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-friendy Interface	Communication Management	Central Design Management

» **Promni is a real-time decision-making platform**

» **Specifically built for Retailers,**

» **Provides wide variety of pre-designed campaing 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

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