

# Customer Insights + Offer Personalization = Higher ROI

Learn how the RevTrax Offer Management Platform and Manthan can help retailers discount less and optimize their promotional strategy.

Revtrax and Manthan have come together to make your marketing dollars work harder, both on digital and offline channels. With customer insights as the foundation, the AI based recommendation engine is used to map not only the best product, messaging, and channel for each individual, but also the ideal offers.

End result?  
**Increased margins, Better conversions, Higher ROI**



## How It Works

With the integration, you can test and measure the effectiveness of different offers for each shopper across channels - e-commerce site, email, display ads, search, direct mail and any other channels your offers might live.

The AI based methodology recommends and tweaks offers for customers in different micro-segments, basis their engagement levels, behavior profiles or lifecycle stage. The performance data gets fed back into the Manthan Customer Data Platform (CDP), resulting in richer profiles and deeper insights. You can accurately measure sales generated by your promotions, and create a closed loop marketing ecosystem.

**30%**

**More Cross-Selling**

**11%**

**Higher Returns On Offers**

**65%**

**Higher Conversions**

### The Manthan Customer Marketing Platform:

Manthan CMP helps marketers drive superior customer engagement through a deep understanding of customer behavior and preferences. The underlying Customer Data Platform creates a unified view of every omnichannel customer. Advanced analytics and AI help surface deep customer insights, arming marketers with tools to design custom journeys and a personalized marketing program. The solution offers true omnichannel capabilities enriching every customer touchpoint, and delivering higher marketing ROI.

### The RevTrax Offer Management Platform:

RevTrax delivers smarter offers. The RevTrax Offer Management Platform empowers brands to deploy offers across channels, track the performance, and connect insights to decisions that save money and drive more value from their existing marketing efforts. With a robust portfolio of 6 patents relating to offer security, the RevTrax Offer Management Platform brings control back into the hands of the marketer. Founded in 2008, RevTrax has been rated as one of Crain's Top 100 Best places to work in New York City



Learn how 600+ brands succeed with **RevTrax & Manthan**

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