



Innovative solutions for online business growth

Georgi D. Georgiev, CEO of Releva



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Releva

History and background



Georgi Georgiev

georgi@releva.ai

- 12 years leading AI in a deep tech global company
- 2 years tech and product leader in top 3 Google Cloud client/serving 2/3rds of all mobile devices in US



Yavor Stoychev

yavor@releva.ai

- 3 years technical professional Amazon
- 5 years tech and product in startups
- 1 successful exit



Releva is on a mission to create engaging and ethical experiences across the multichannel for memorable branding and growth in the eCommerce space.

We know who, what, when, how... Automatically. Deep technology.



Investment

- 760,000 EUR from VC
- 200,000 USD from Google Cloud
- Support from HubSpot

Achievements

- Revenue increase of our clients' shops with 20%+
- Senior product team

In the month of September Releva reached:

- More than 2 million active users
- Sent more than 15 million emails
- Generated more than EUR 1 million for its customers.

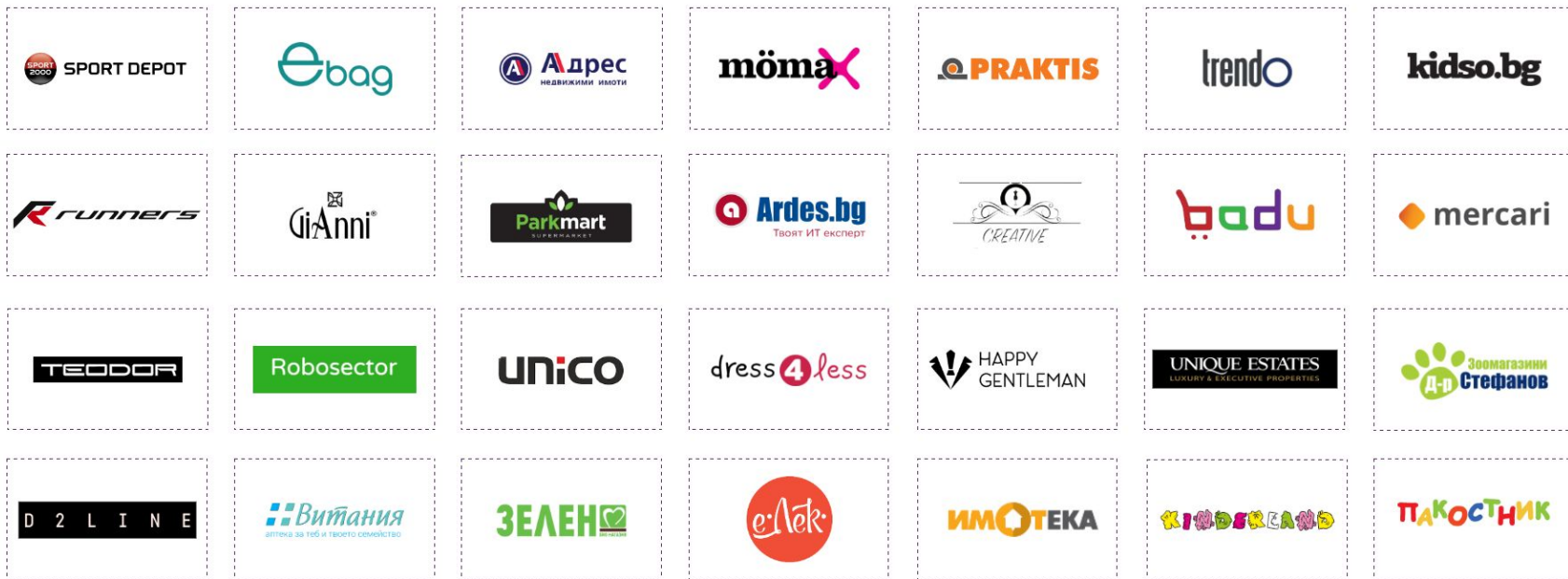
Deep tech

- 20+ years of research
- 100+ scientific publications
- \$100+ million industrial research financing



100 + brands

Our customers





Roza Divleva,
Marketing manager at Address
Real Estate

"Extremely adequate partner with an **exceptional understanding of our business needs**, providing **timely, and spot-on solutions.**"



Ilian Radev,
eCommerce owner at Unico.bg

"Releva offers a **unique experience for each customer.** Thanks to Releva our business has become a **personalized mall for everyone.**

100 + brands

Customers testimonials



Elitza Dushkova,
Online marketing manager at Aiko
and Moemax

"We are extremely pleased with **the speed of everything Releva does** - seamless integration, the easy communication, the effective conversations and the results we see in the system."



Eleonora Ivanova,
eBag, Marketing automation expert

"Thanks to Releva we manage to offer our customers so much more **personalized and relevant content.** We manage to **engage them, encourage** them to **make a purchase** and **increase the average shopping cart total.**"





What are the challenges for eCommerce growth in 2022?

eCommerce trend 1, Rising acquisition costs

- DTC competition is rising.
- Ad costs are skyrocketing across platforms.
- Brand building is helping attract and retain customers.

eCommerce trend 2, Death of third-party cookies

- Consumers demand personalization.
- Personalization is not a magic bullet.
- Brand community is building loyalty.



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Trend 1

Rising acquisition costs



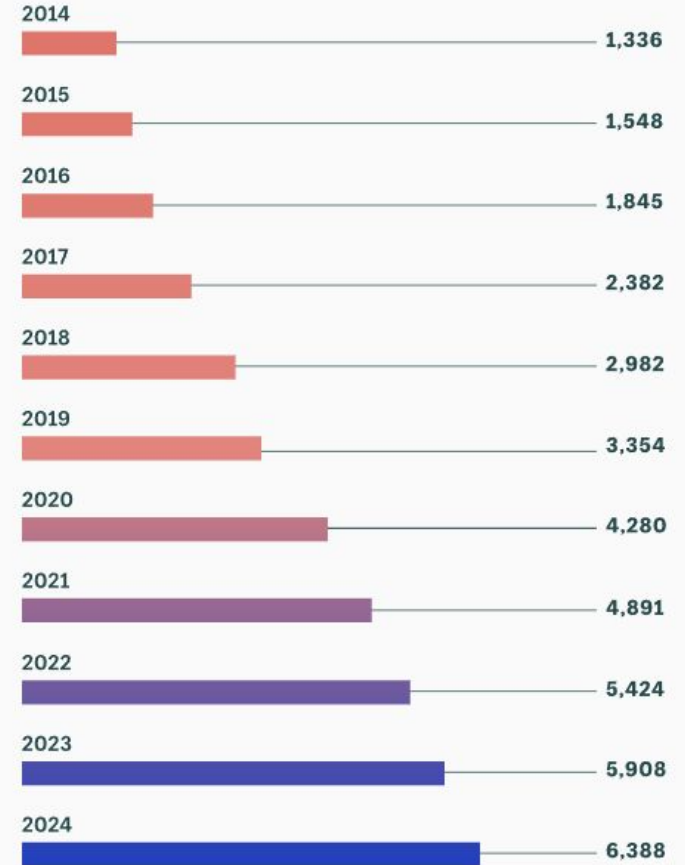
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"As more businesses are online, it's harder and harder to be found by new customers. Because it's so easy to start online now, there are definitely rising costs of customer acquisition. Paid ads are getting really expensive, not to mention the Apple iOS 14 release, which has made it more difficult to track results in ad spend."

Mel Ho,
Senior Product Marketing Lead, Shopify

Retail eCommerce sales worldwide from 2014 to 2024

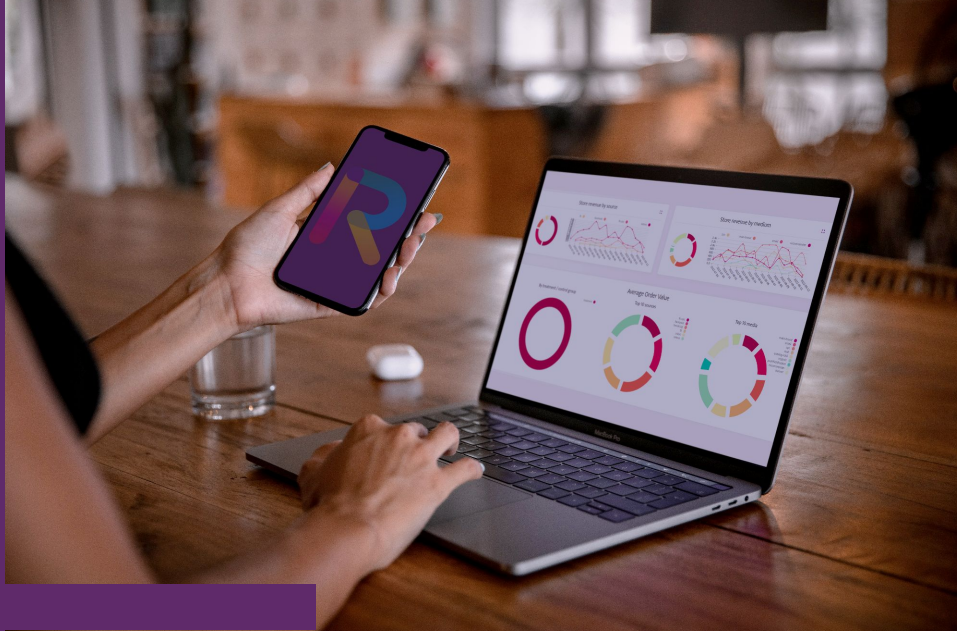
In billion U.S. dollars



Sourced from [Statista](#)



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- **Develop brand and growth measurement methodology.**
- **Highlight your unique differentiators and values at every customer touchpoint.**
- **Diversify advertising and sales channels to lower the cost of acquisition.**
- **Create consistent customer experiences**

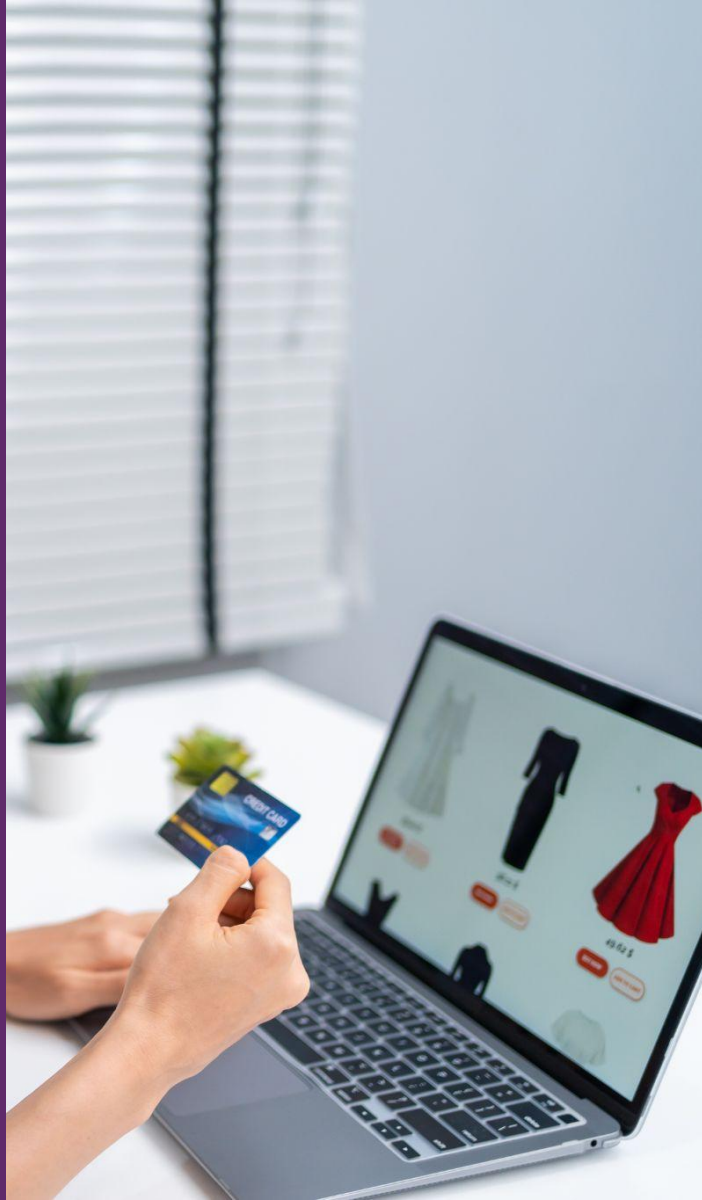


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Trend 2

Death of third party cookies



93%

of consumers expect the online shopping experience to be at least equal to, if not better, than in-store - an increase from last year's figure of 90%.

Coveo's 2022 Relevance Report in retail. Survey comprised a nationally representative sample of the working population across both the UK and USA, with 4,000 adults aged 18+ taking part, evenly distributed between each country.

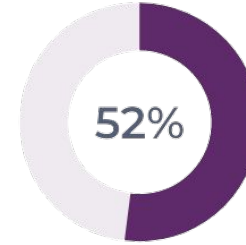


The next step of the journey

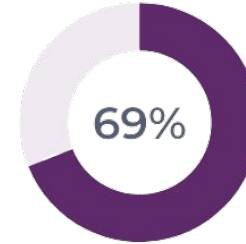
Reducing the Experience Gap

The online presence of most businesses, however, isn't as tunnelled and self-contained as Netflix. Which is why the brands that are retaining engagement are creating spaces where customers want to share their data. Perhaps the most powerful of such spaces is the customer loyalty program.

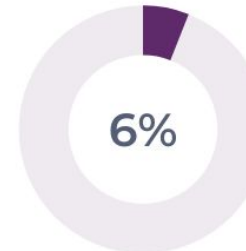
Walsh sums up this want from personal experience: "My data is already out there. So, if I'm going to share it, I'm going to be sharing it with the brands I trust, through which I can get relevant offers".



Would be willing to **pay more to find what they are looking for in just a few clicks.**



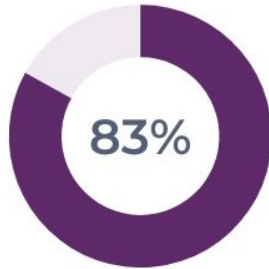
Overall, would be willing to **pay for one or more value-add service** that elevates the experience.



Only **6% find online shopping** experiences as "always" relevant



91% of consumers are more likely to **shop with brands who recognize, remember, and provide relevant offers and recommendations.**



83% of customers are **willing to share their data to create a more personalised experience.**

The next step of the journey

Reducing the Experience Gap

Gomes echoes the sentiment: “I share everything with the right people because I know that I’m going to get better recommendations and offers; I’m going to be reminded of things that I might not have checked out and see content that’s relevant to me”.

And Walsh and Gomes are not alone. According to Accenture, 83% of customers are willing to share their data to create a more personalised experience.

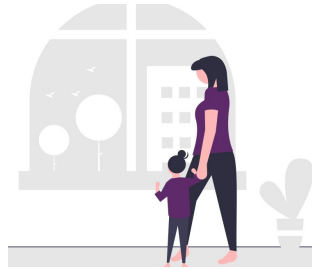
This is the kind of authentic and willing attitude that a well-considered customer loyalty program fosters.



- **Set your success parameters.**
- **Sell everywhere your customers are.**
- **Gather and mobilize first- and zero-party data.**
- **Know your customer, where, what, when...**



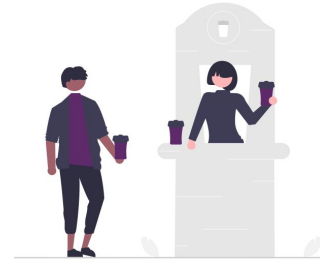
Brick and mortar story of real engagement



The owner knows me since I was a kid.



She knows everything about my preferences brand aware for wine, cost aware for bottled water.



She engages with a small talk.



I get everything I need as it is selected and stored for me.





Engagement story for digital shops: visitors to loyal customers



**Mandy visits the
local pet shop,
but it's closed.**

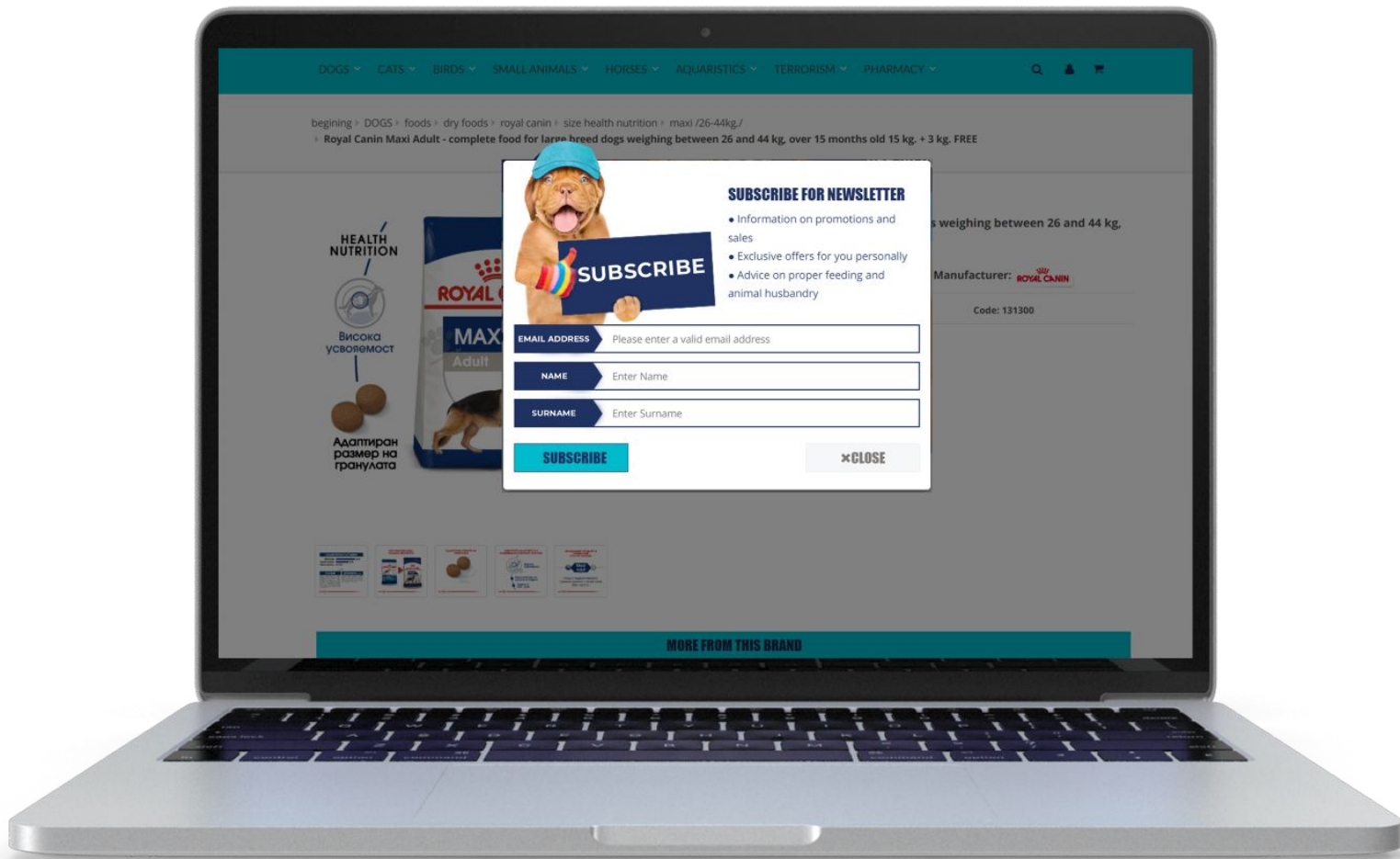


**Mandy goes online
for the same brand
of pet food.**





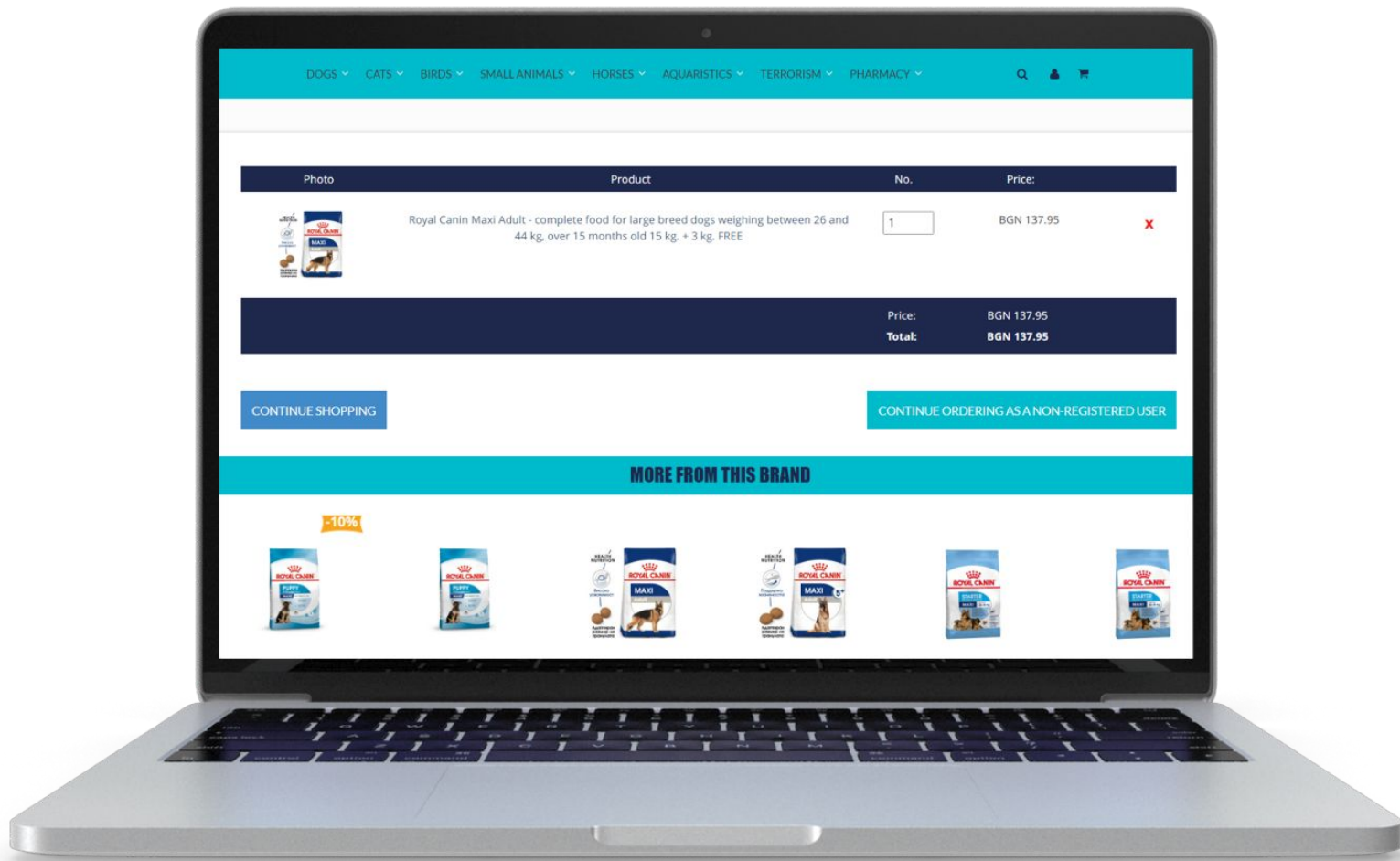
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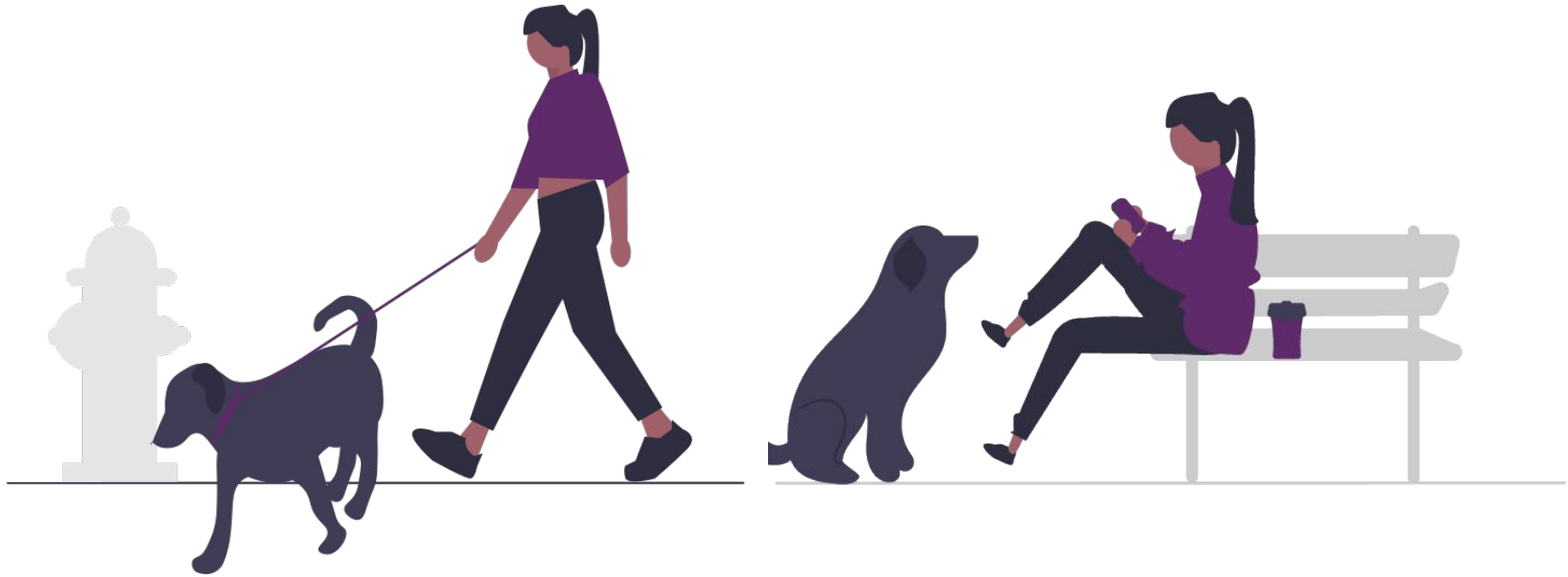
Mandy sees a subscription banner, she trusts the brand and opts in.



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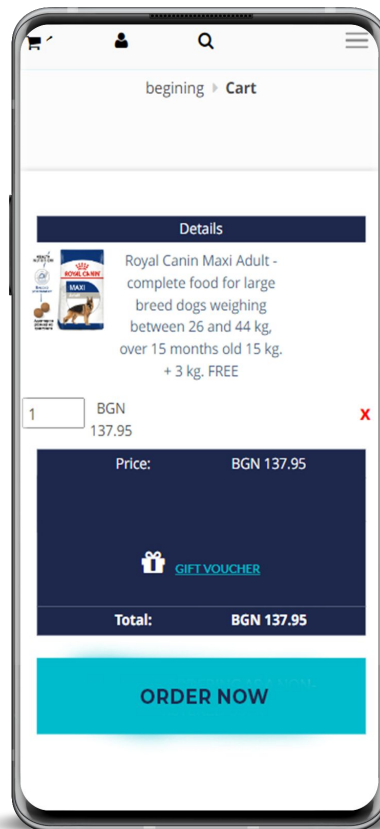
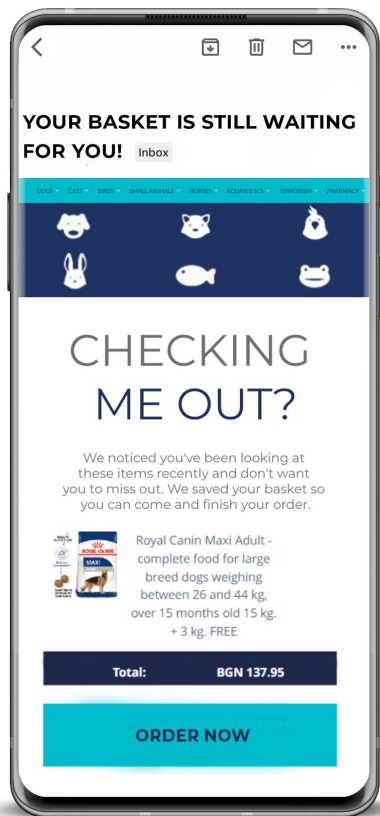


She chooses food and adds it to her basket but does not buy it because she can do it next week.



Mandy walks dog in the same time and enjoys coffee and checks email on a bench.

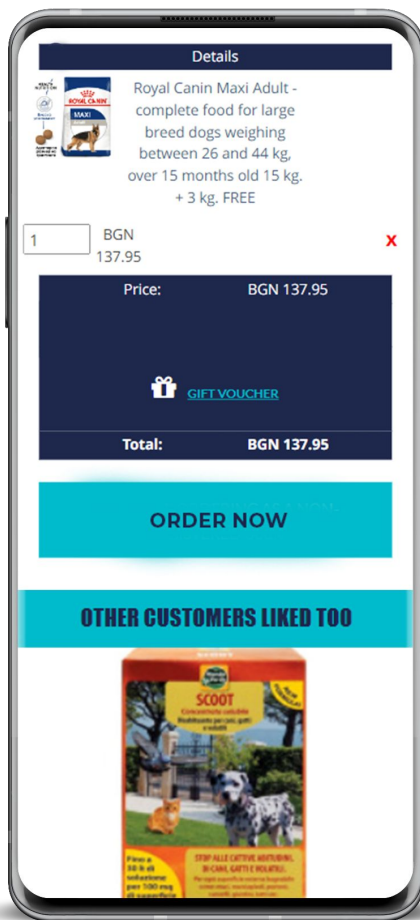




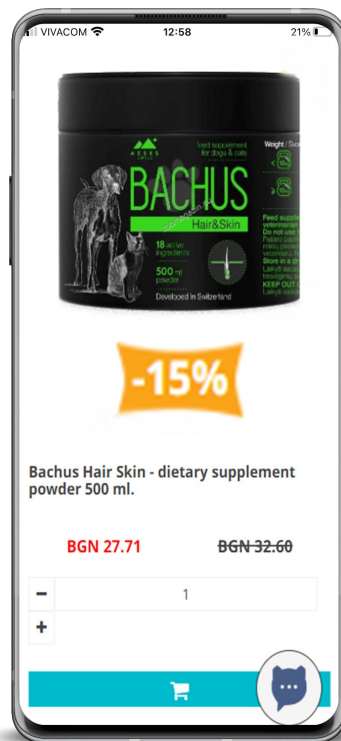
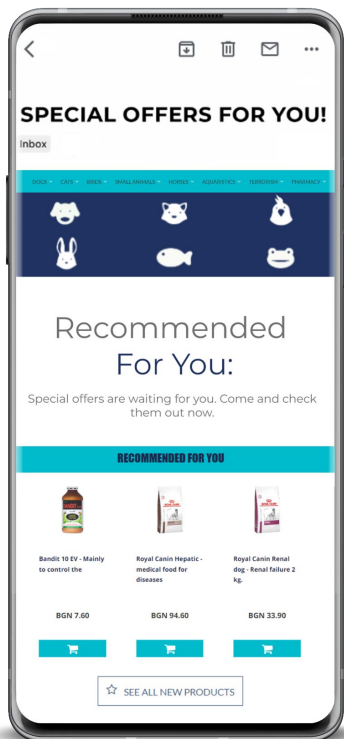
In optimal time (exactly when Mandy enjoys coffee and checks email/news, etc), she receives an email reminding her for the abandoned basket. Mandy clicks on the link and goes directly to her basket.



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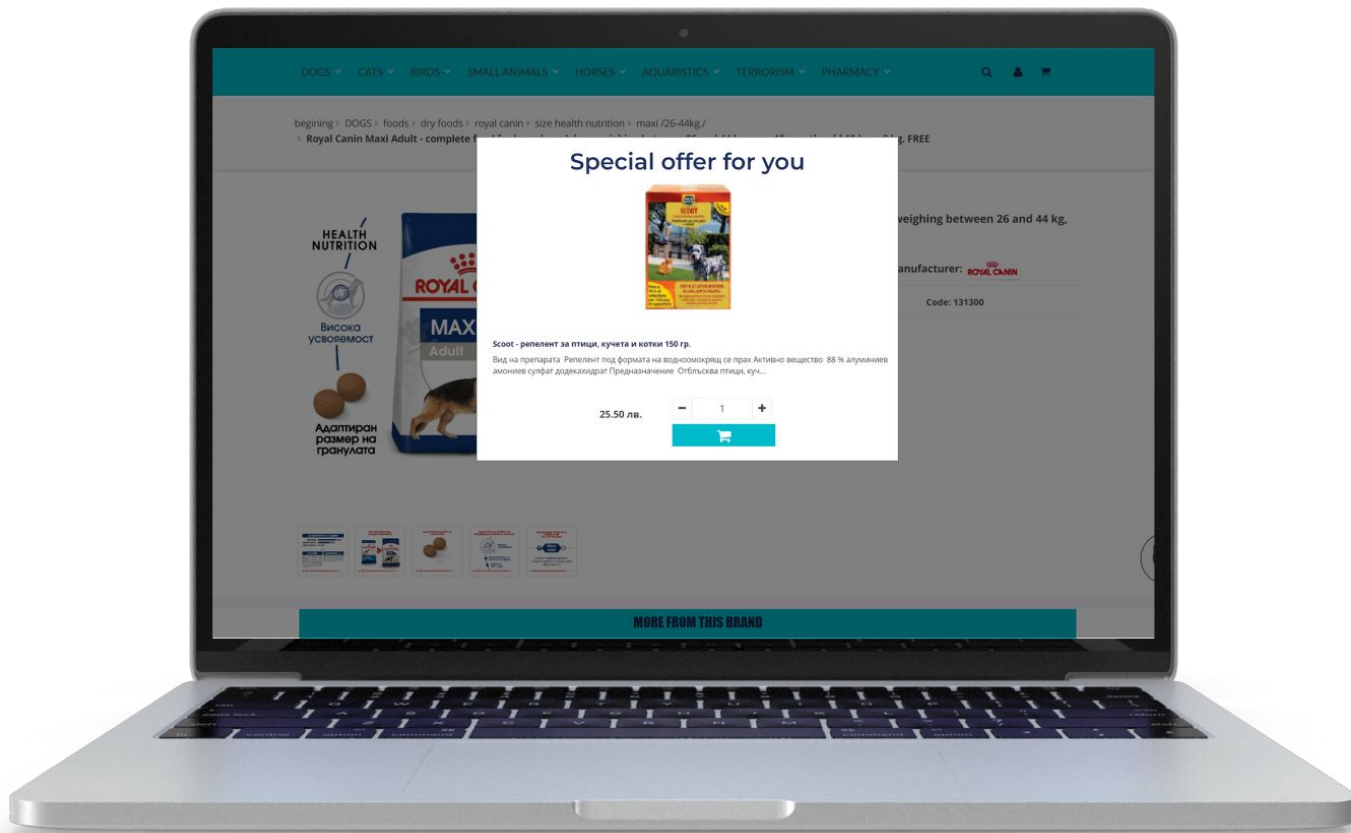
There is a recommendation that people usually buy a Tick-Repellent for Dogs this time of year. She looks at the repellent, research other brands of repellents but chooses not to buy because her dog is protected for another two weeks.



Next week she gets an email with a special selection of products from the brand that based on her preferences but the products are best buys - discounted and highly purchased. She clicks on the email and gets directly to the product. She reads the description but found a component that her dog don't respond well.



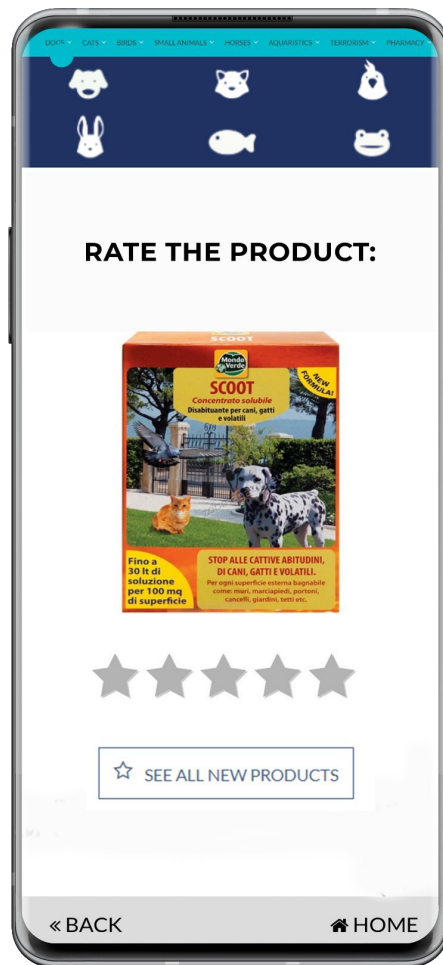
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On the level of the page she gets a pop with the next best buy and she clicks on it. She finds the ingredients of that repellent OK and she buys this second option.



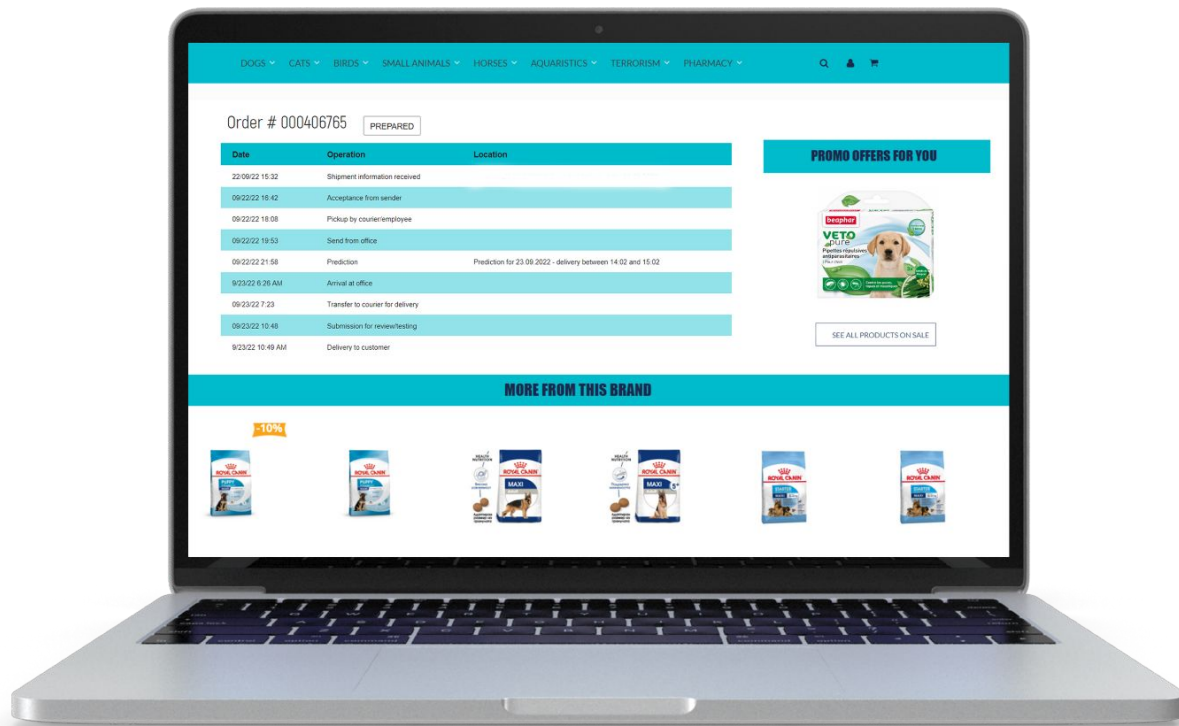
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On the next day she gets a viber message with delivery times and a request for product review.



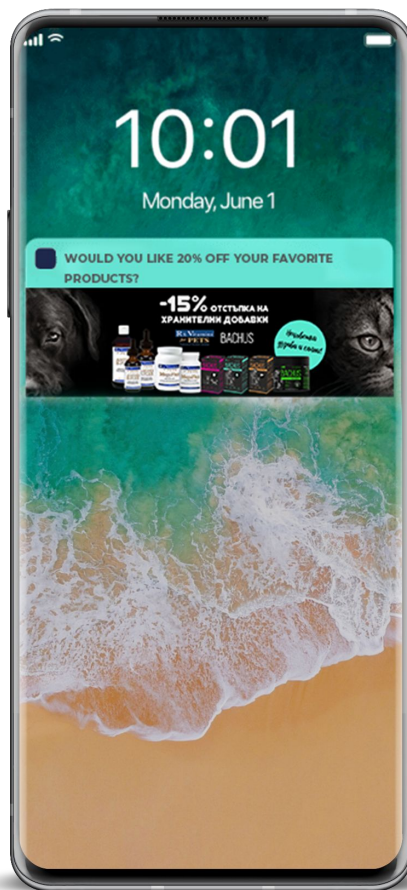
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On the third day she gets an sms with information that she is getting the product today and a link to a page where she can track the delivery
She clicks on the page and on that page she sees more recommendations and banners in particular a she clicks on a product targeting internal parasites.



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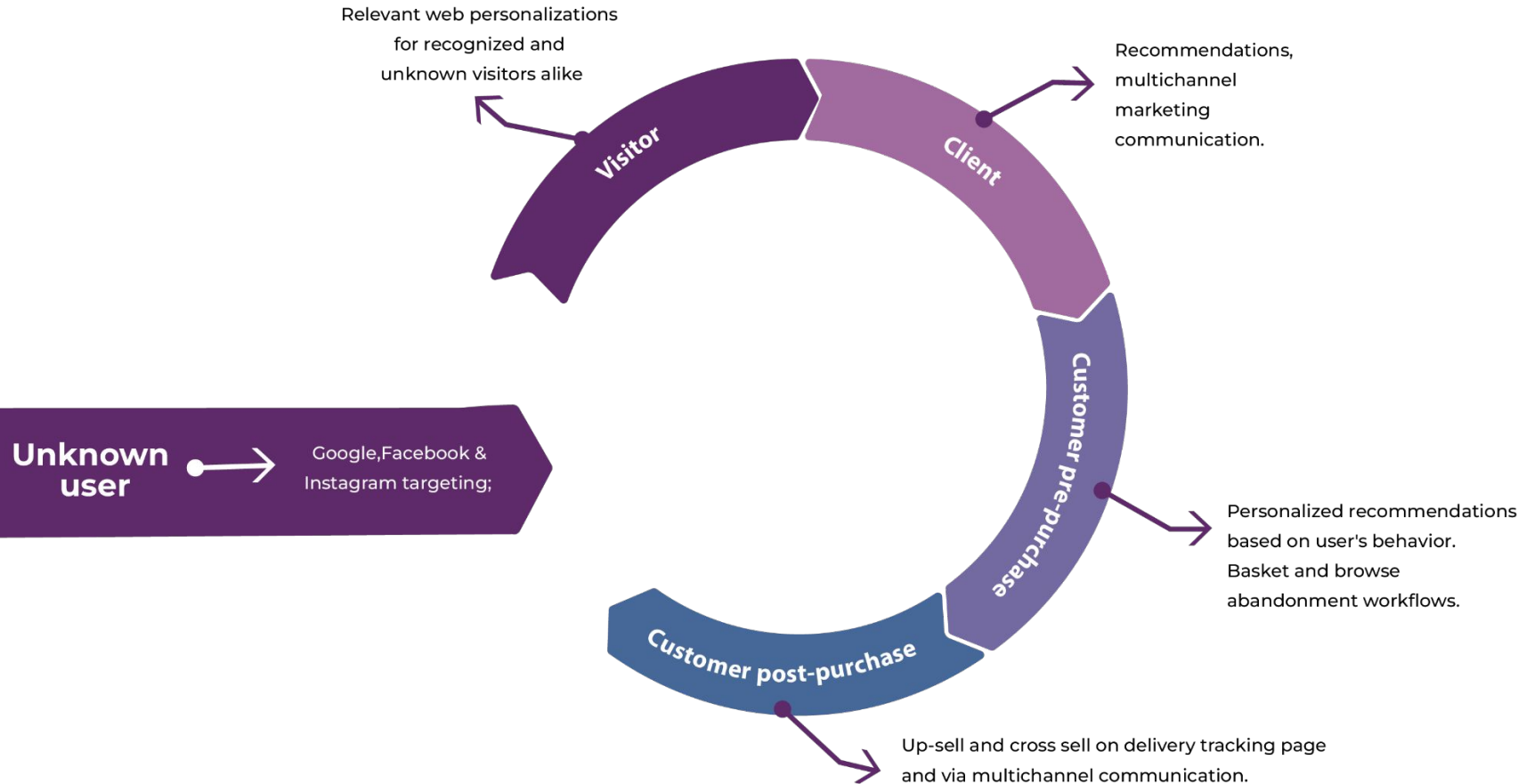


She adds it to favourites as her dog is currently protected. In optimal time when she sits on the bench. She got retargeted with products in the favourites that are discounted via web push. She likes the offer and clicks to buy that product online.



Revolution of automation for marketing and sales

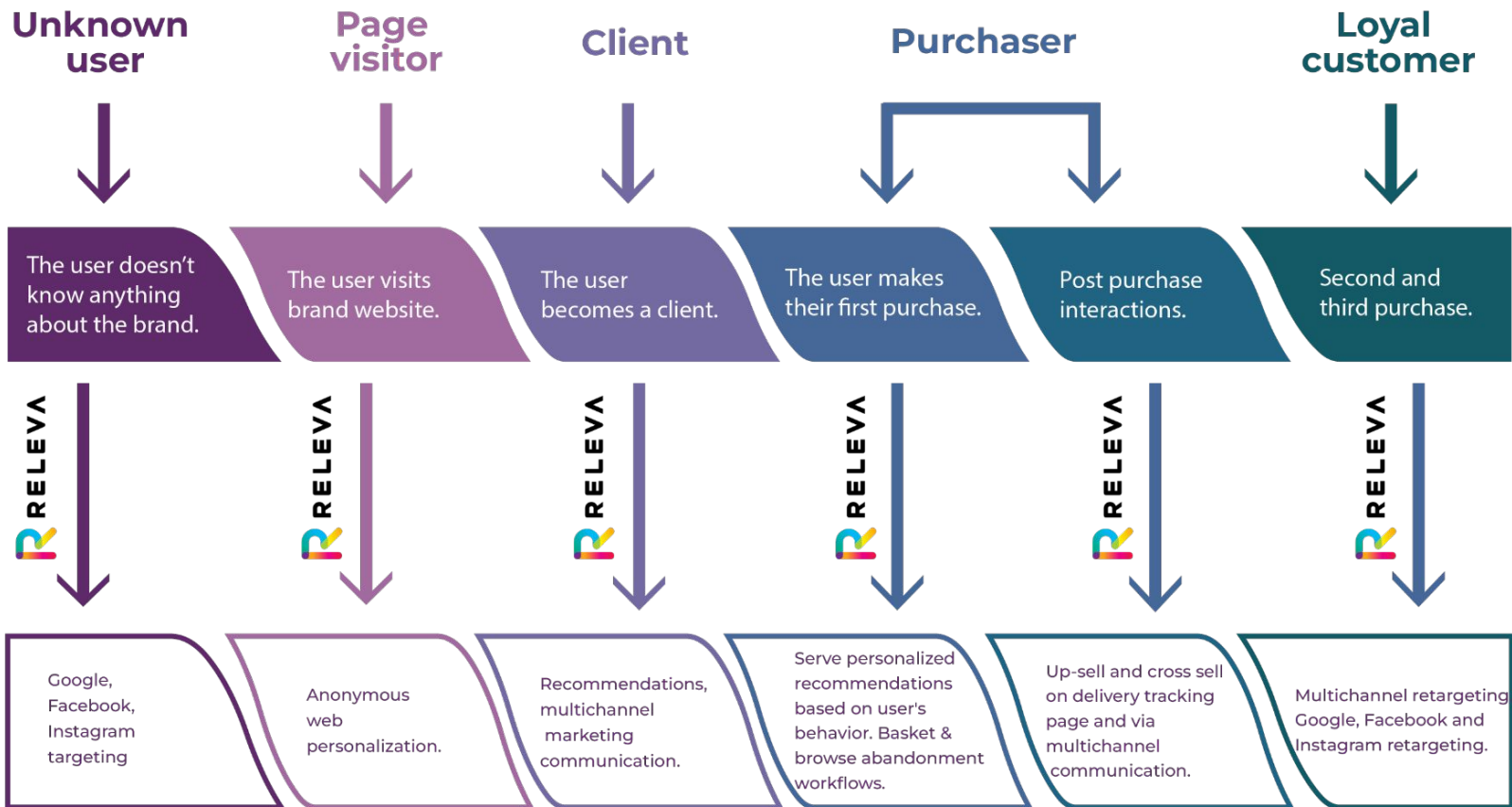
Turning clients into loyal customers





Types of site visitors and how Releva treats them

(Customer cohorts, website journey experience & how Releva contributes to the process)





Case study

trendo



Background:

- Site visits per month: 904 818
- TrendO is a leader in the clothing marketplace sector.
- Website: <https://trendo.bg/>

Releva solution:

- Product recommendations
- Automations
- Analytics

Results:

- 45% growth in purchases
- 49.3% click rate from automations
- 43.8% open rate from automations
- 2% conversion rate



Case study



Background:

- Site visits per month: 44 633.
- Kinderland is a leader in the children's clothes and accessories segment.
- Website: <https://www.kinderland.bg/>

Releva solution:

- Product recommendations
- Analytics
- Campaign & automations
- Email campaigns & automations
- Promotional banners

Results:

- 40% growth in purchases
- 105 000 reached customers
- 48.7% click rate
- 15.9% open rate from automations
- 1.6% conversion rate from automations
- 1.2 % conversion rate from campaigns
- 90% click rate from automations



Case study

mömax

Background:

- Site visits per month: 1 587 752
- Moemax is a leader in the home furniture and decoration sector.
- Website: <https://moemax.bg/>

Releva solution:

- Product recommendations
- Automations
- Analytics

Results:

- 20% growth in purchases
- 81.1% click rate from automations
- 80.6% click rate from campaigns
- 24% open rate from automations
- 2.1% conversion rate from automations
- 14.2% open rate from campaigns



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Time for

Questions & Answers



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