

Promni | Engager for Omnichannel

Omnichannel Campaign & Loyalty Management

Obase Promni is a marketing platform that can perform real-time personalized campaign communication, campaign benefit management, and action/event management across multiple channels.



Multichannel



Real-Time Management



Cloud / Local Usage



User-friendly Interface



Communication Management



Central Design Management

- » Promni is a real-time decision-making platform,
- » Specifically built for Retailers,
- » Provides wide variety of pre-designed campaign models,
- » Uses unified, enriched and instant data,
- » Omnichannel campaign management via centralized infrastructure and rules
- » Independent of sales channel limitations

Key Facts

20M⁺
Loyalty Members

40K⁺
Stores & Channels

4M⁺
App Downloads

A.101

ŞOK

DERİMOD

Paşabahçe

Atasun Optik

YOUR KNOWLEDGE BASE
obase

www.obase.us



3mins

Define new campaign within

150+

Campaign models out-of package

7400+

Different types of campaigns

Effective Campaigns for the Right Customer at the Right Time

- » Personalized campaigns
- » Target audience and segment management
- » Unlimited point management
- » Loyalty and sub programs management
- » Creative and complex ready-to-use campaign setups
- » Different benefit types management
- » Omnichannel campaign designing
- » Behaviour-based real-time communication



I prefer brands that understand my needs and make relevant offers just in time!

Customized Campaign Creation

Fast Campaign Design

Easy Complex Campaign Definition

Centralized Campaign Design

Budget & Benefit Management

Real-time Benefit Management

Ready-to-use Campaign Setups

Increased Campaign Efficiency

IT Independent Campaign Creation

IMPACTFUL OUTCOMES

- ▲ **5x** increase in conversion rates
- ▲ Up to **70%** increase in basket amounts
- ▼ **3x** time efficiency in reporting and analysis
- ▲ **30%** more increased orders
- ▼ **40%** decrease in IT resource usage

