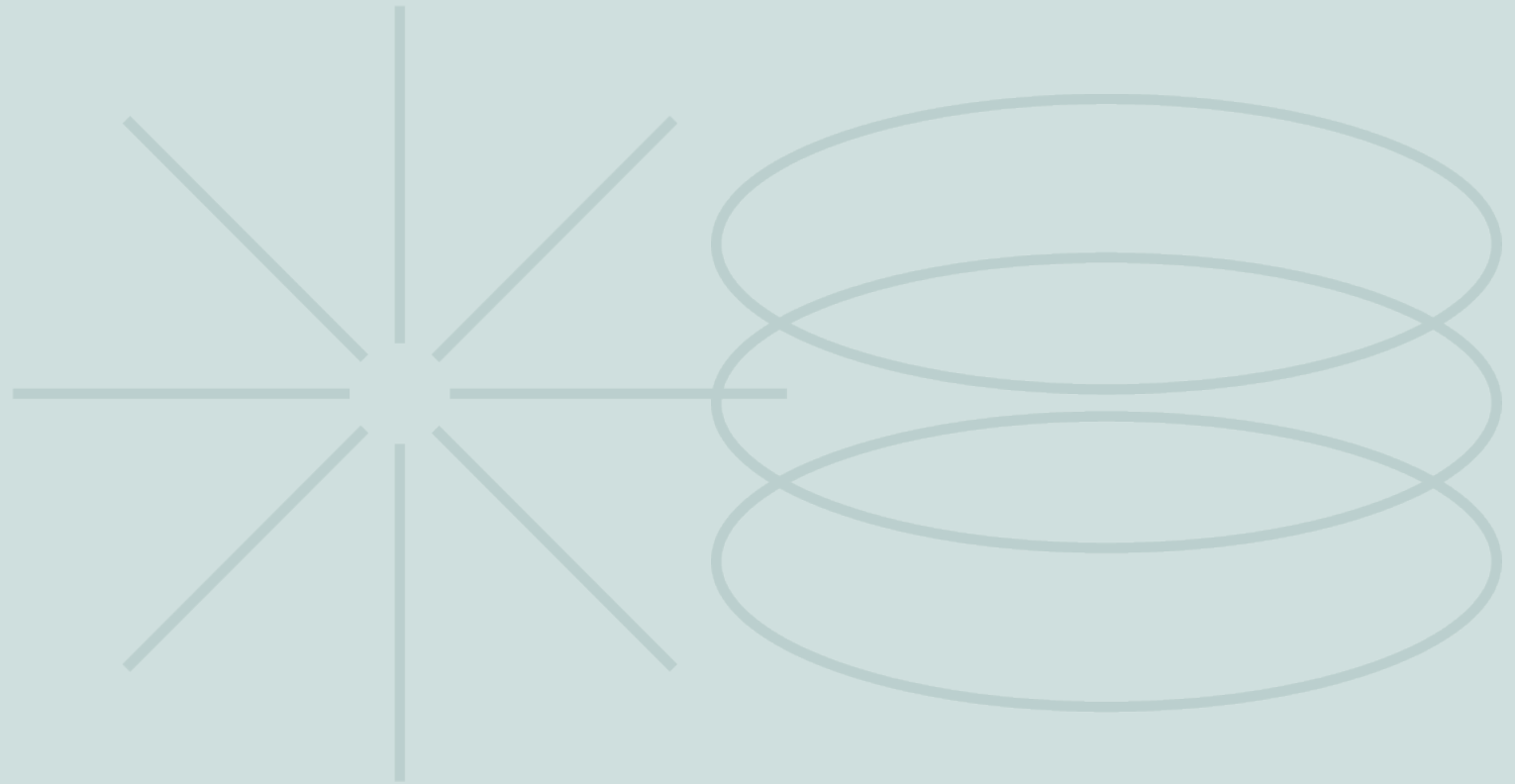




## **Quick and easy sign-up registration, and installation process!**

We also offer webinars  
to help you with onboarding.

If you have any questions,  
please feel free to contact us at Datarize!



Email      [hello@datarize.ai](mailto:hello@datarize.ai)

Address    YK Building 6F, 205 Dogok-ro, Gangnam-gu, Seoul Datarize

