

SYNERISE

Synerise Press Kit

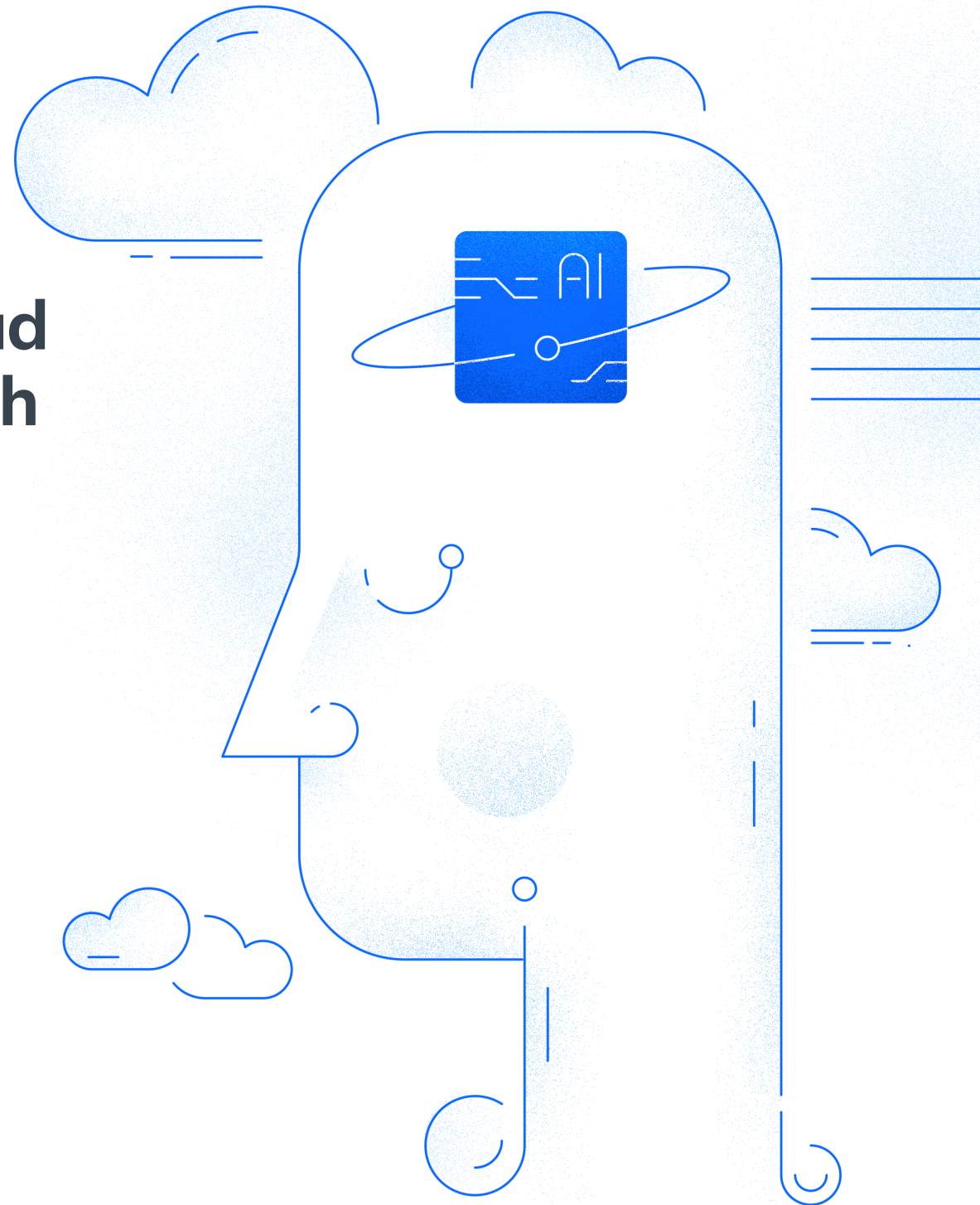


SYNERISE

We bring Artificial Intelligence-based cloud marketing down to Earth

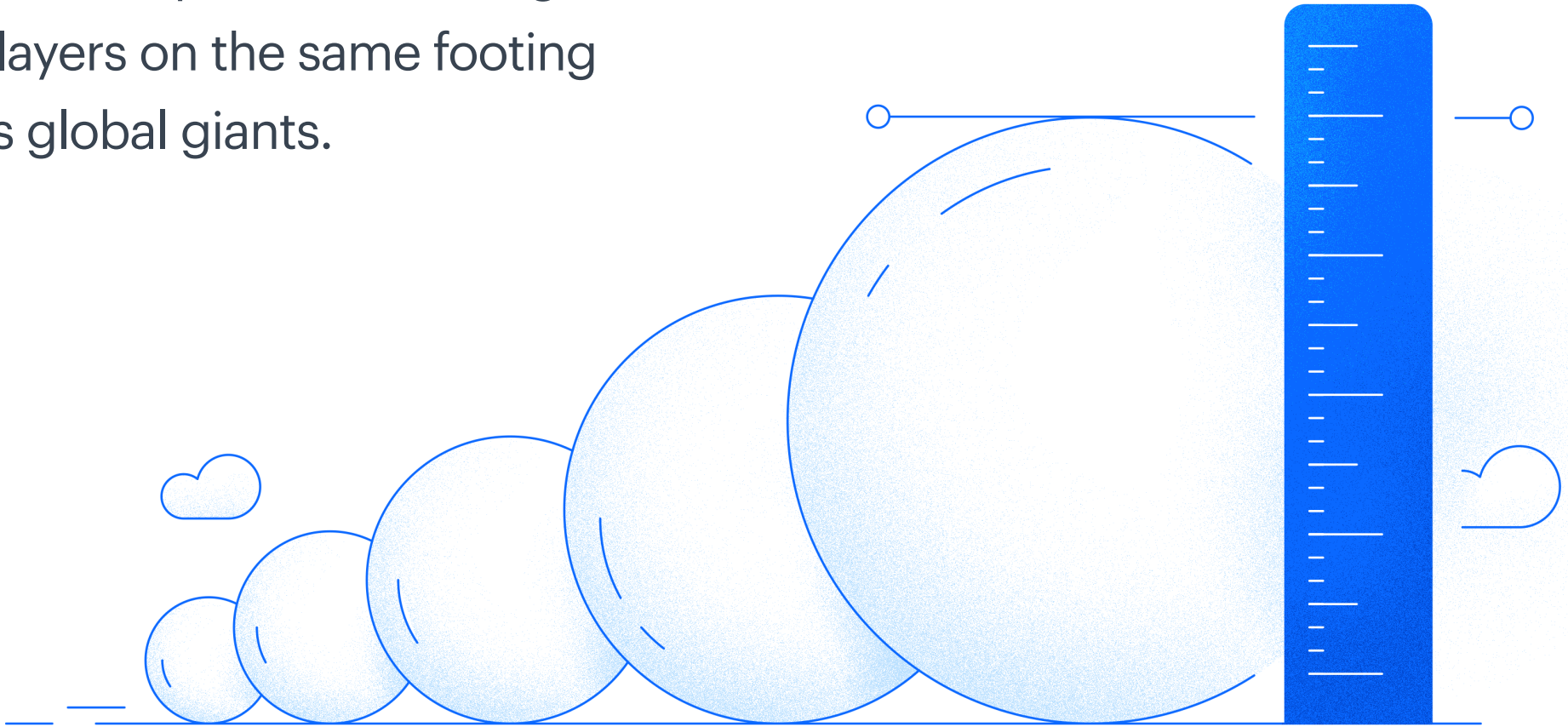
The cost and complexity of gathering the data needed to drive tech solutions has long been a barrier to many small and medium-sized companies. As a result, advanced marketing tools powered by that data have been largely accessible to only the biggest brands. New technology, however, has shifted the business landscape and put the power of data within everyone's reach.

Synerise is at the forefront of the movement to democratize AI. We are removing the financial and technological constraints that have traditionally prevented businesses of all sizes from deploying the power of AI-driven solutions.



SYNERISE

Our goal is to level the playing field and put local and regional players on the same footing as global giants.

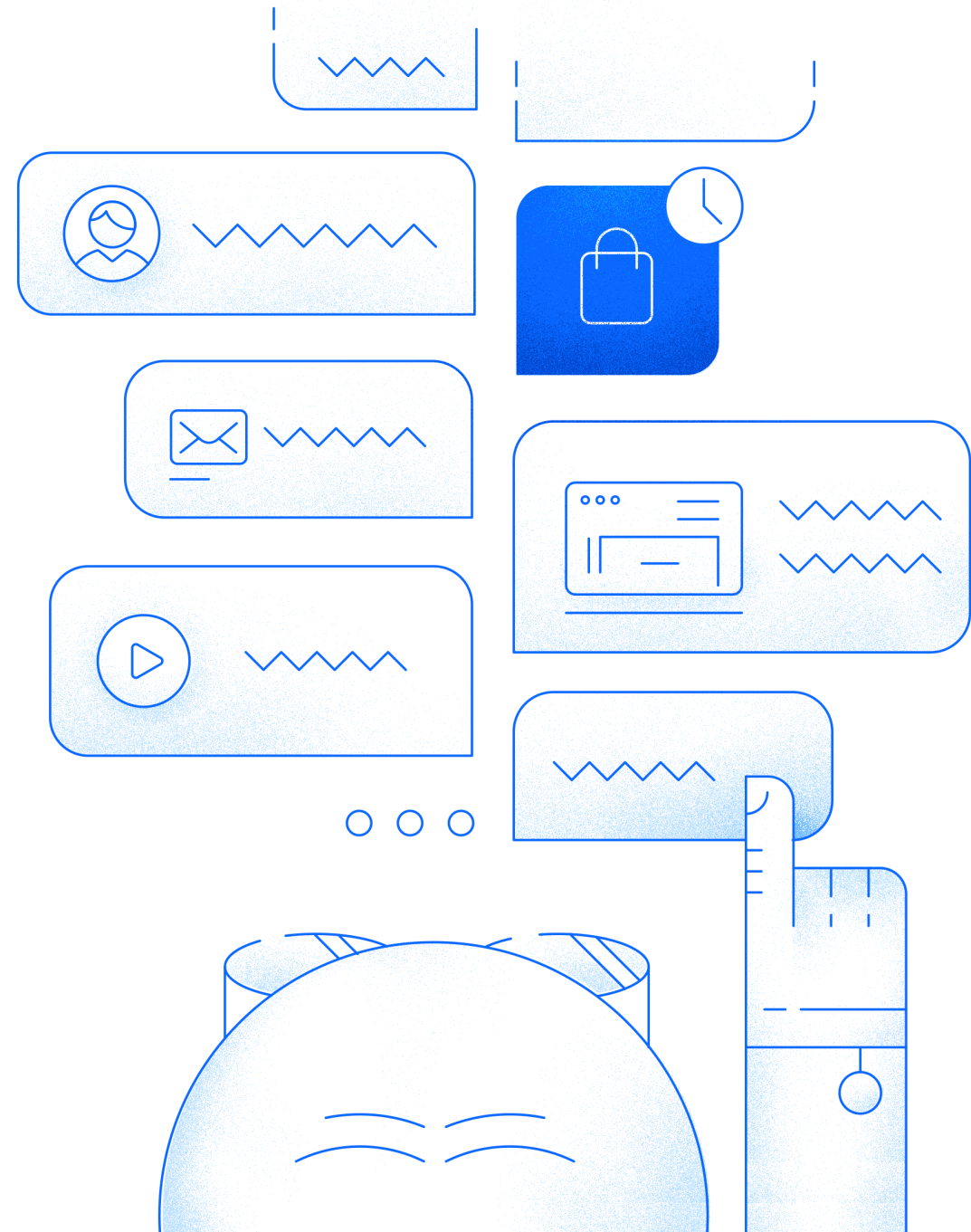


SYNERISE

We turn marketing monologues into customer conversations

Synerise is an AI Growth Cloud that consolidates customer data gathered from different channels in one interface.

This makes it possible to create unified customer profiles that are updated in real time based on interactions in every customer touchpoint.



SYNERISE

Using our tools, brands can avoid the inefficiencies associated with separate marketing campaigns run in different channels and informed by different data sets.

With Synerise, fragmented marketing strategies can be combined into a single unified campaign, delivering personalized content at scale across channels.

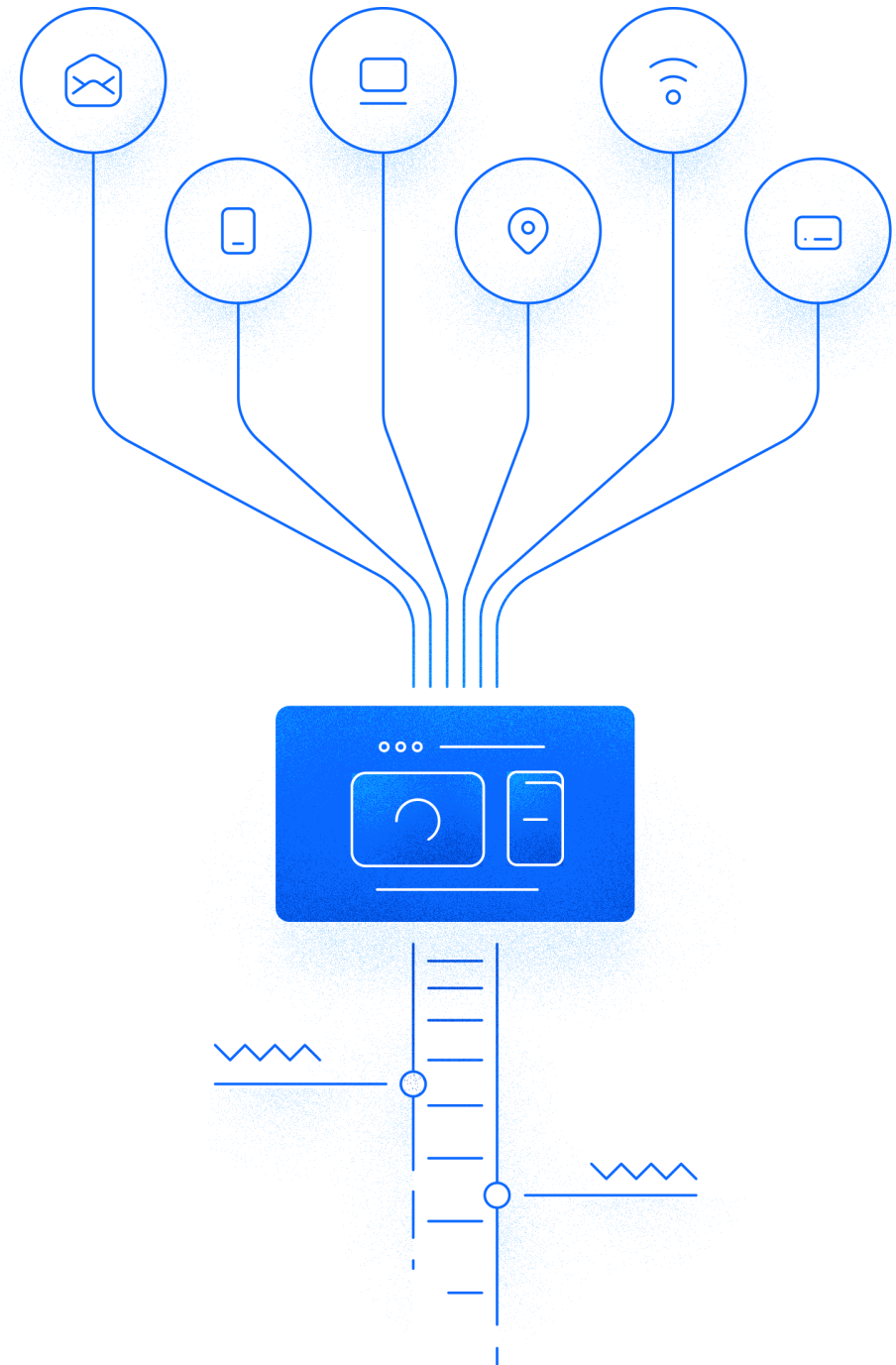
Synerise lets brands open a two-way communication channel with customers that benefits both sides:

Brands

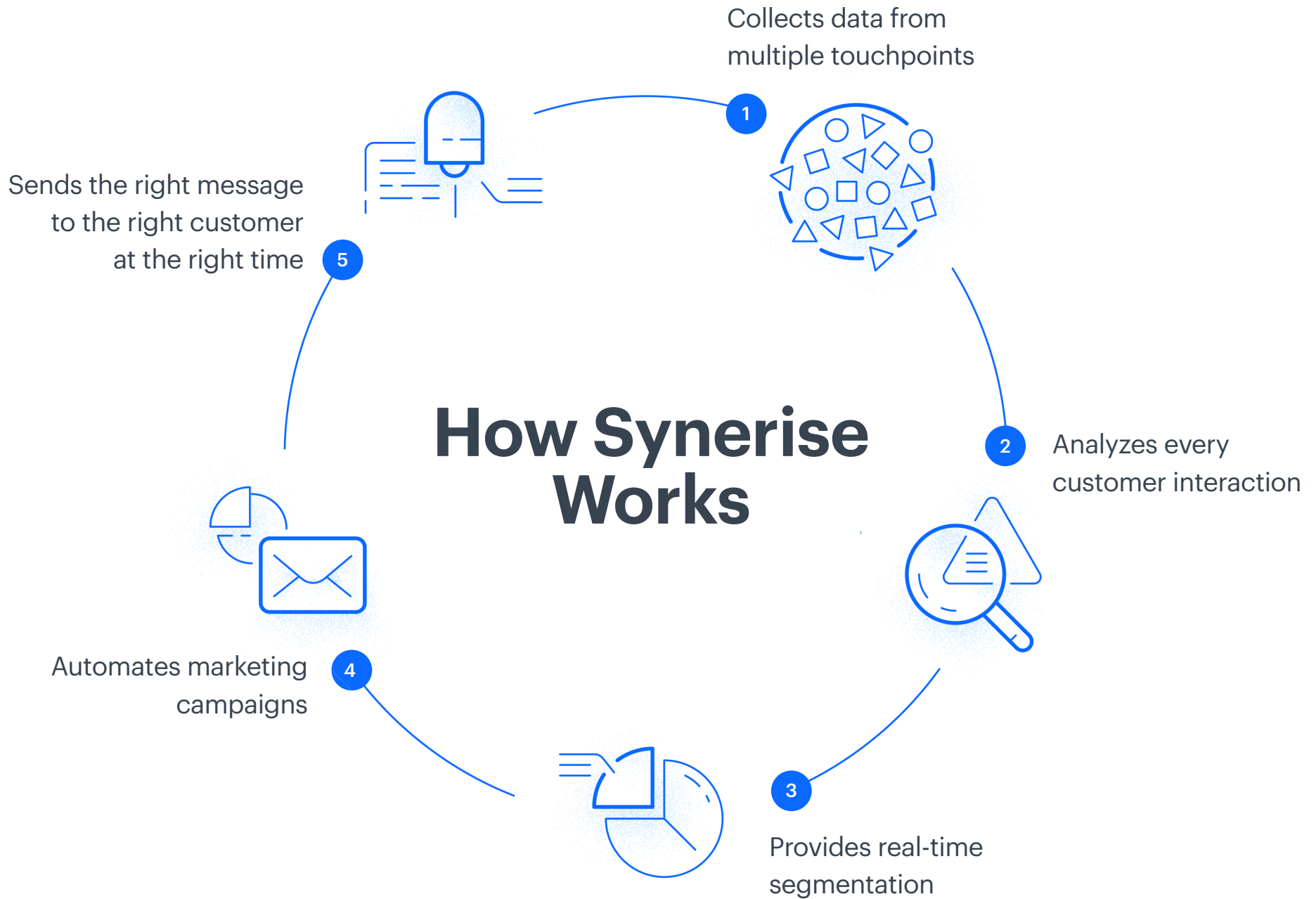
Receive information about which customers respond best to various elements of a marketing campaign and use that data to refine their message on the right platforms.

Customers

Receive marketing content that appeals to their needs and interests and are not bombarded with content that is irrelevant to them.



How Synerise Works



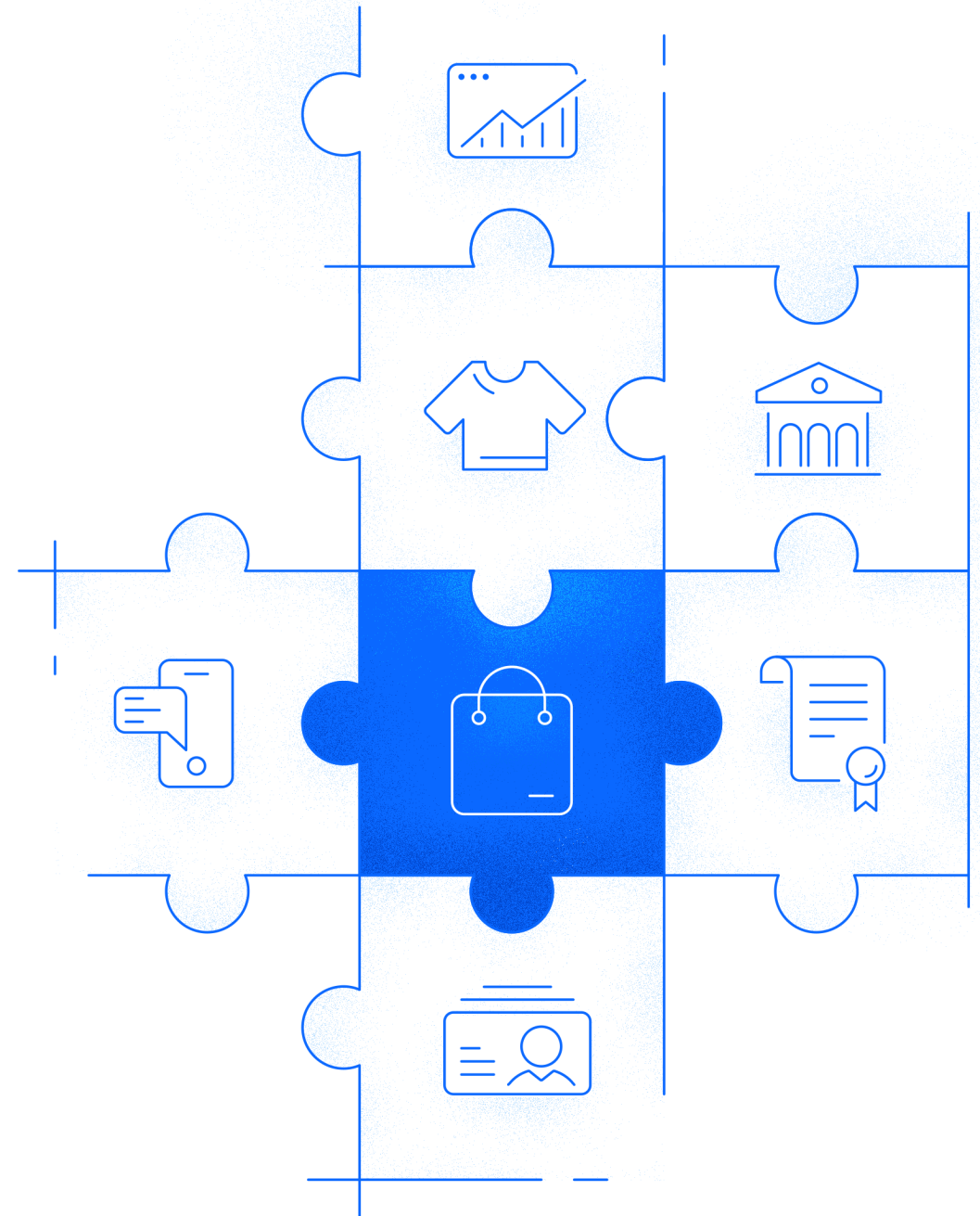
SYNERISE

True value

Synerise delivers value for customers from both B2B and B2C sectors.




We serve industries like e-commerce, retail, telecoms, banking, financial services, insurance and other businesses seeking to leverage customer data. We work with multinational enterprises as well as medium-sized companies and local e-commerce firms.



Our AI Growth Cloud is suitable for both companies that are just beginning to develop and implement comprehensive marketing campaigns and for more experienced players who need data integration from multiple touchpoints.







The Synerise competitive edge

Customer Intelligence

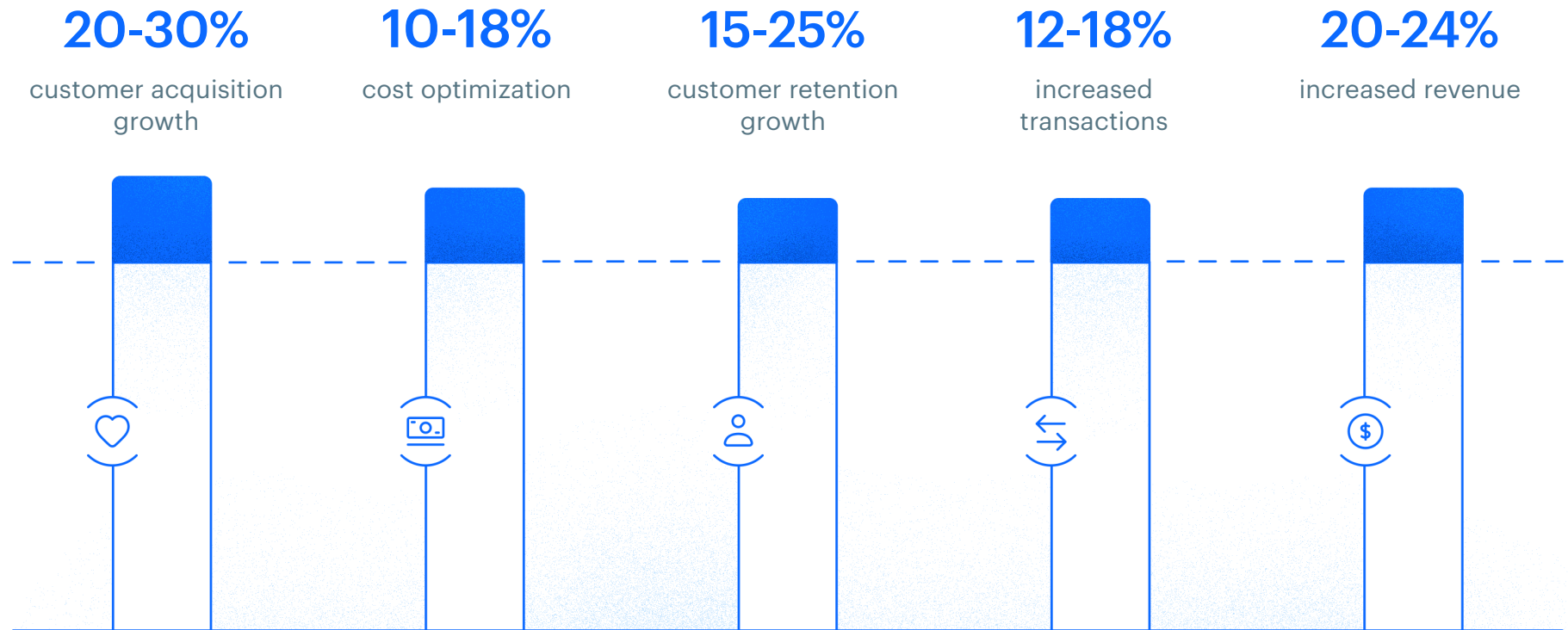
-  Almost limitless data sources, both online and offline
-  Analytics and custom dashboards to uncover opportunities and inform new product strategies
-  Real-time segmentation engine to seize opportunities at the right moment

-  Predictive customer insights to know which customers to target with specific offers (based on chances of conversion)
-  A/B/X testing and optimization for additional ROI

1:1 Omnichannel Personalization

-  Behavioral targeting using all historical data
-  Personalized ads (including RTB for incredible efficiency)
-  Dynamic web content & product recommendations
-  Personalized mobile push, web push, SMS/MMS, chat and more

Synerise delivers results



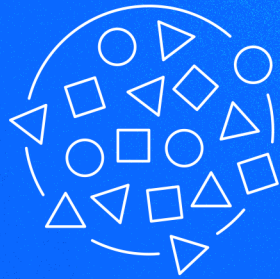
SYNERISE

800+

functionalities

110

people located in offices
in Warsaw and Kraków



40b

analyzed events so far

60k

processing events/sec
at peak

\$200M

in sales generated
for clients in 2017

How Synerise can boost marketing strategies

Incredible advances in cloud technology and a dramatic increase in computer processing power have combined to create new opportunities that will spread the use of AI and the commercial applications it makes possible.

The ability of algorithms to process information and calculate the factors that go into strategic decisions has opened many new doors.



Make recommendations based on the probability of conversion and focusing on customers that convert most often



Identify customers using various devices, including mobile, even after uninstalling and reinstalling an application



Access analytical insights and create customer segments based on common characteristics



Use dynamic fields automatically adapted to what is already known about — ask only for information you need to complete a profile

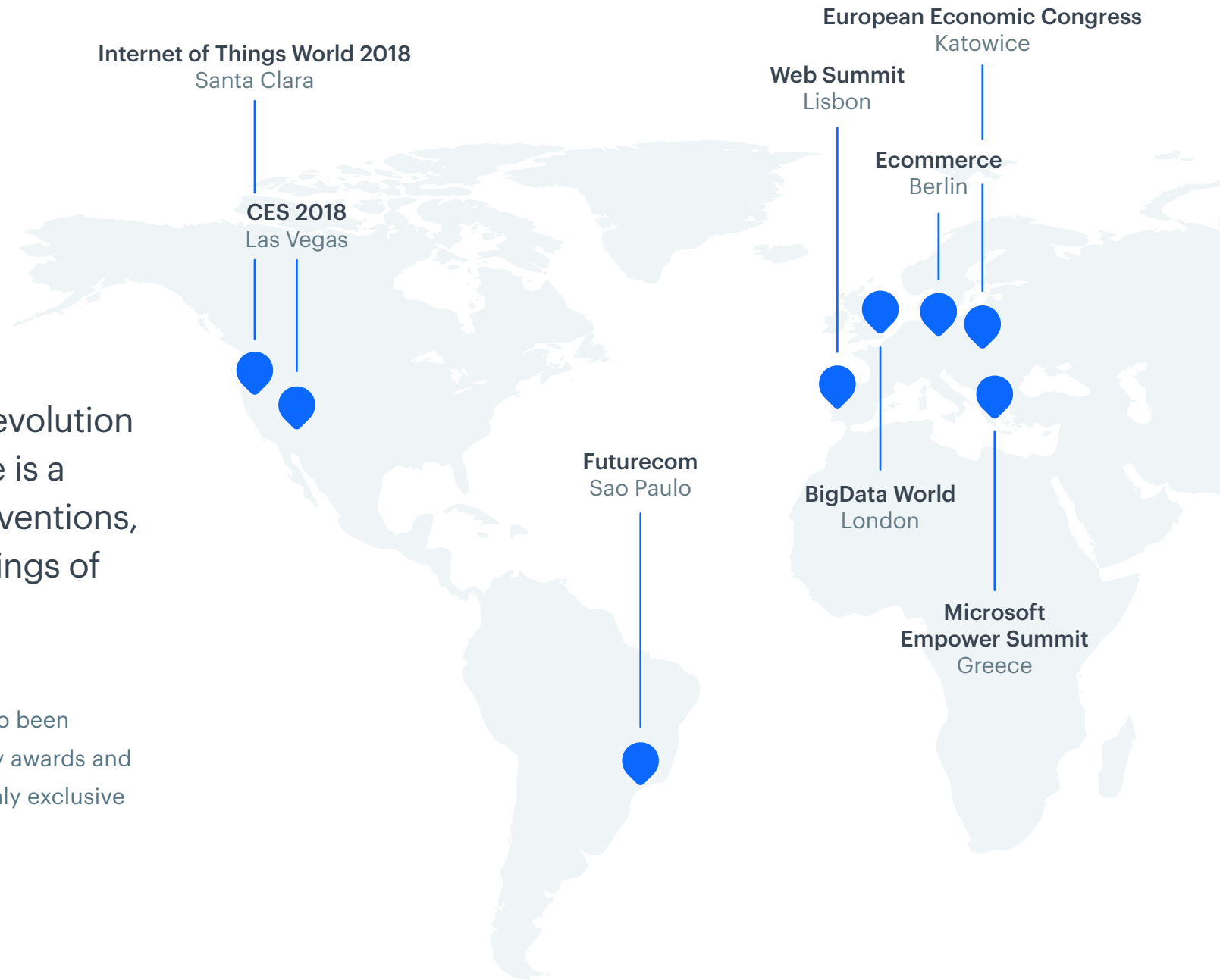


Manage price strategies and set conditions for customers to meet

Thought Leadership

As a leader in the AI revolution in marketing, Synerise is a frequent guest at conventions, trade fairs and gatherings of experts in the field.

Our senior management has also been recognized with several industry awards and participated in a number of highly exclusive mentoring programs.



SYNERISE

Executive team



Jarosław Królewski

Chief Executive Officer
Founder



Miłosz Baluś

Chief Technology Officer
Founder



Krzysztof Kochmański

Chief Design Officer
Founder



Jacek Dąbrowski

Chief AI Officer



Janusz Naklicki

Chief Strategy Officer



Magda Jończak

Executive VP & Chief Value Officer



Eugeniusz Licznarowski

Chief Business Development
Officer



Krzysztof Blusz

Global Expansion Director



Hubert Tworkowski

Marketing Director



Arkadiusz Sereżyn

Executive VP & Chief
Commercial Officer

SYNERISE

Contact us

Synerise is ready to assist with any resources you might need when covering developments in the field of Artificial Intelligence.

If you would like to speak with an expert to discuss the technical, business or academic aspects of what we do here at Synerise, I would be happy to arrange everything at any time that is convenient for you.



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