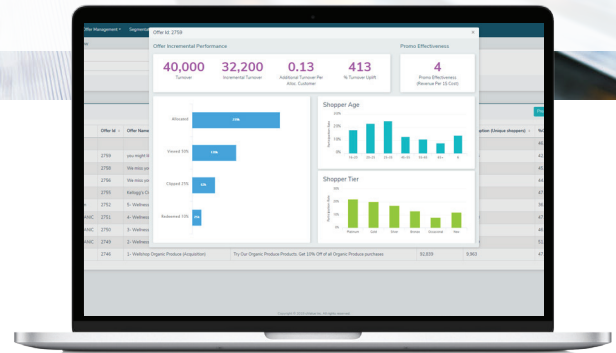




## Customer Centric AI & Monetization Solutions for FMCG Retail

“ciValue technology enables us to bring the customer into every business decision - whether it's marketing, assortment planning, or supplier discussions”  
CMO, International Retail Chain



### Solution Overview

AI-driven solution for comprehensive Category Intelligence, Relationship Marketing and CPG Collaboration

#### Category Intelligence

Powerful customer-centric decision support and deep segmentation for sales, assortment and promotions

#### Relationship Marketing

Drive revenue and share of wallet through deep and flexible personalization, leveraging AI and machine learning

#### CPG Collaboration & Data Monetization

Generate supplier funding through powerful insight sharing and targeted supplier offers

### What Makes ciValue Different?

**Speed** Implemented within 6-8 weeks with limited IT effort

**Scale** Continuous AI personalization of hundreds of offers to millions of customers

**Span** Integrated solution provide timely access to customer and category analysis, personalization and monetization across key stakeholders

Among our clients:



Be sure to Schedule a DEMO or e-mail us [info@civalue.com](mailto:info@civalue.com)