



PHYGITAL

Orchestrare l'engagement omni-channel personalizzato tra canali digitali e punti vendita nel mondo fisico è qualcosa che CRM e marketing automation non possono fare



GOOGLE + SHOPIFY

LIFEDATA + SINTRA SHOPPING GRAPH PER

- WHATSAPP
- GOOGLE MAPS

1 CLICK PER MERCHANT



DIGITAL CONVERSATIONS

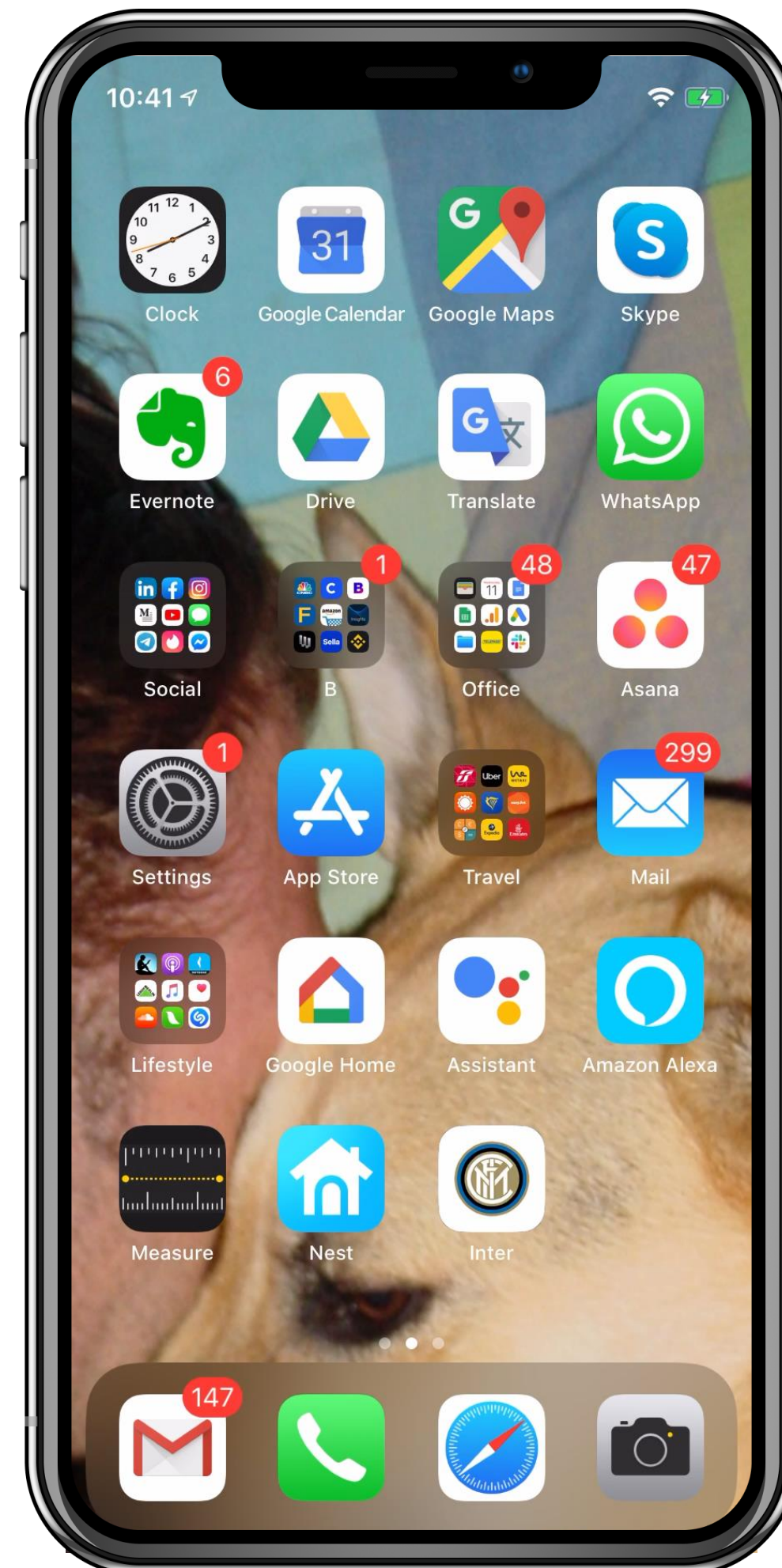
Acquisition
Relationships
Commerce
Service

LINGUAGGIO NATURALE

Use case

La ricerca di informazioni, la discovery di un prodotto o una prenotazione diventa più agile perché l'uso del linguaggio naturale facilita l'accessibilità agli utenti di qualsiasi età e riduce da 3 a 10 volte i click rispetto all'interfaccia grafica

PRIMA



CON LIFEDATA



APPLICAZIONI

- Booking appuntamenti
- Gestione agenda ed eventi
- Lead generation
- Headless commerce

 Fai doppio click per vedere demo

POWERING THE CONNECTED STORE

- OMNICHANNEL RETAIL
- HEADLESS COMMERCE
- DRIVE TO STORE
- PERSONAL SHOPPING
- ONLINE TO OFFLINE
- CONCORSI, CONTEST
- LIVE STREAMING
- REAL-TIME ENGAGEMENT
- ASSISTED SHOPPING
- MICRO-INFLUENCING
- LEAD GENERATION
- SELF-SERVICE ASSISTITO



Problem:

Customer acquisition

funnels are inefficient and fail to engage consumers on their terms.

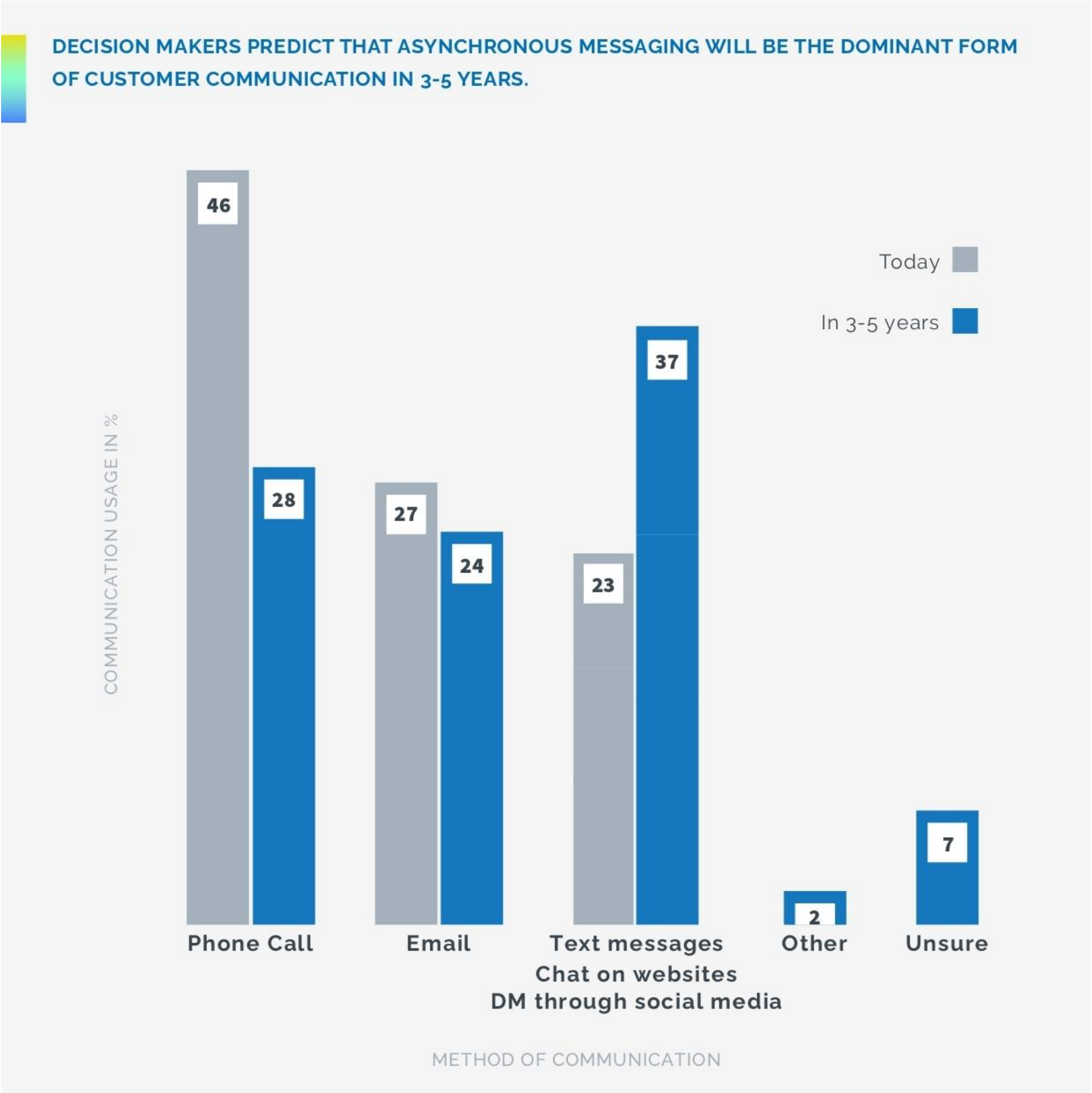
72% of customers would make a purchase online if they could ask questions in real-time

MESSAGING-FIRST

PRIMO CANALE DI COMUNICAZIONE DAL 2023

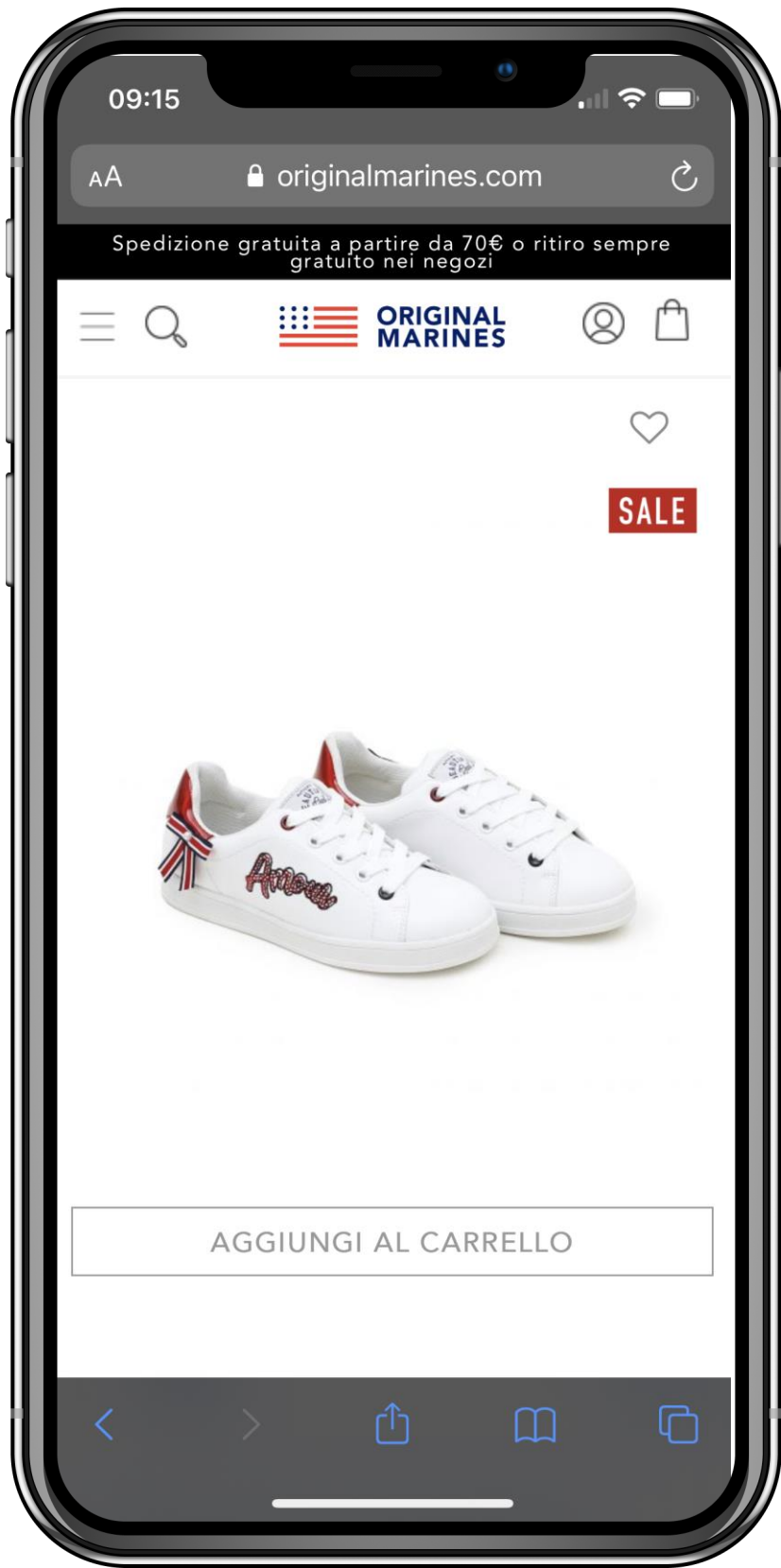
Messaging sostituirà le telefonate entro
i prossimi 3 anni

IMMEDIATO
RESPONSIVE
PERSONALIZZATO



INSTANT COMMERCE

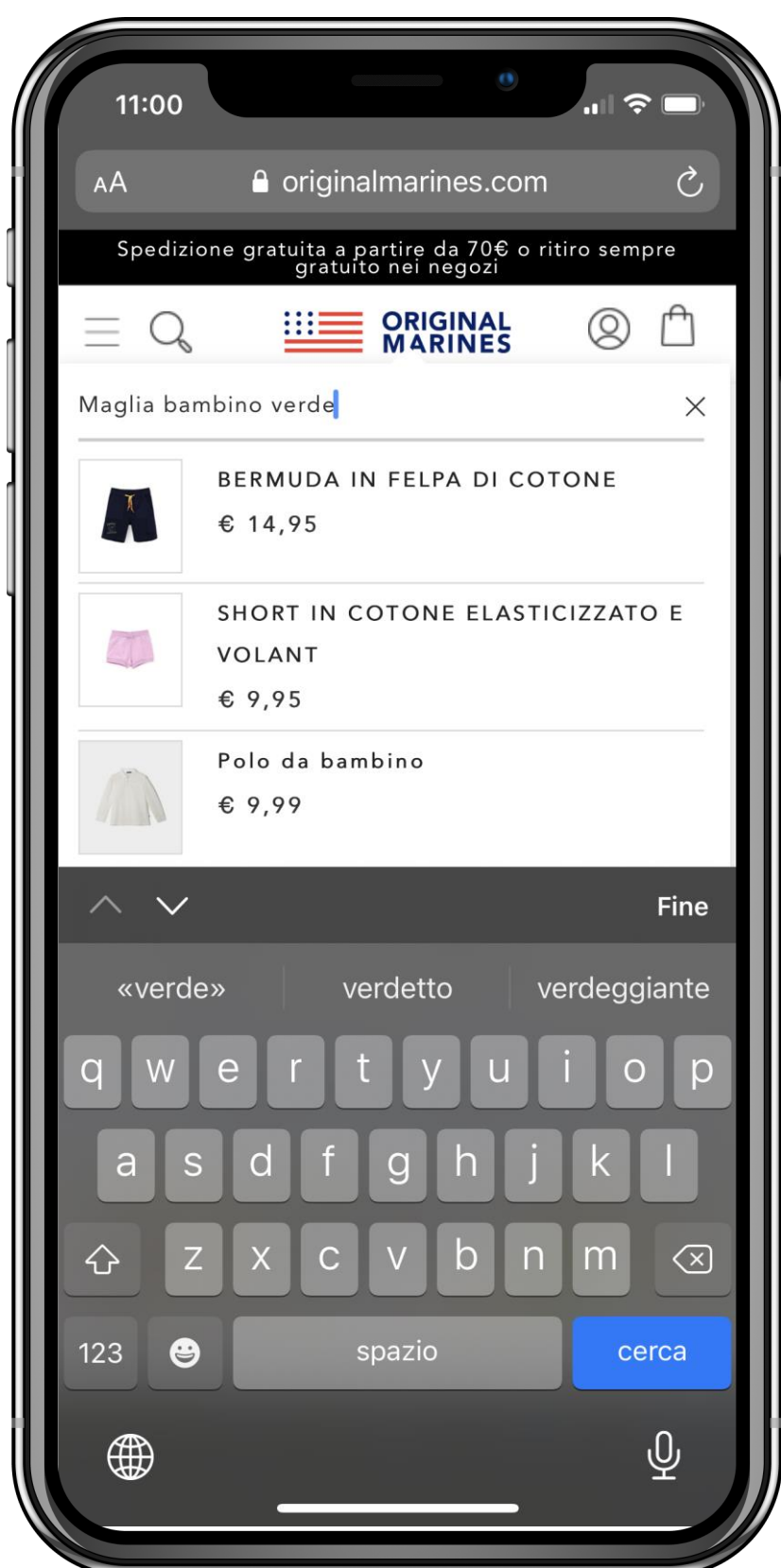
+1 CLICK



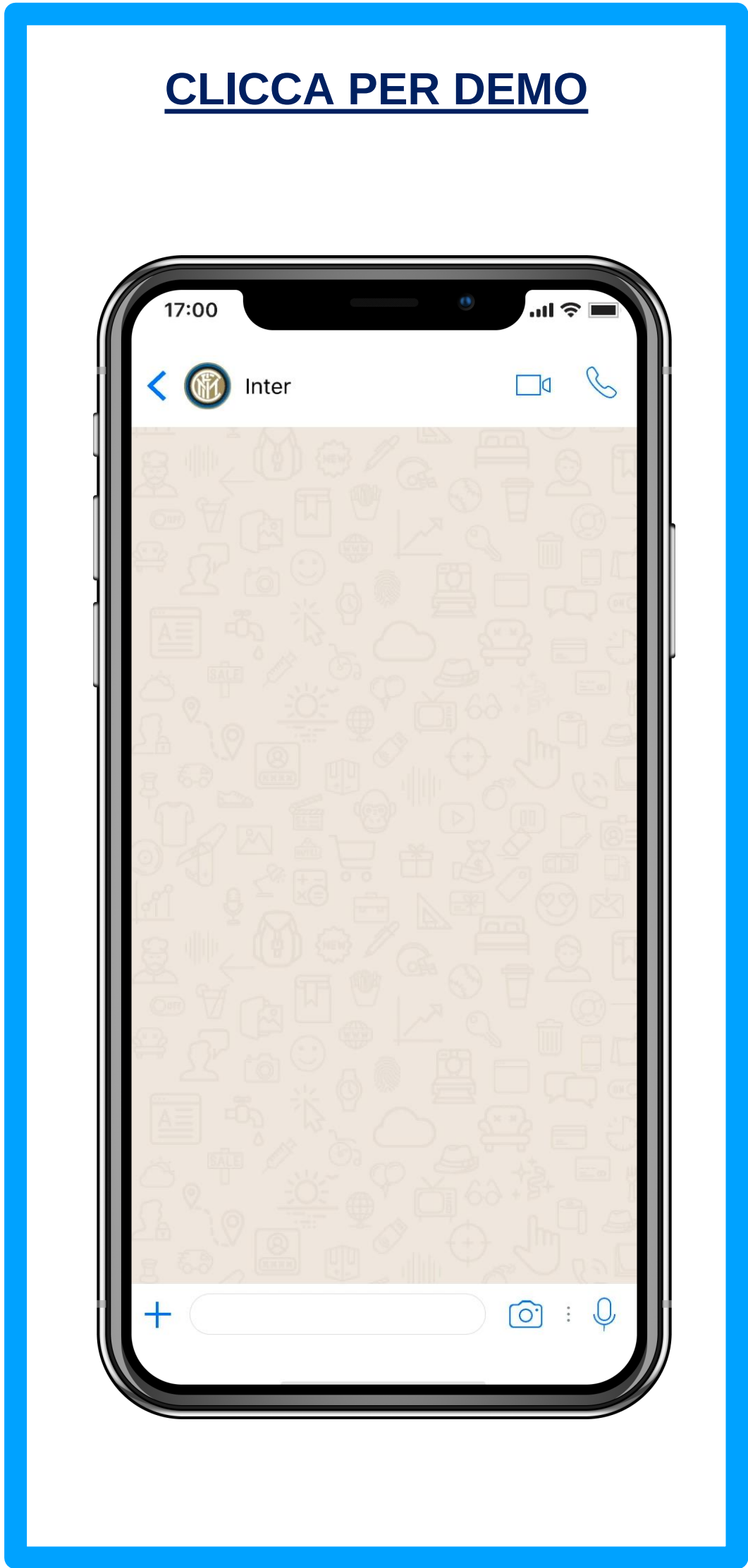
+1 CLICK



RICERCA A TESTO LIBERO



CLICCA PER DEMO



SUCCESS CASE

CONVERSION RATE 12%

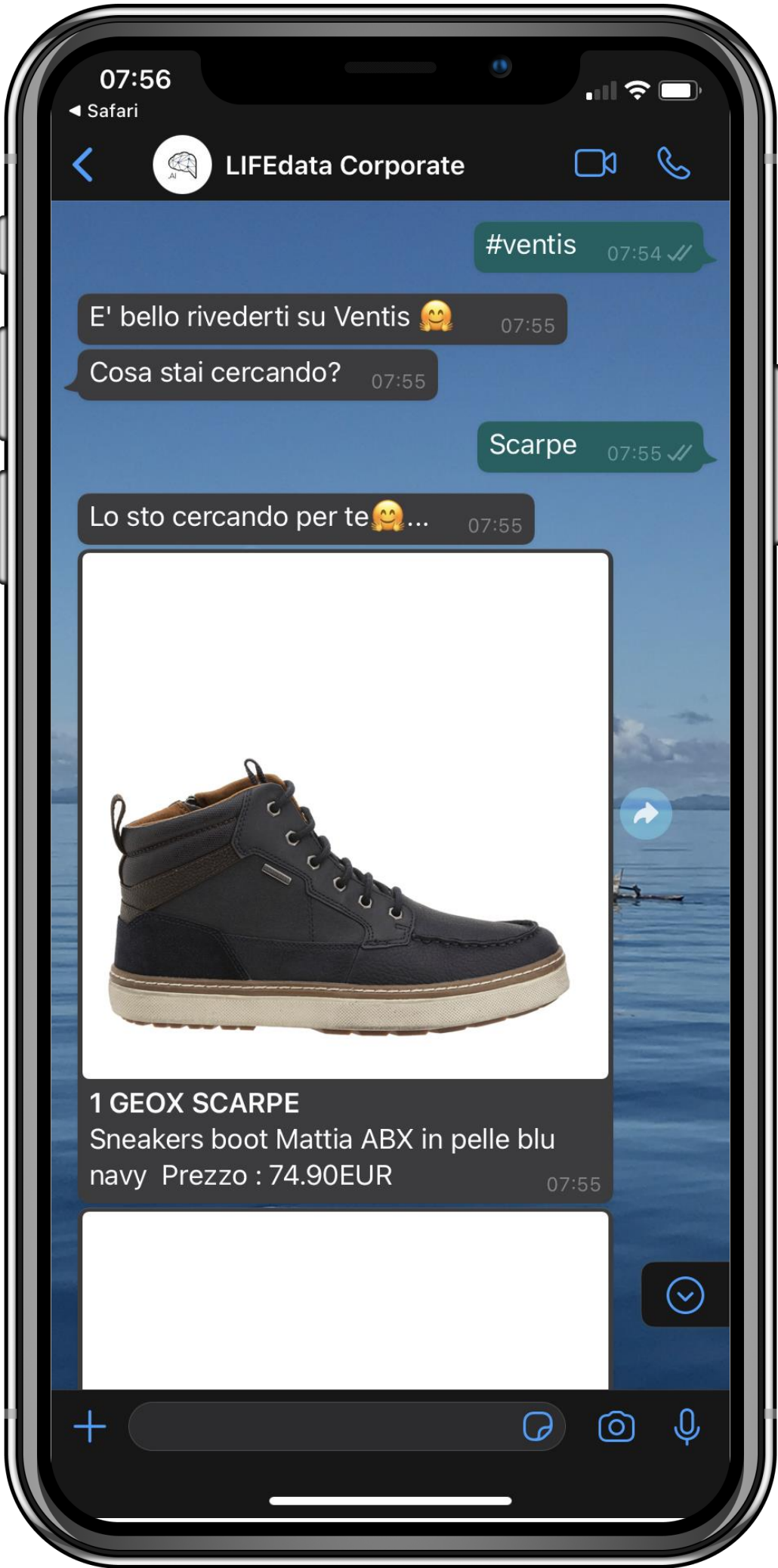
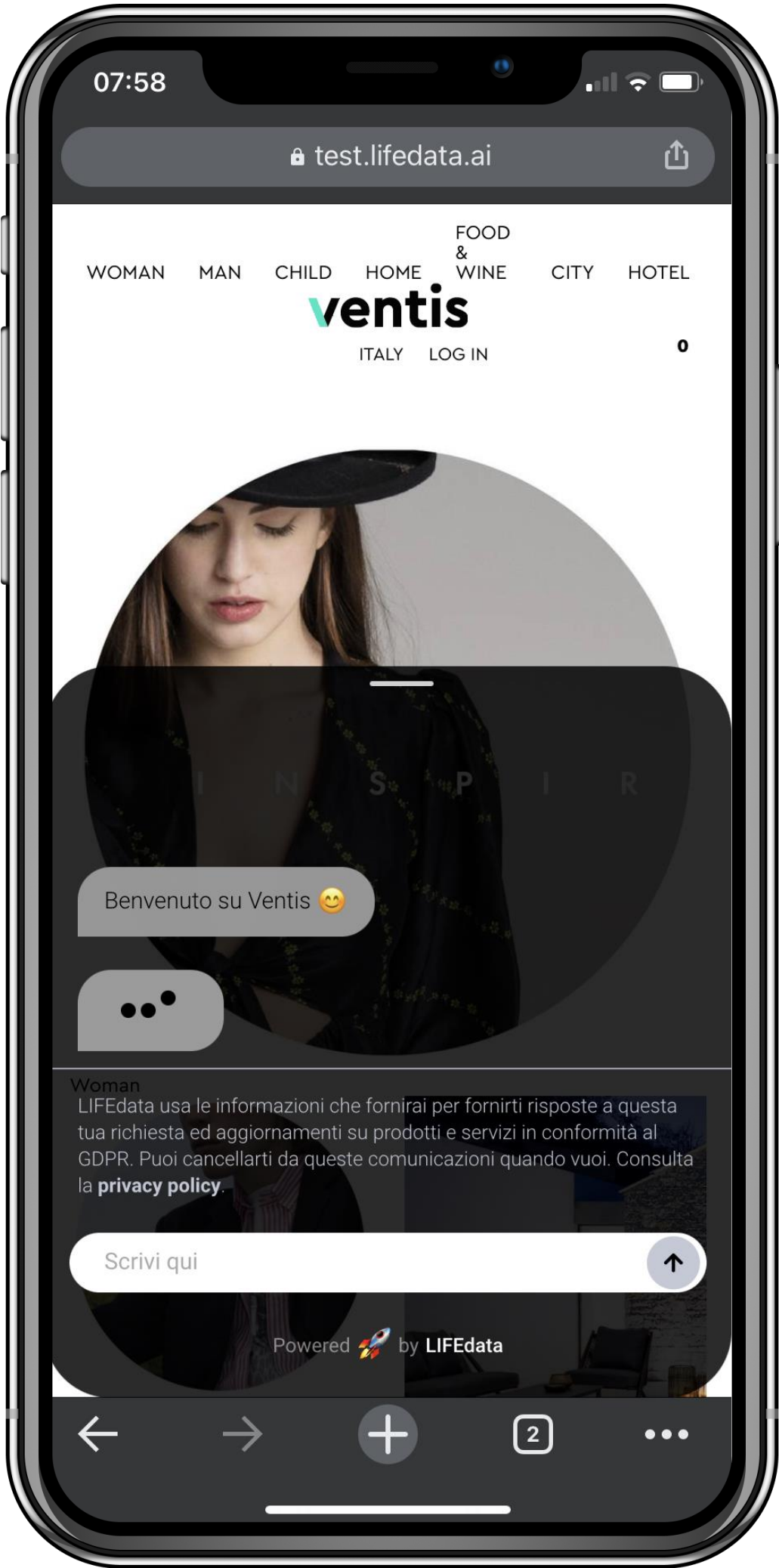
LA SFIDA

Ventis, l'e-commerce con maggiore crescita in Italia, negli ultimi 3 anni, è costruito su una piattaforma custom che ne limita l'evoluzione. L'azienda, parte del gruppo bancario ICCREA, ha bisogno di migliorare tasso di conversione favorendo la ricerca immediata e servizio ai clienti che ci arrivano da advertising, affiliation e traffico diretto

LA SOLUZIONE LIFEDATA

LIFEdata si collega ai feed di prodotto aggiungendo ricerca in linguaggio naturale e whatsapp commerce per semplificare il percorso d'acquisto.

CASE HISTORY



Convegno

13 10 20

Oss. eCommerce B2c

“Le aspettative del cliente nell'eCommerce stanno cambiando velocemente. L'approccio Omnichannel è un fatto strutturale: servono semplificazione e risposte istantanee. Per alimentare la nostra crescita, abbiamo introdotto soluzioni di intelligenza artificiale che hanno immediatamente portato KPI sorprendenti sia lato conversioni sia lato orchestrazione automatizzata del customer service.”



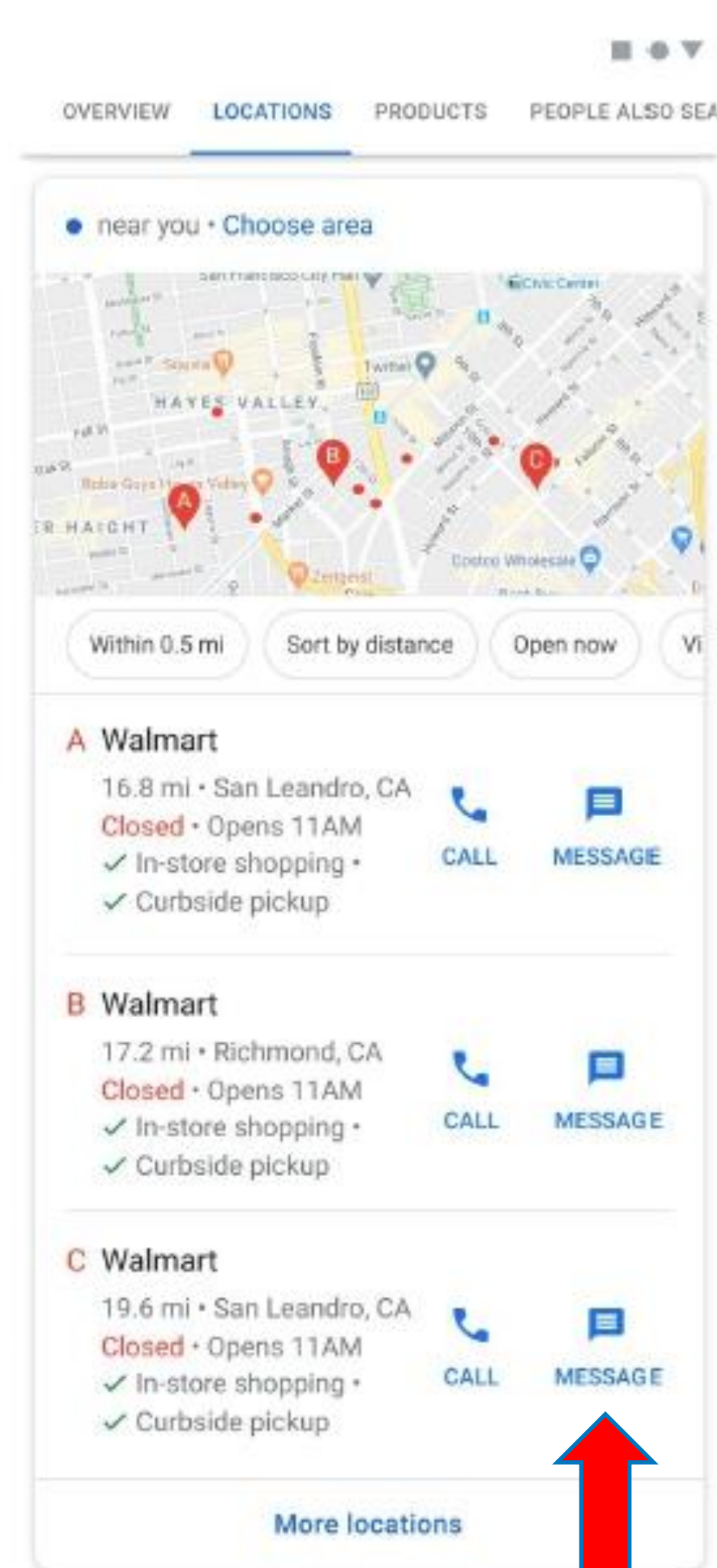
ventis

Stiven Muccioli

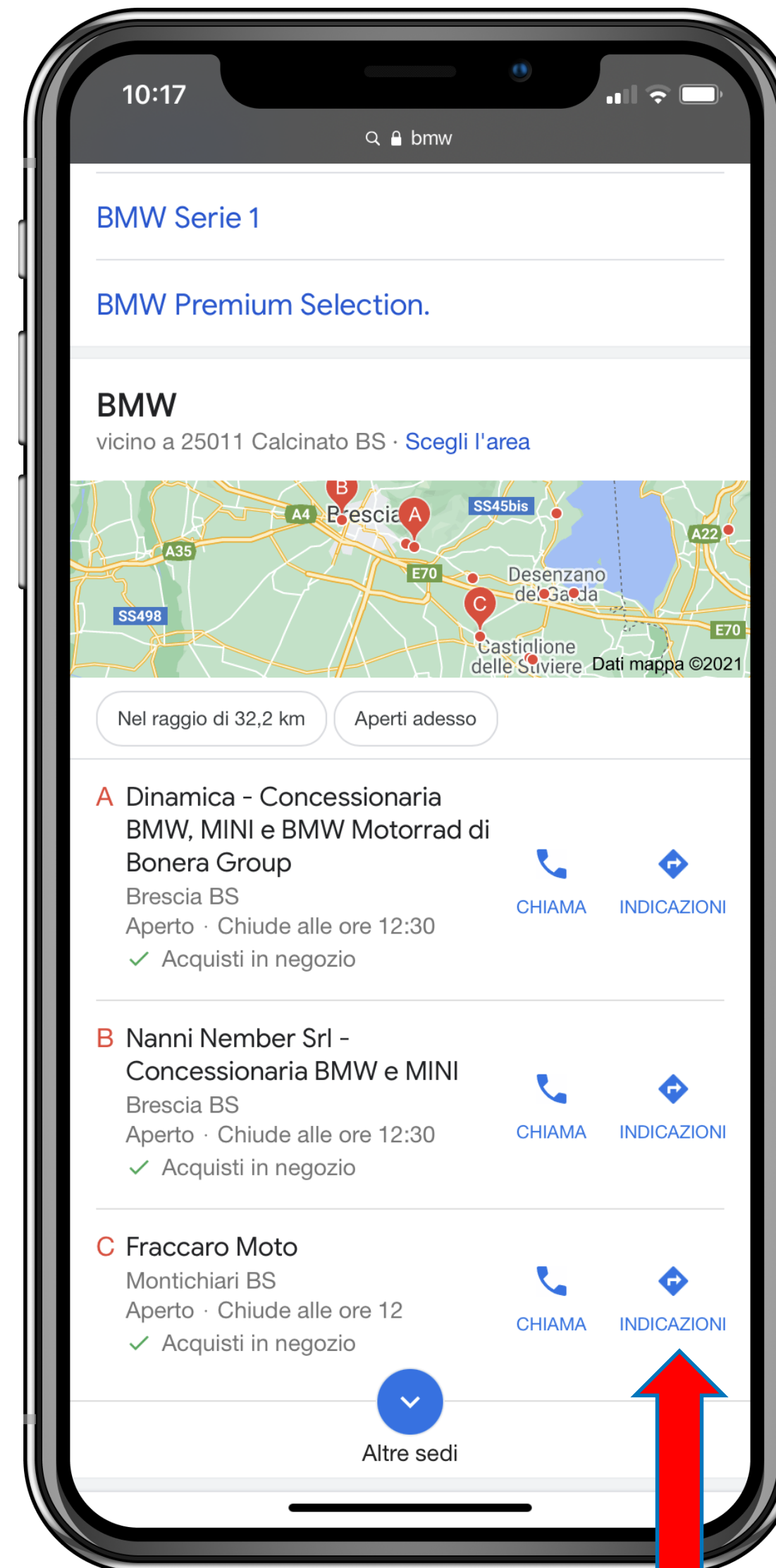
Founder, Chief Marketing & Technology Officer

GOOGLE BUSINESS MESSAGES

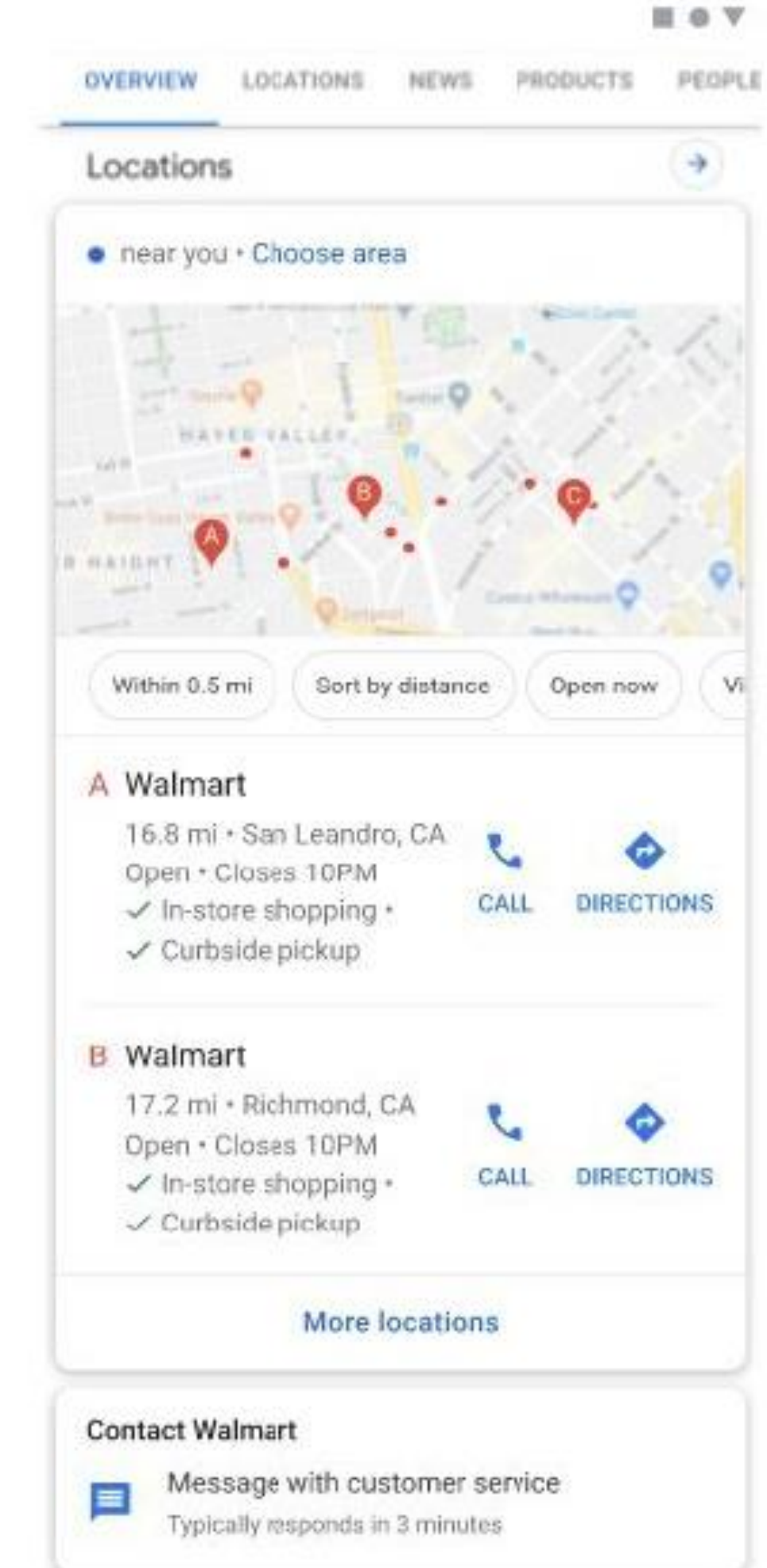
- Not everyone will see message buttons
- Visible outside of store hours
- PlaceID is passed
- Placesheet



Live!

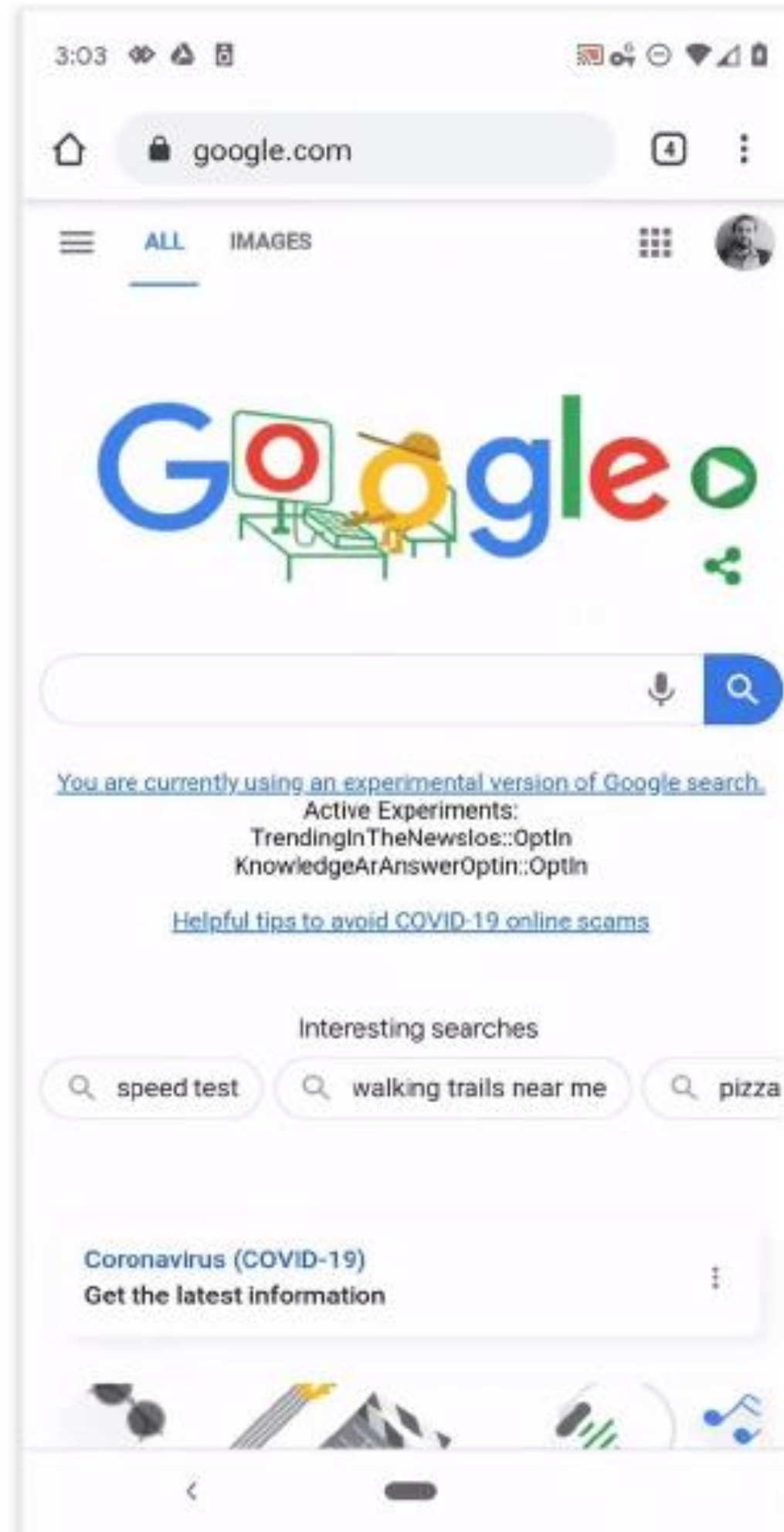


Soon

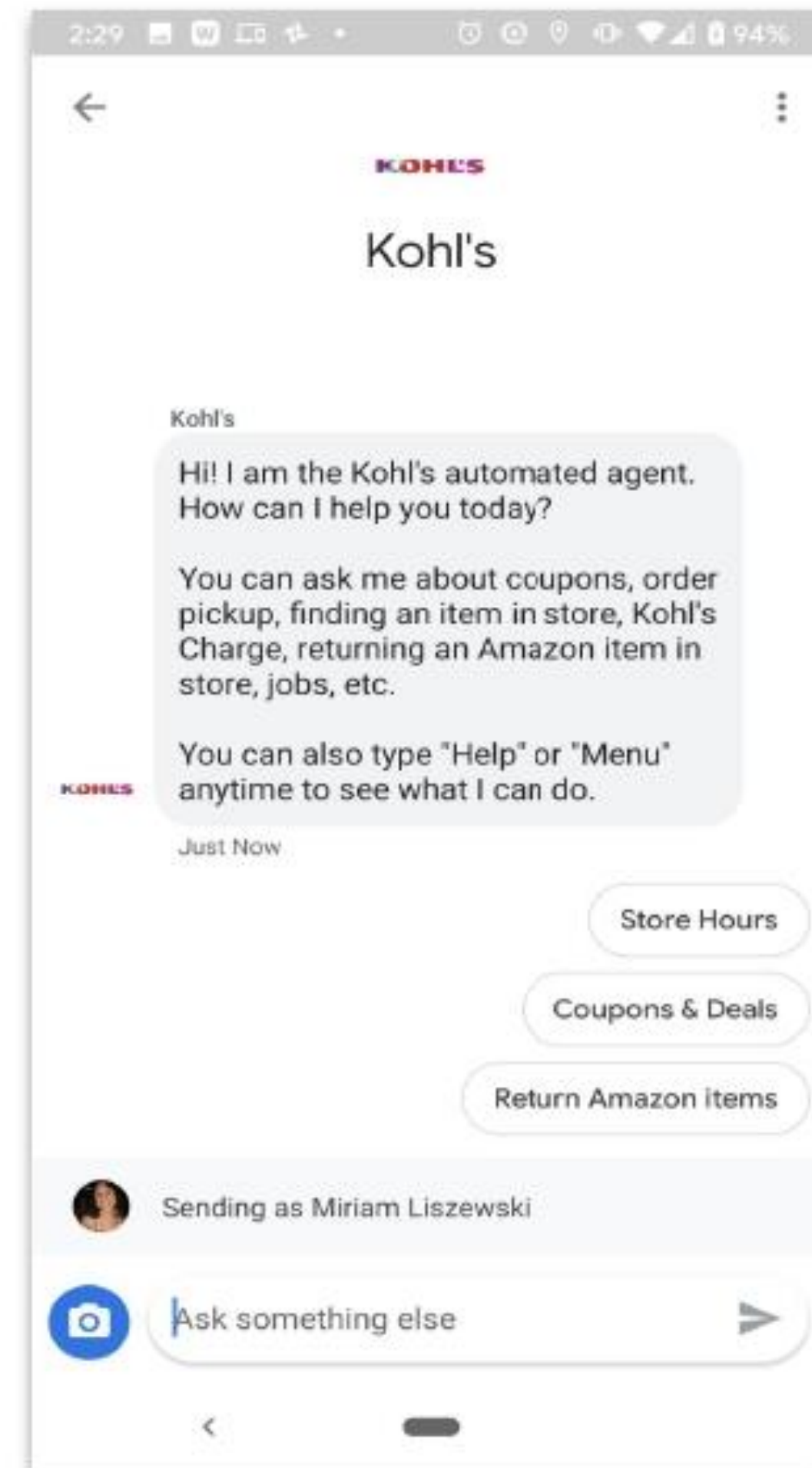


Enabling rich messaging experiences for sales & service

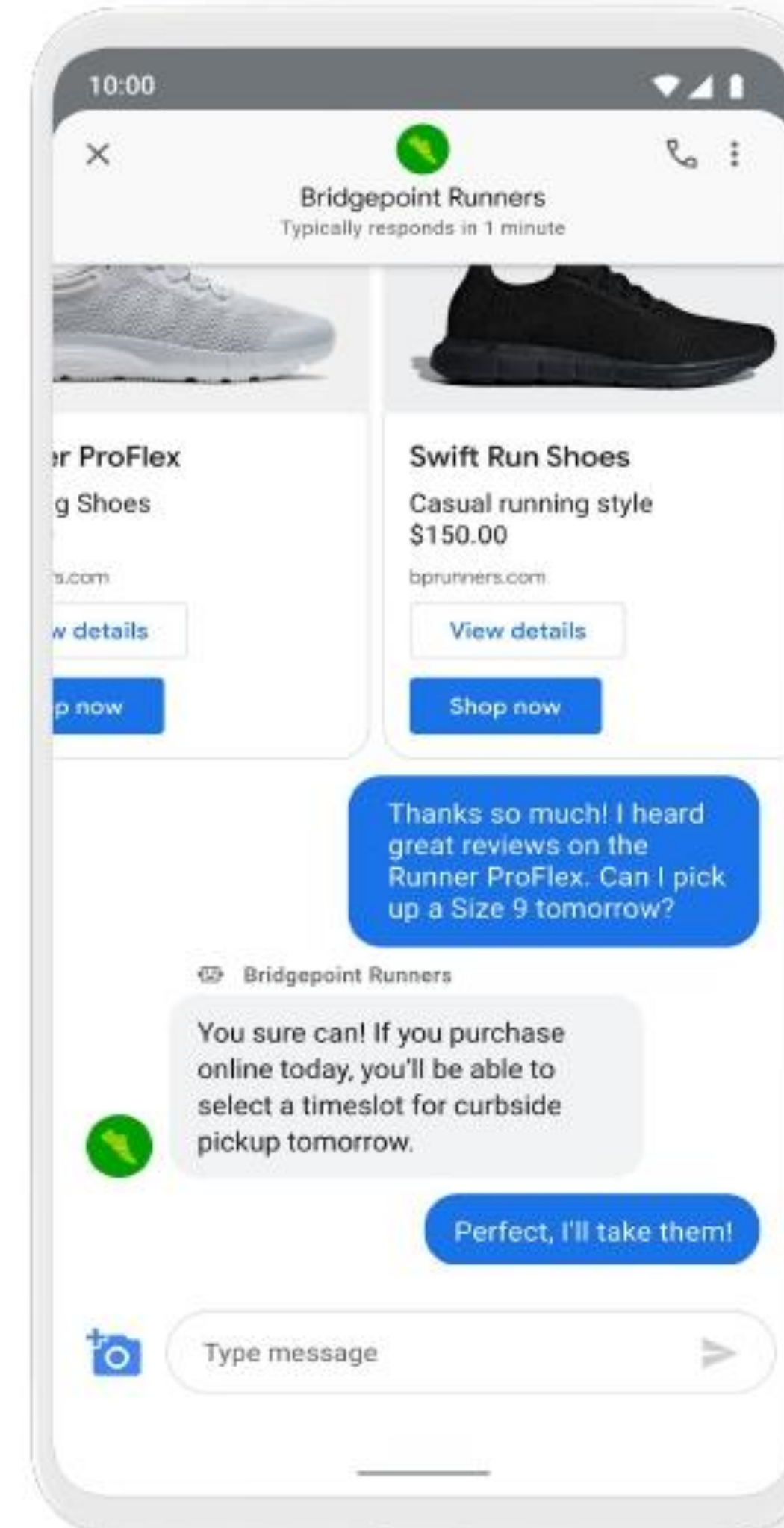
Bots



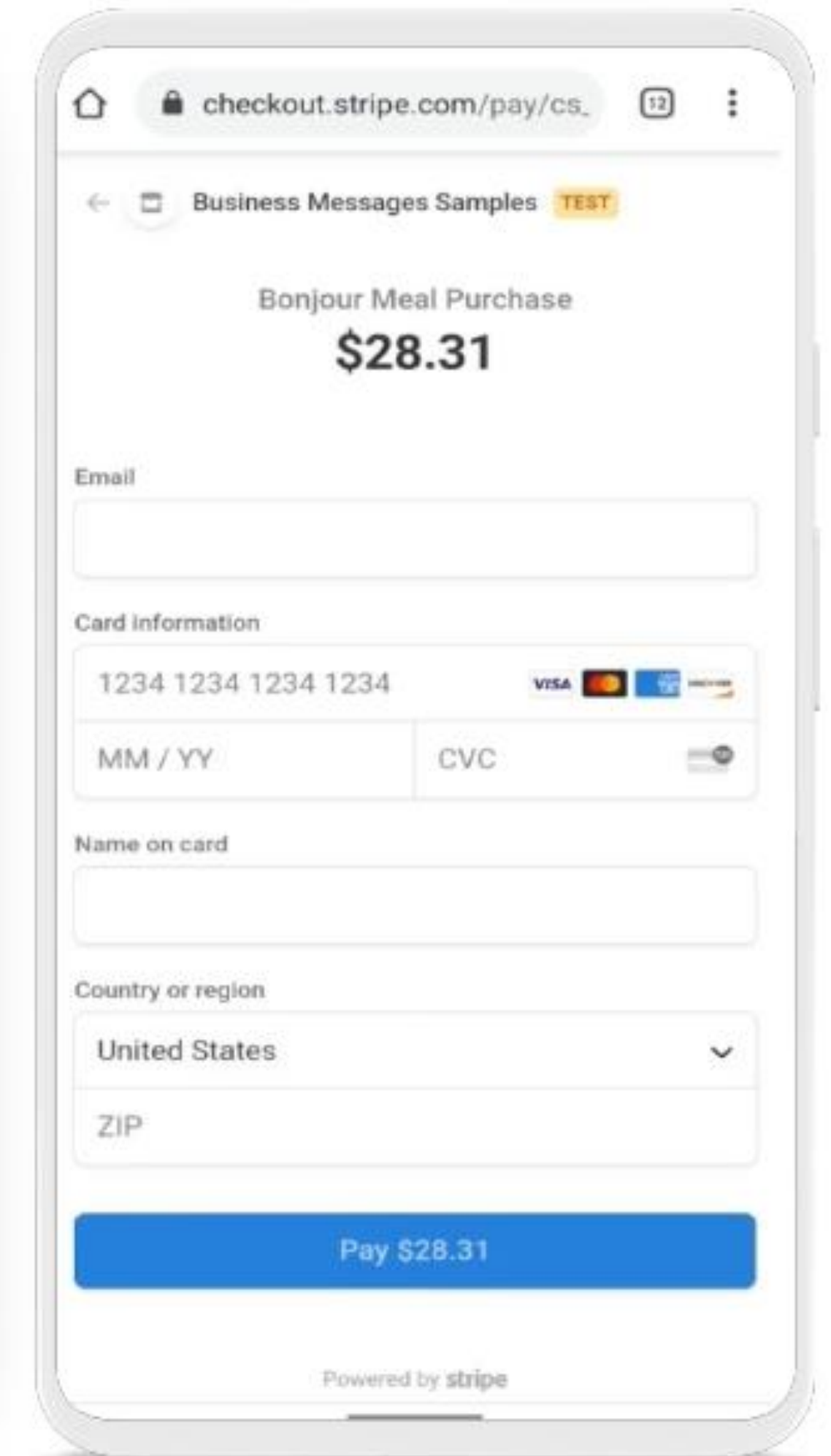
Chips



Rich Cards/ Carousels



3P Payments



Use case

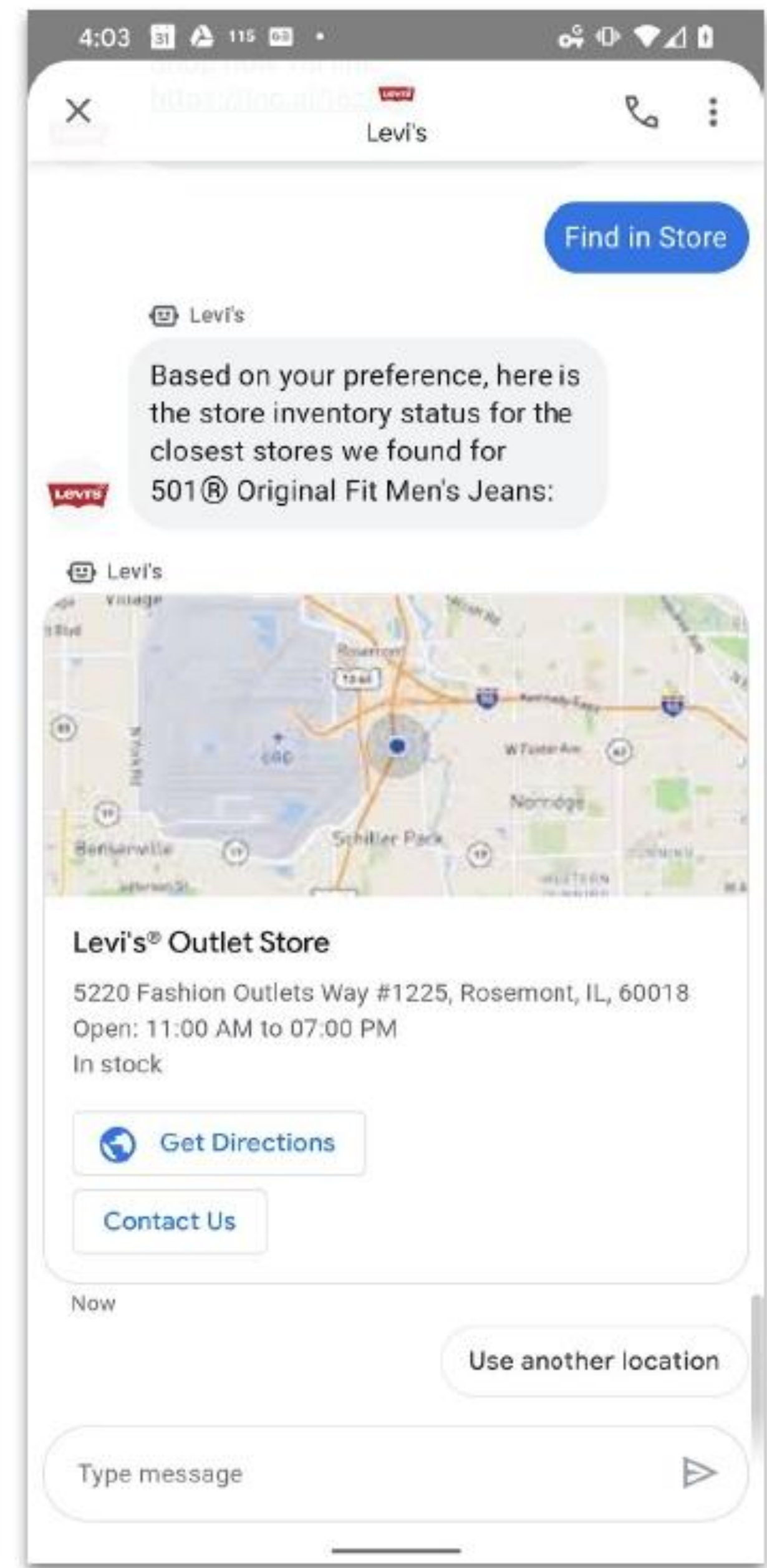
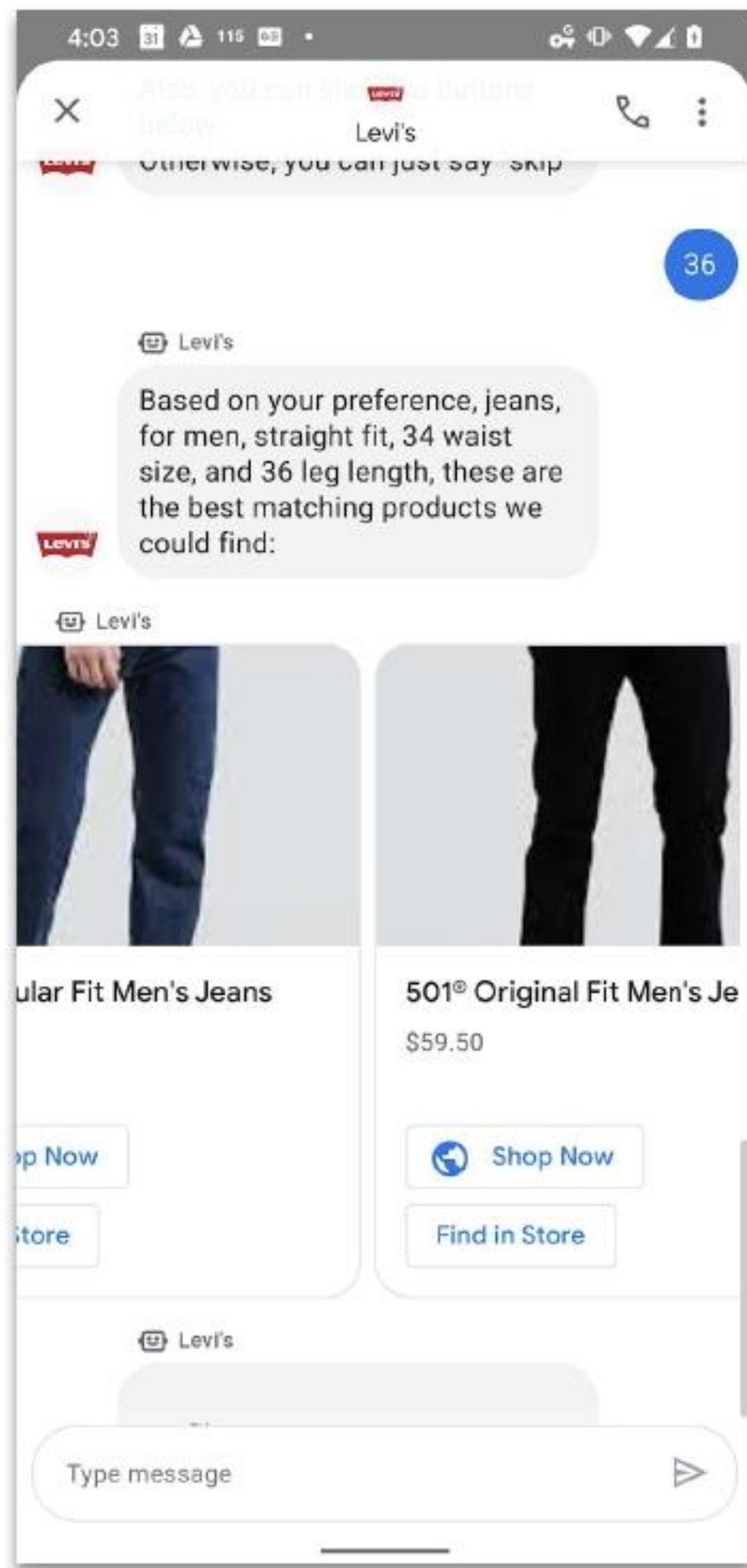
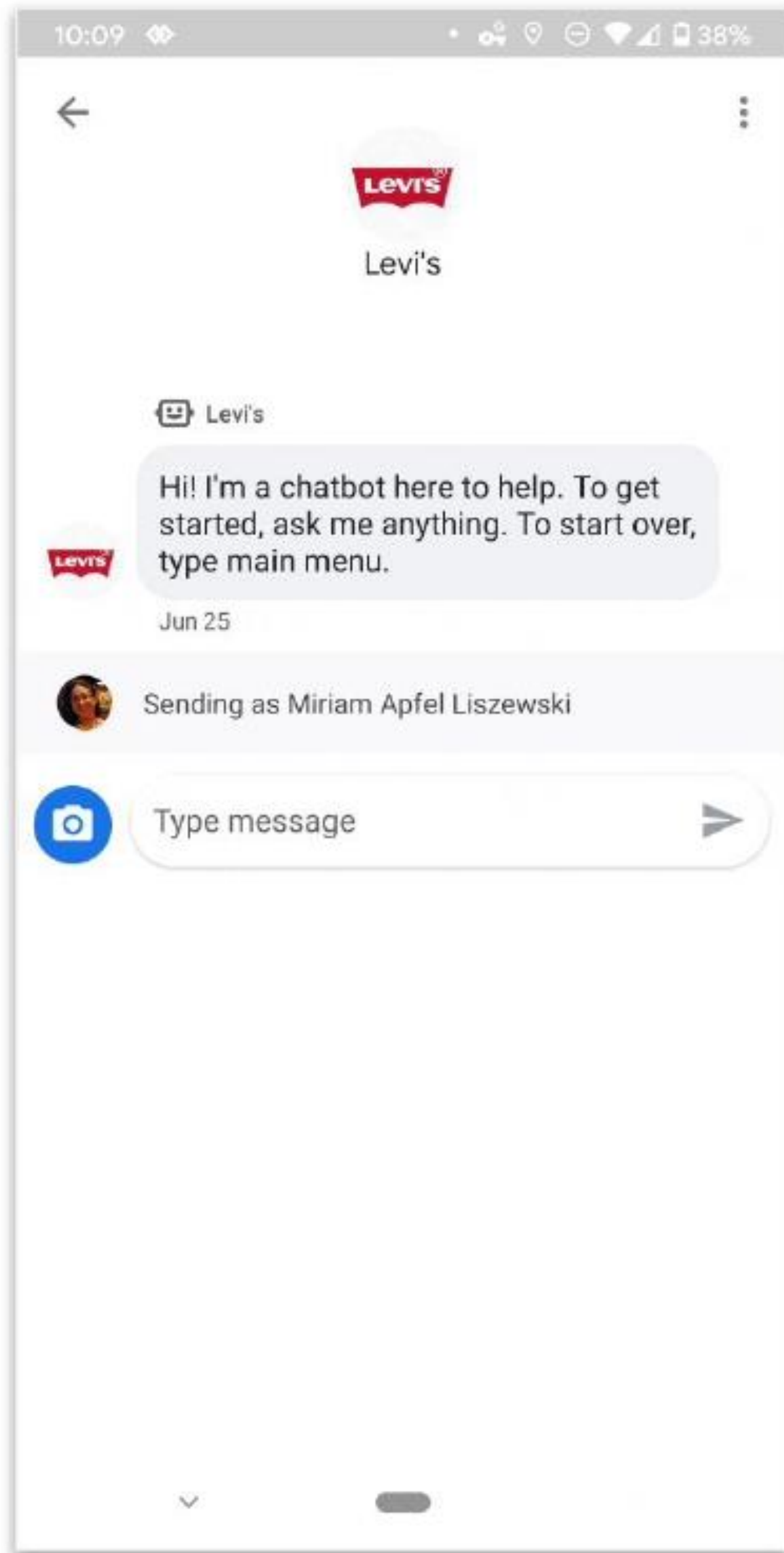
L'utente cerca su Google.
Tutte le attività sono geolocalizzate.
Engagement e lead generation parte con 1 click direttamente dalla ricerca Google o dentro Google Maps



APPLICAZIONI

- Ecommerce di prossimità con pick up
- Supporto 1-to-1 da parte dello store associate per vendite online
- Assistenza, helpdesk e customer care automatizzato

 Fai click
per vedere demo

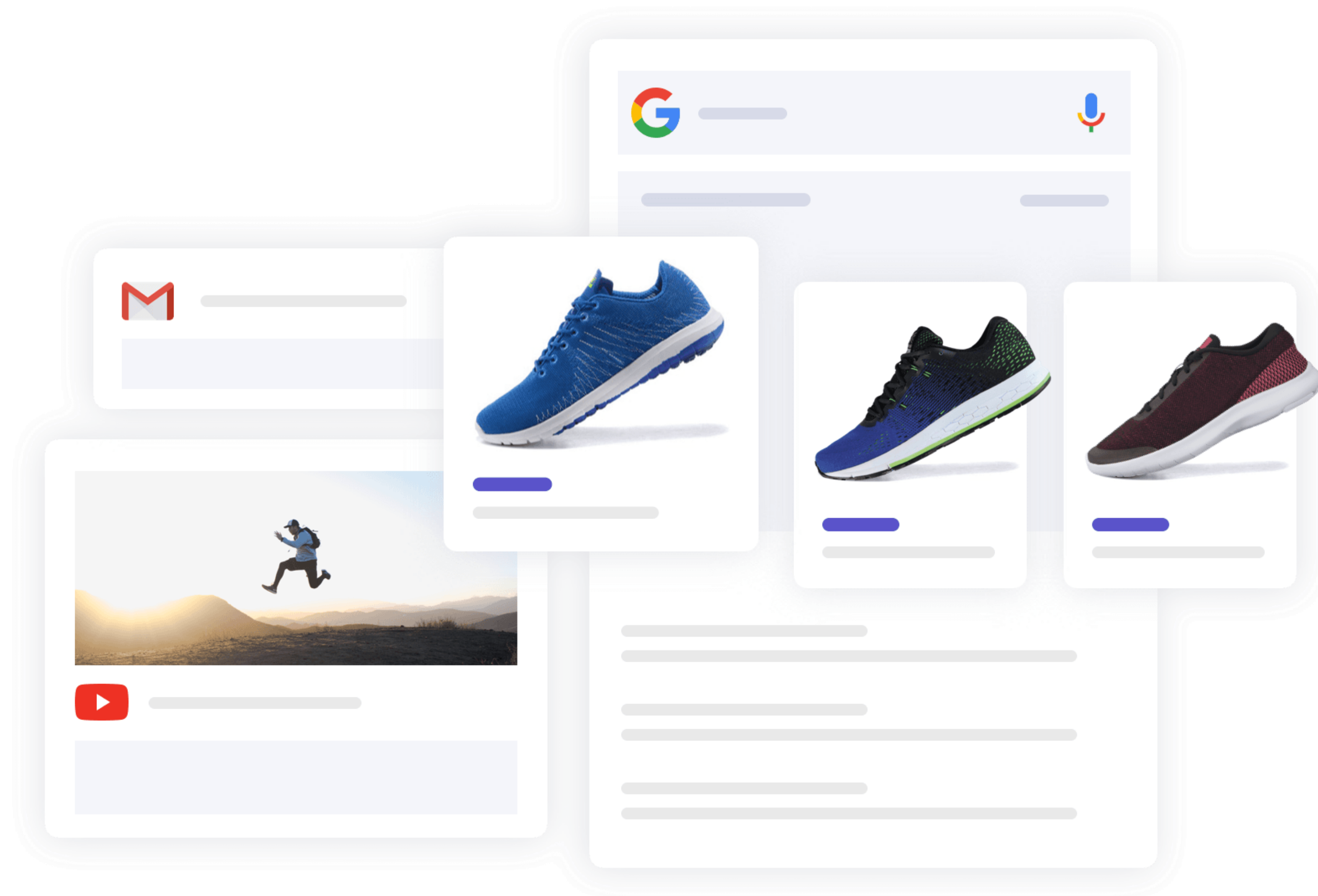


UNICO PARTNER GOOGLE PER L'ITALIA

LIFEDATA + SINTRA
SHOPPING GRAPH PER

- WHATSAPP
- GOOGLE MAPS

1 CLICK PER MERCHANT



FACCIAMO TORNARE I CLIENTI IN STORE

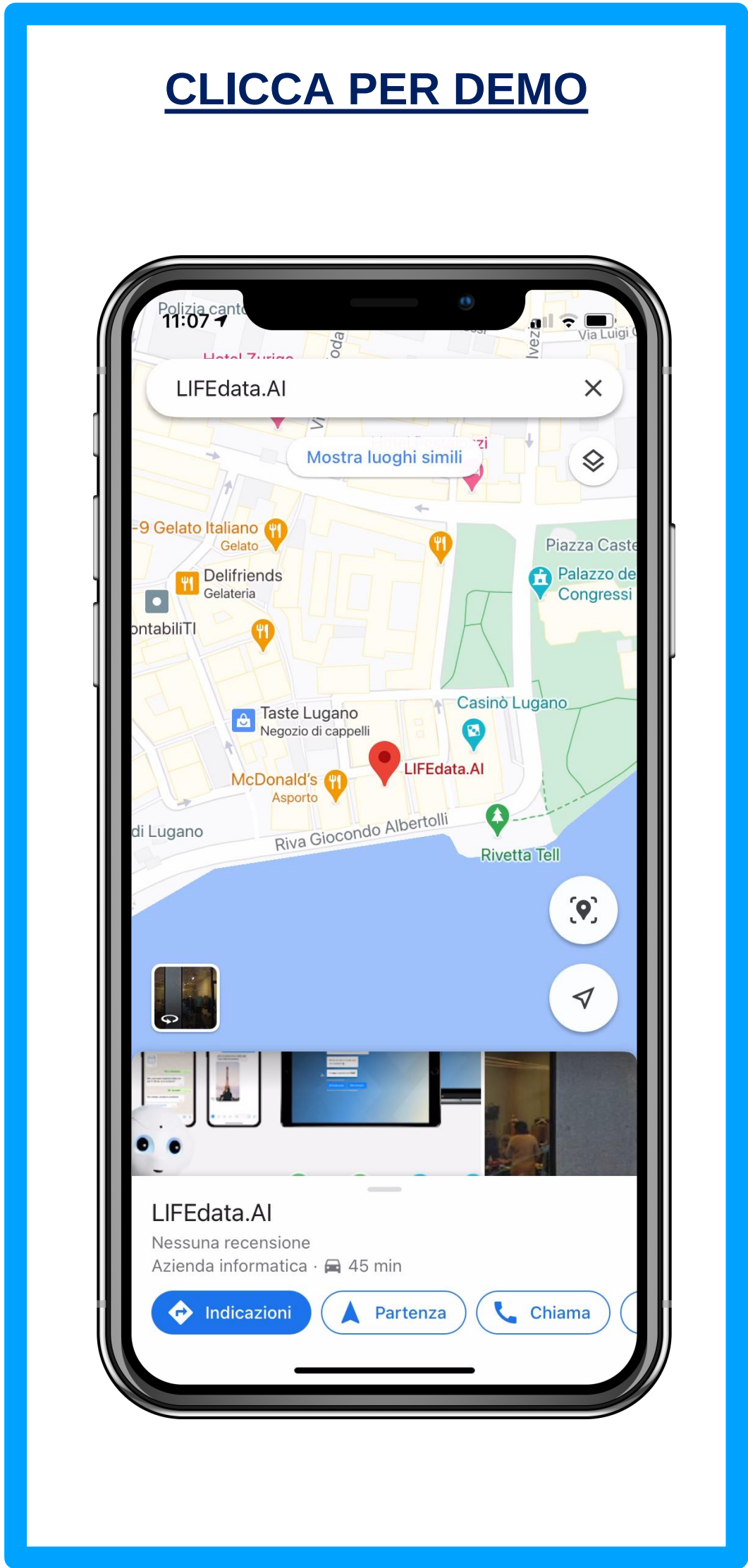
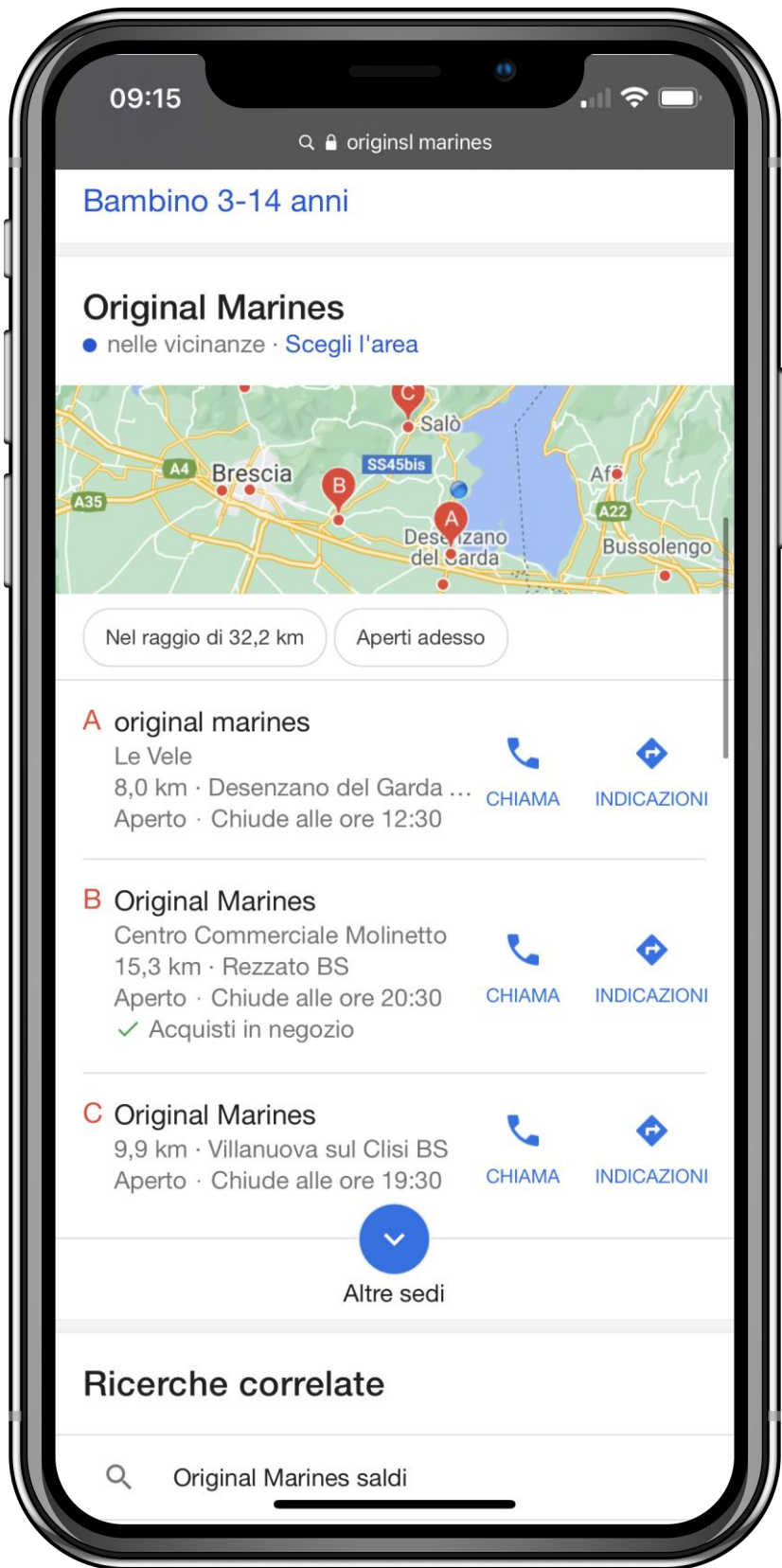
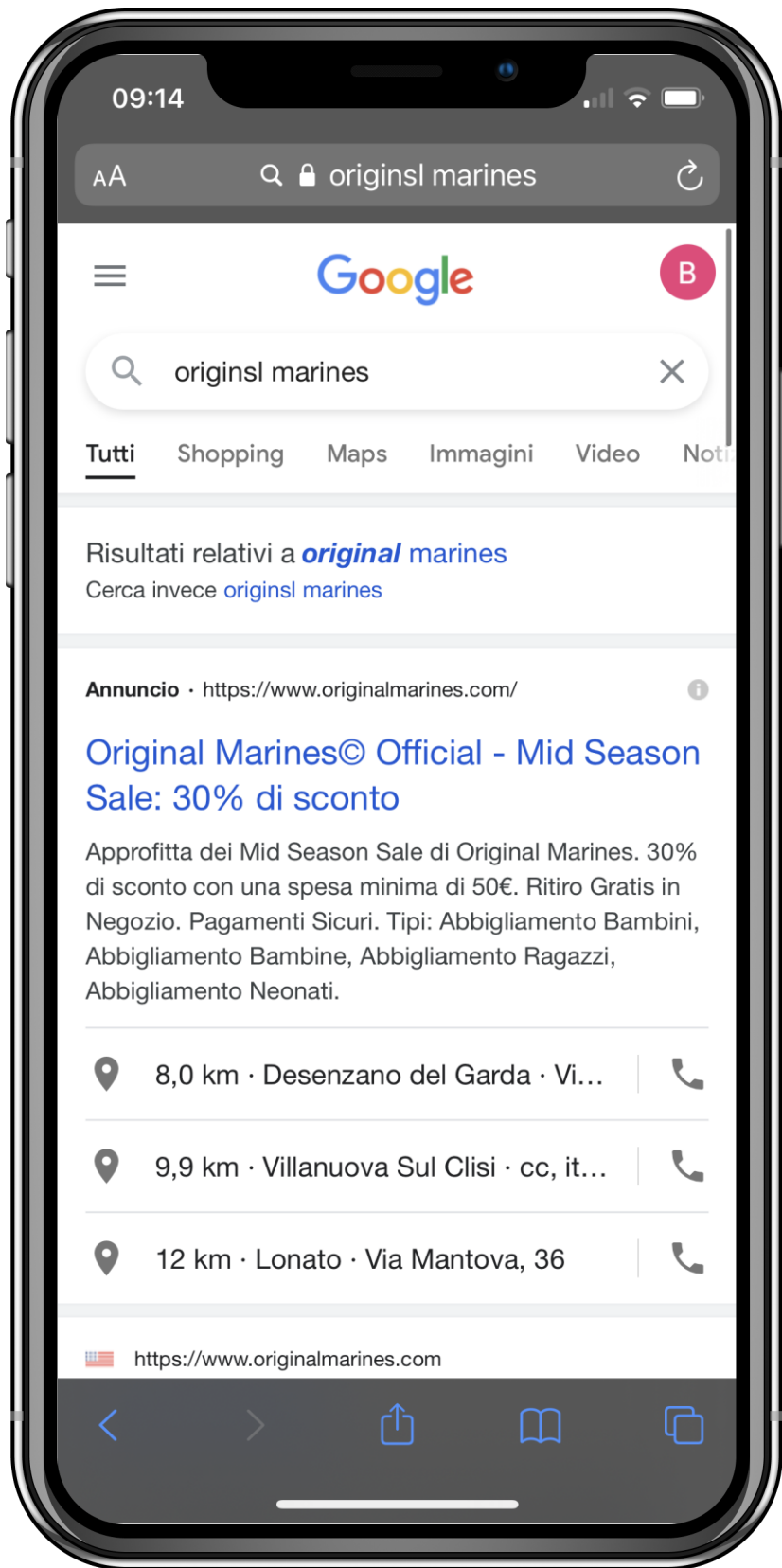


DRIVE TO STORE, da ricerca Google

+1 CLICK

+1 CLICK

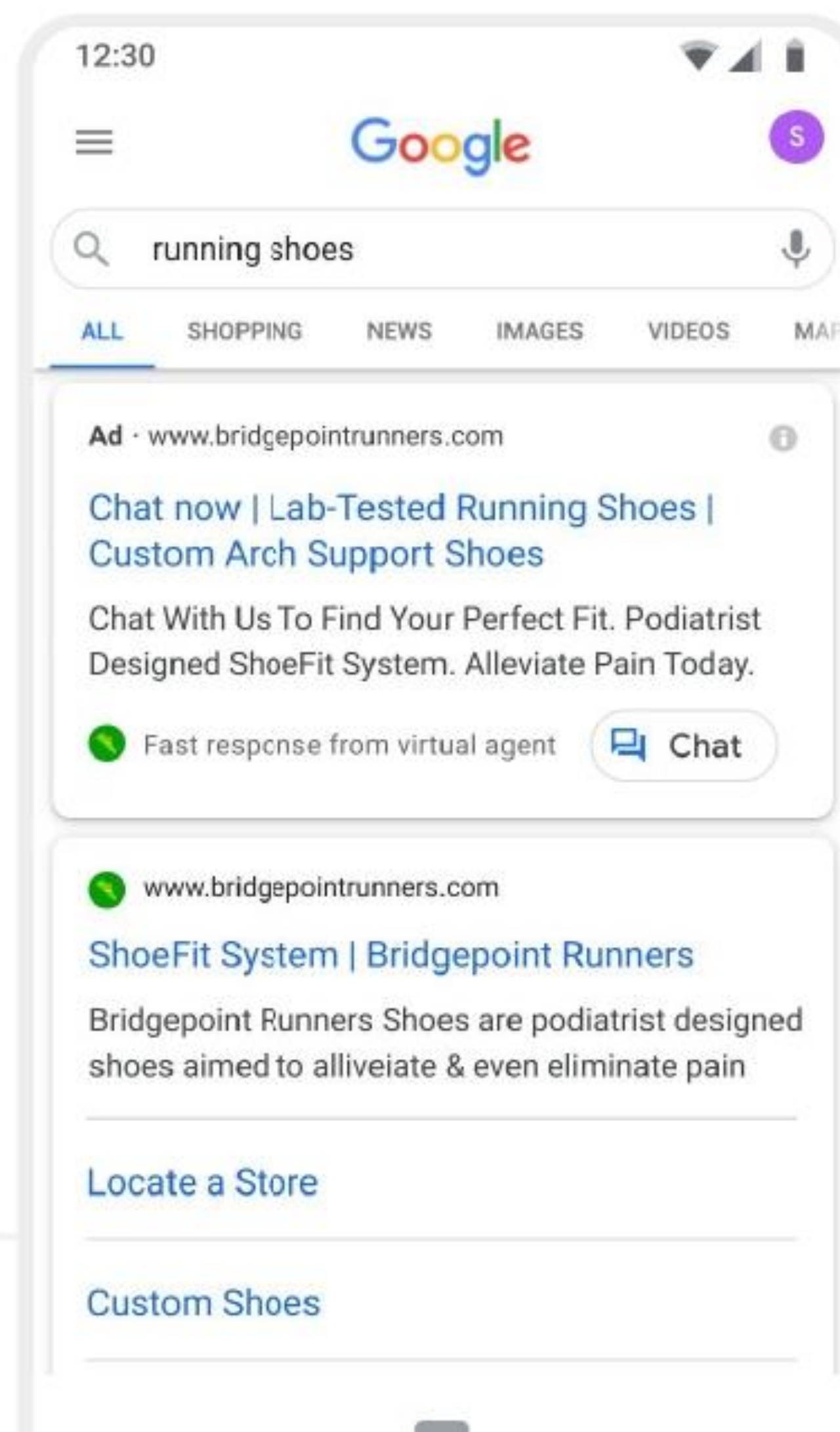
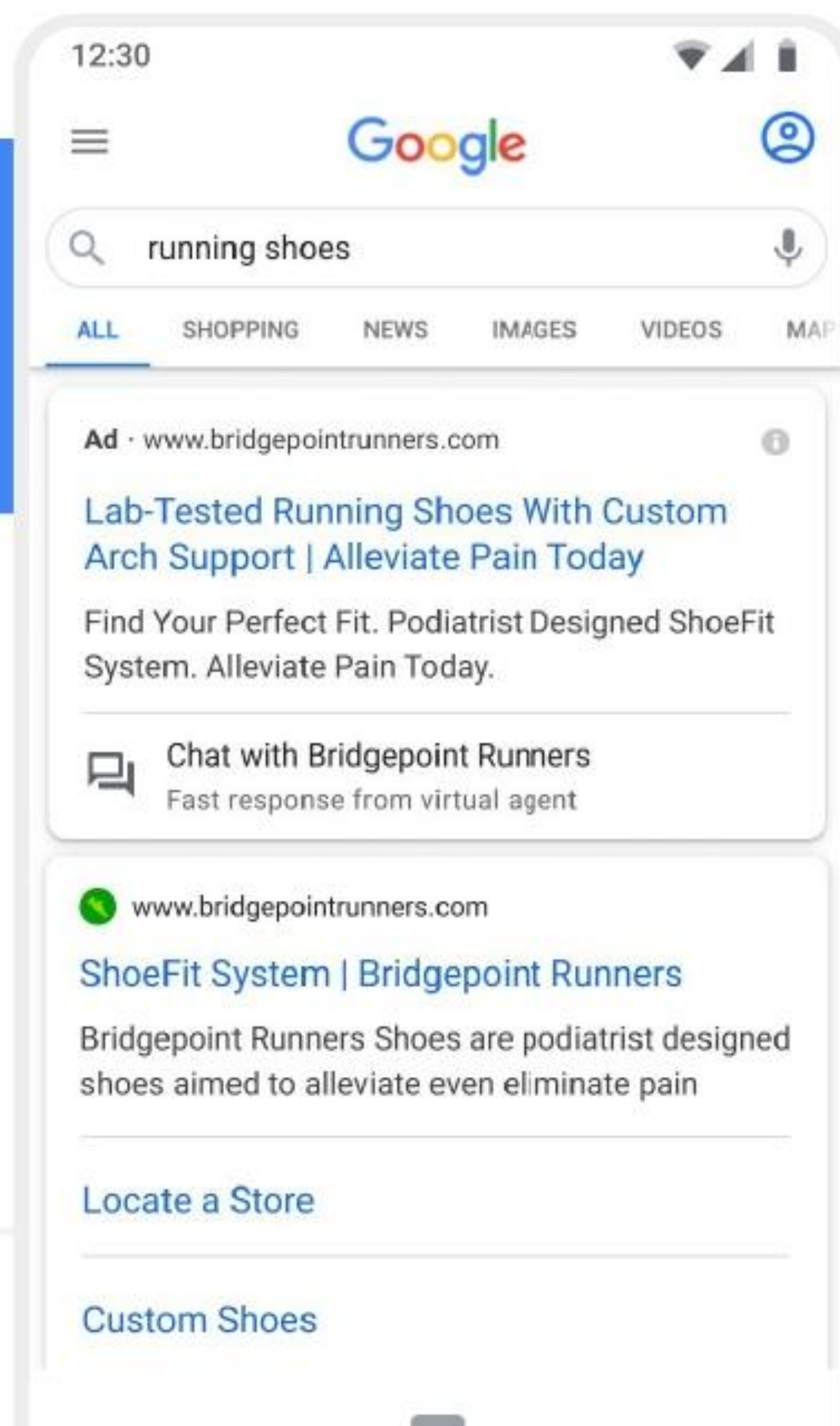
CLICCA PER DEMO



Solution: Project Message Ads for Lead Gen & Customer Acquisition



Apply an
ad extension
to an existing text ad



and/or launch
a standalone
ad format

Ads entry point leads into Google's Business Messages

Full Ad

Ad Extension

Lead Gen

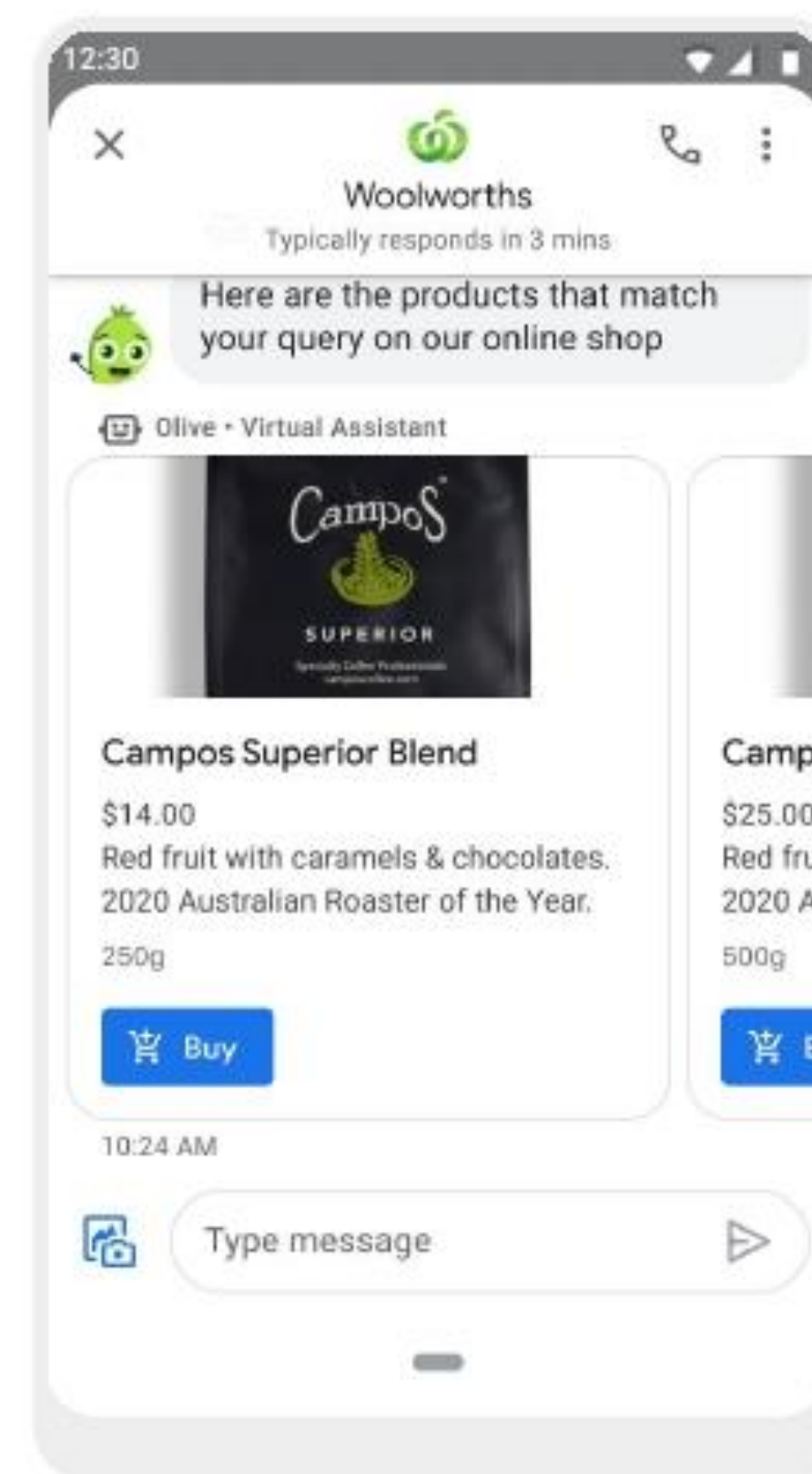
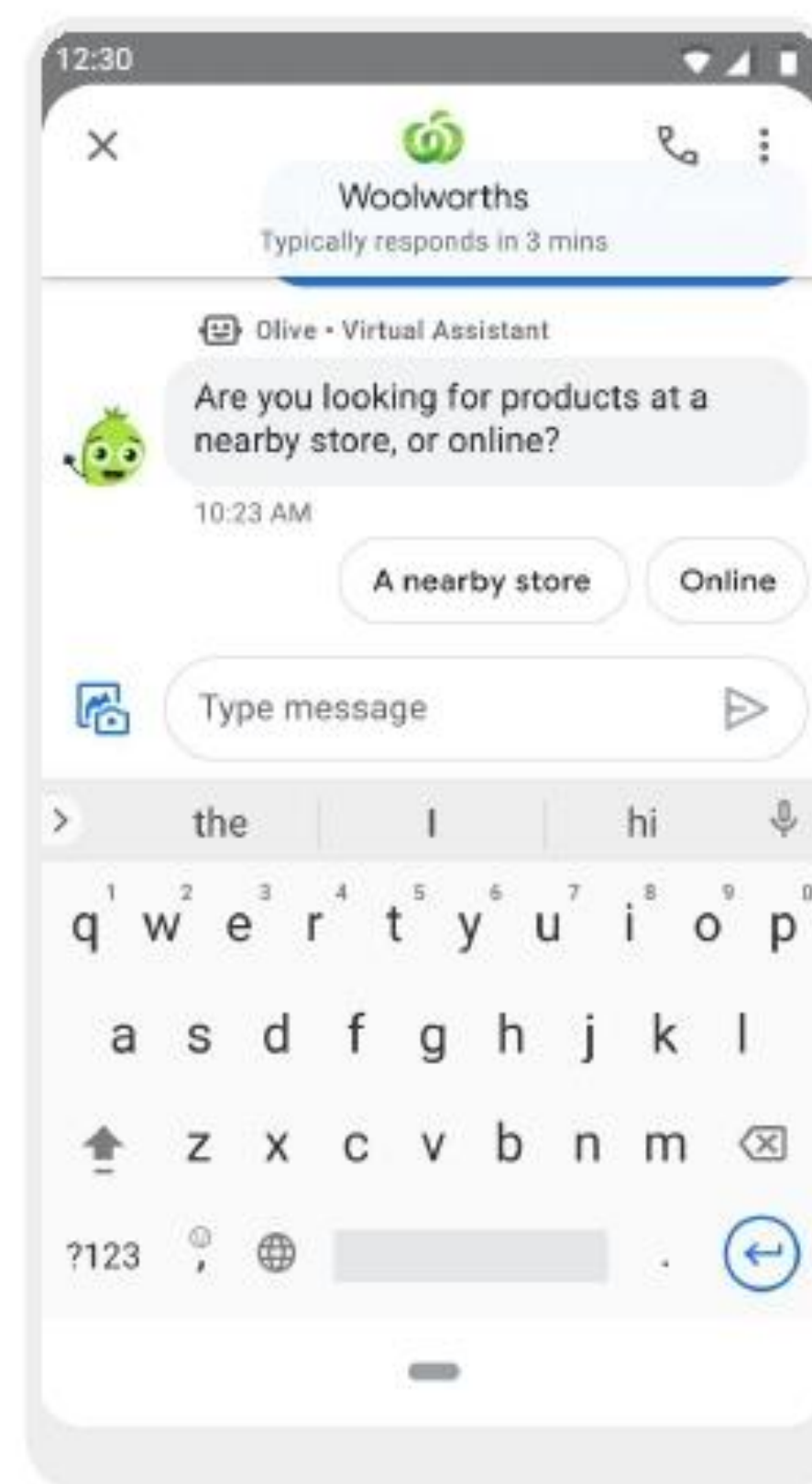
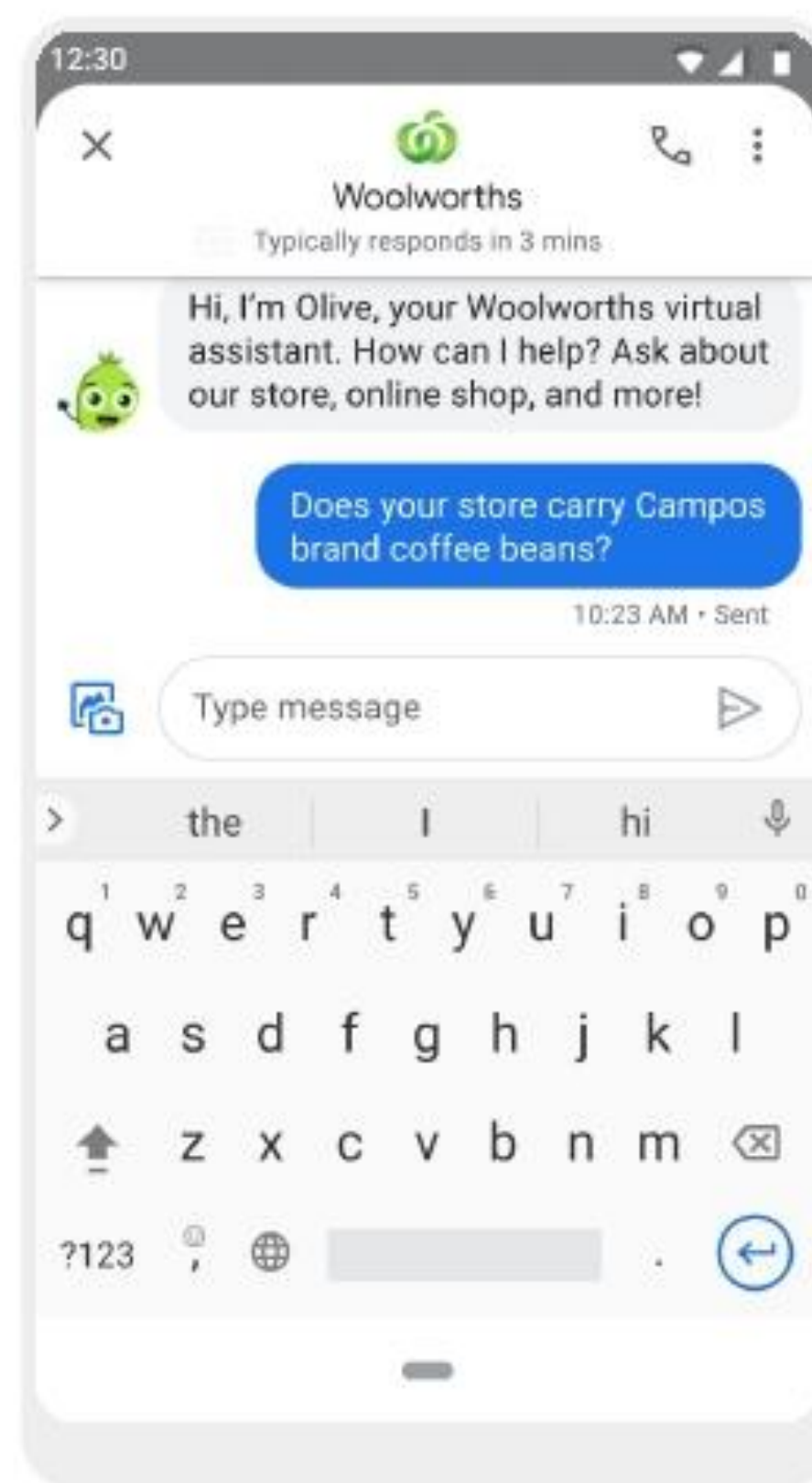
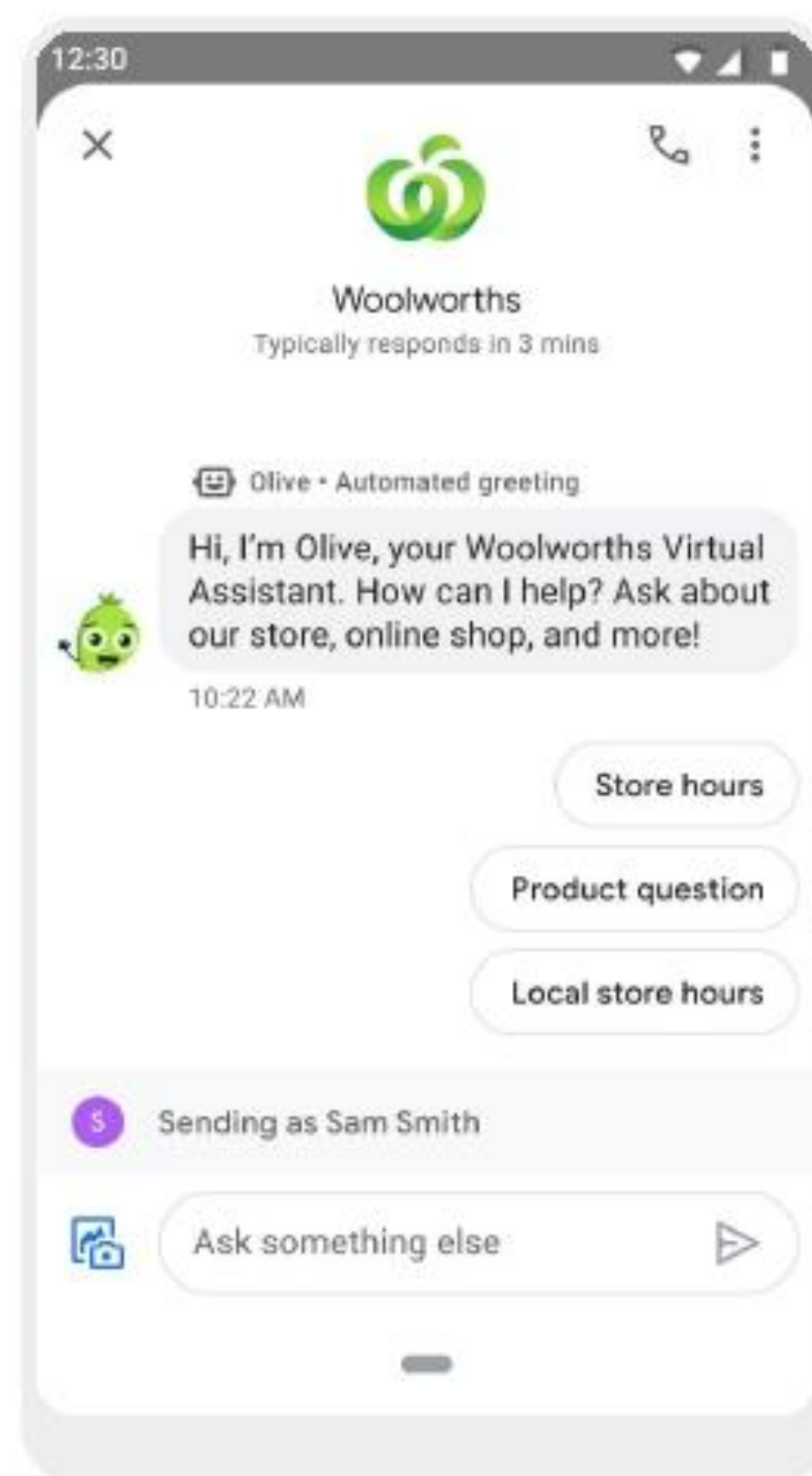
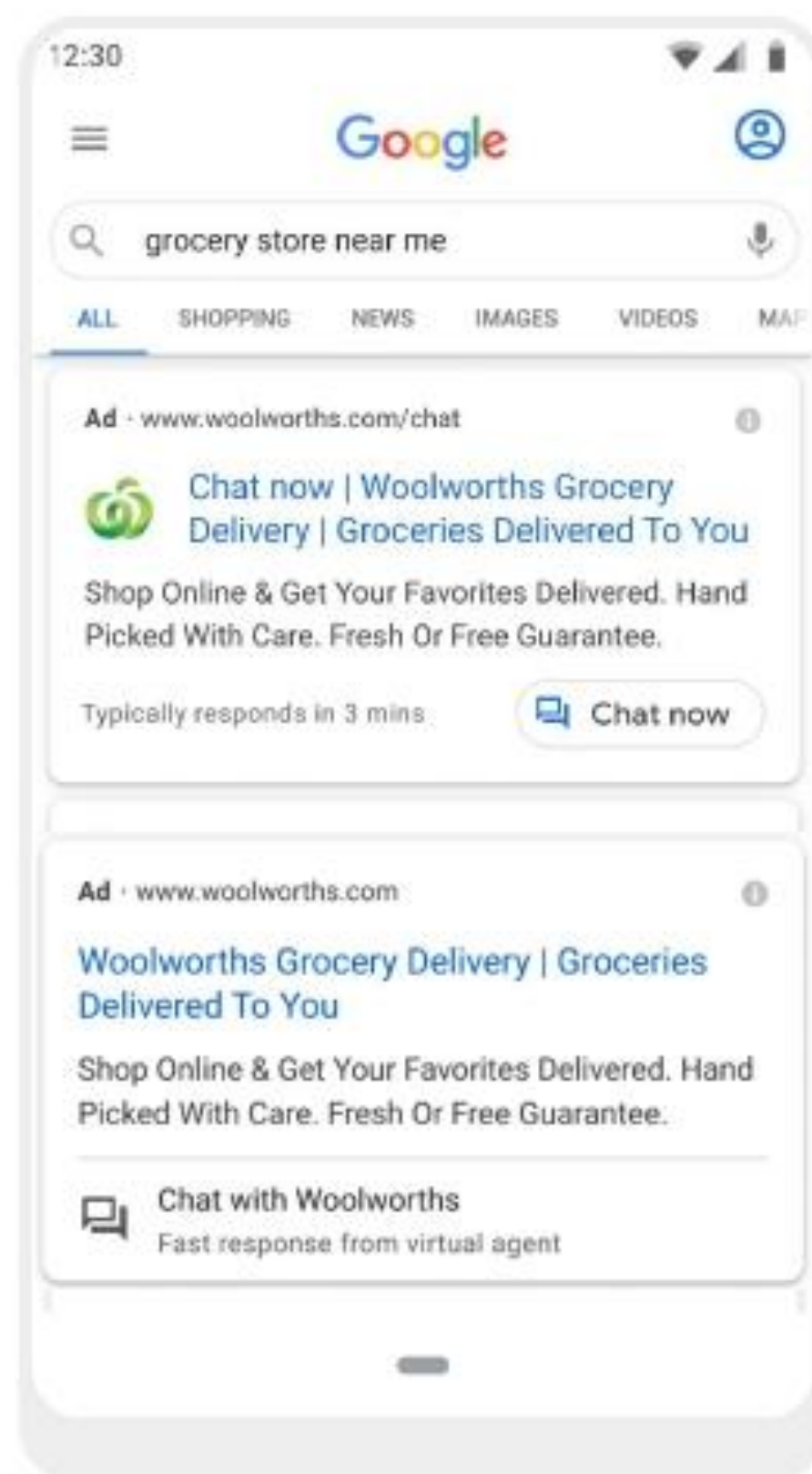
Acquisition

Assisted Shopping

Rich Media

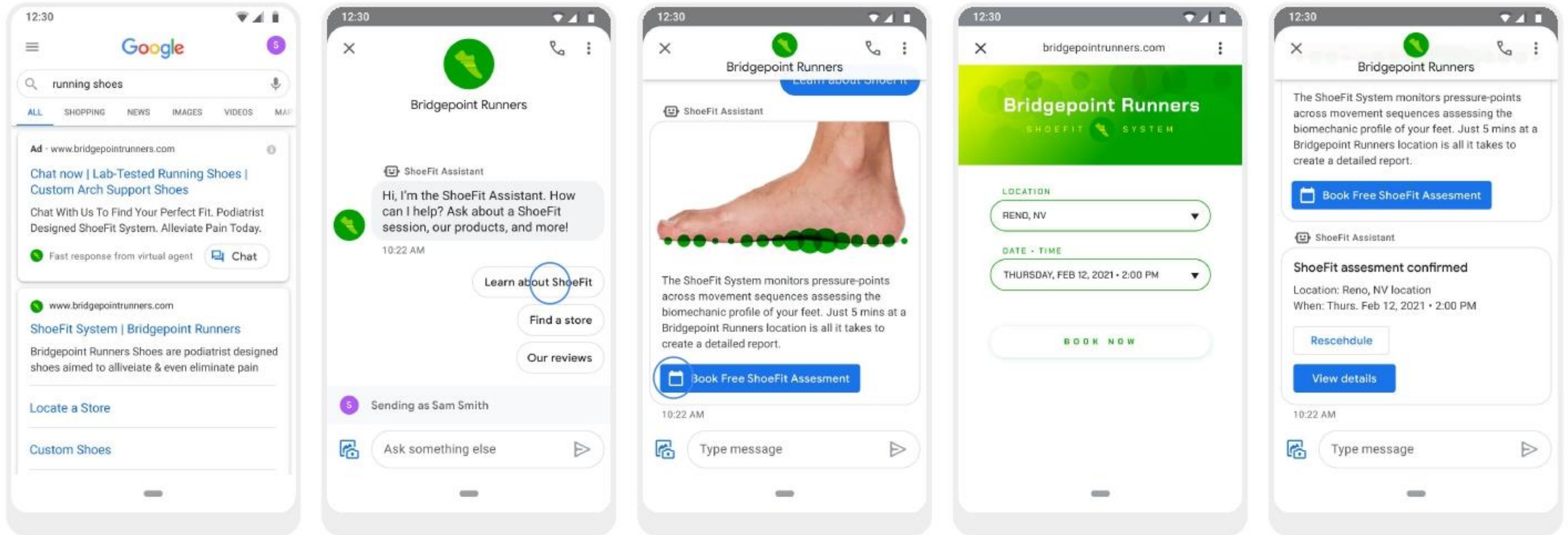
Personalization

Re-Targeting



Retail - Reserve a Service or Product

Proprietary + Confidential



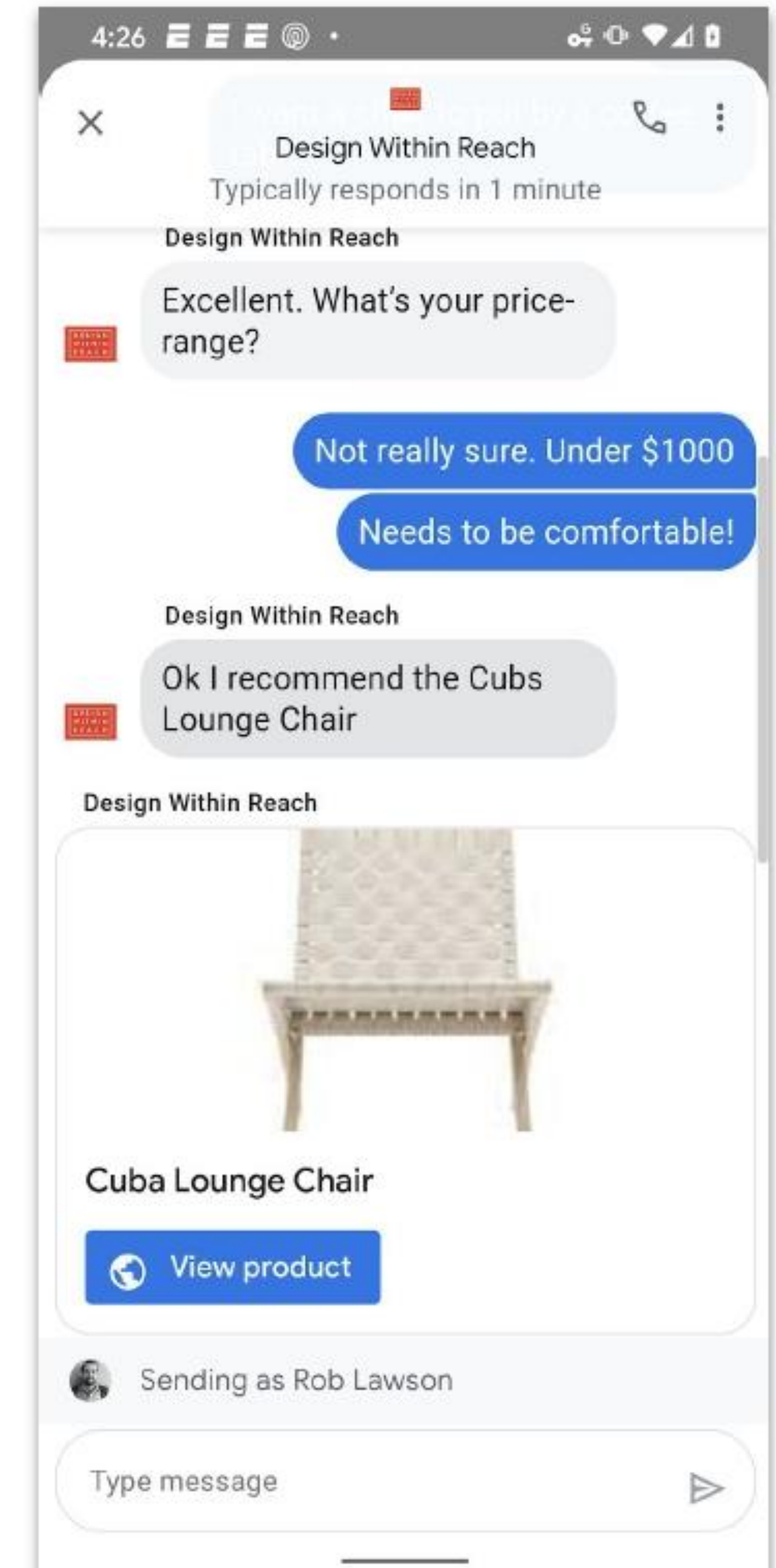
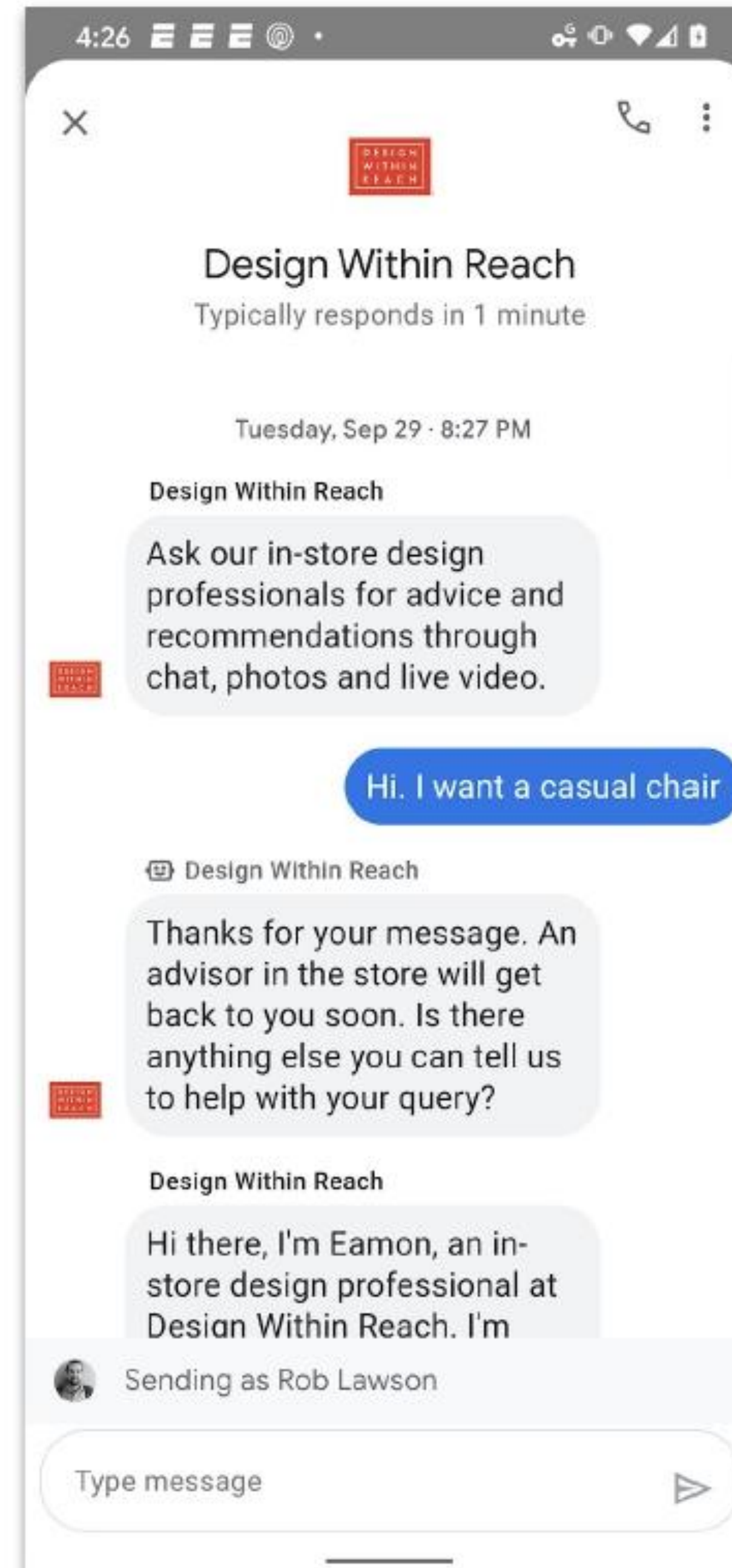
ASSISTED SHOPPING

GESTIONE AUTOMATICA
DOMANDE FREQUENTI

O

ROUTING AUTOMATICO A STORE
MANAGER LIBERO PER
ASSISTERE ECOMMERCE

CONSULENZA PERSONALIZZATA



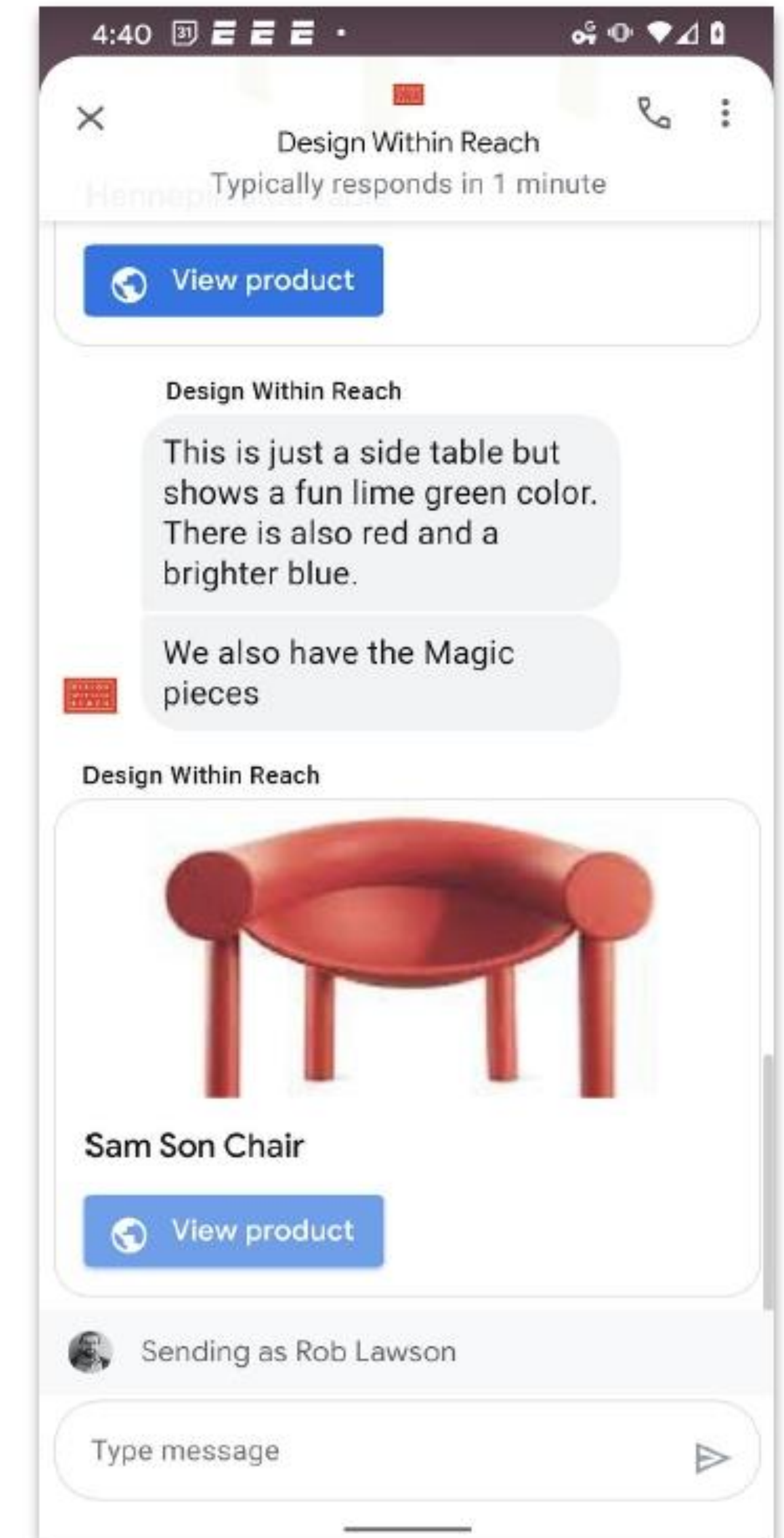
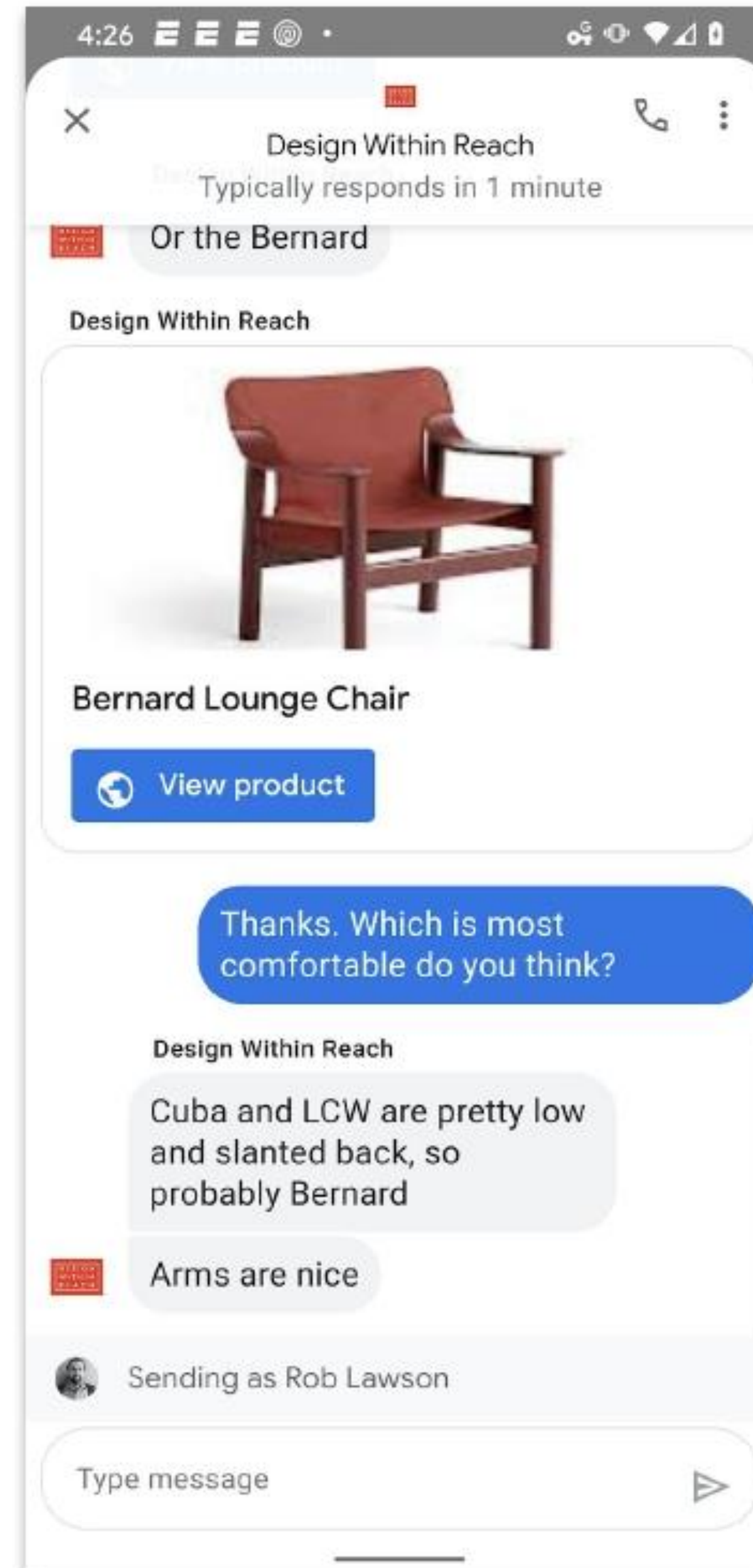
ASSISTED SHOPPING

CLIENTELING

GESTIONE PERSONALIZZATA 1 A 1 CON STORE MANAGER LIBERO PRIMA DI ENTRARE IN STORE

Basta messaggi persi!
Basta conversazioni sugli account
personali!

Tutte le comunicazioni con i clienti
arricchiscono il CRM aziendale

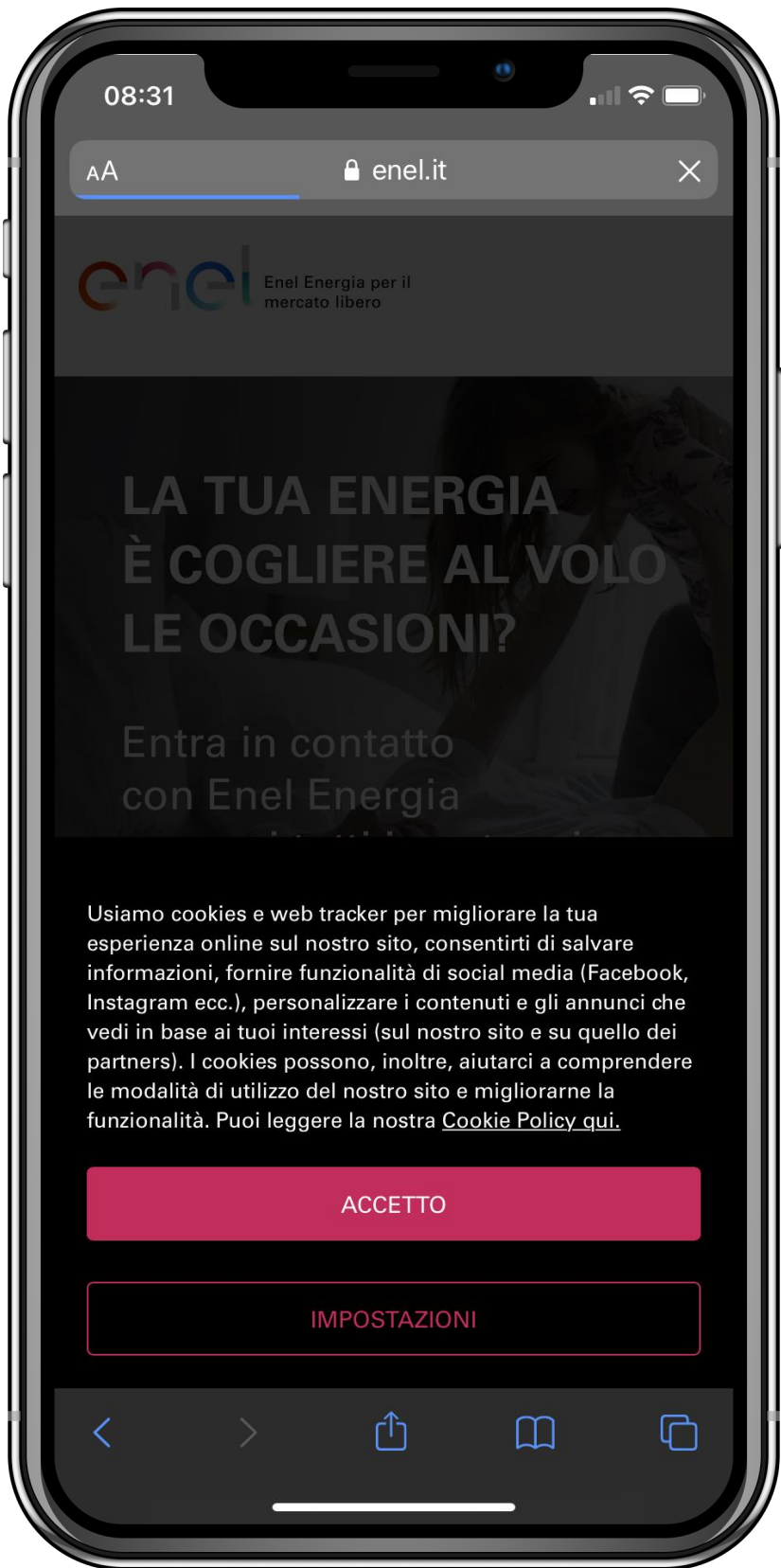
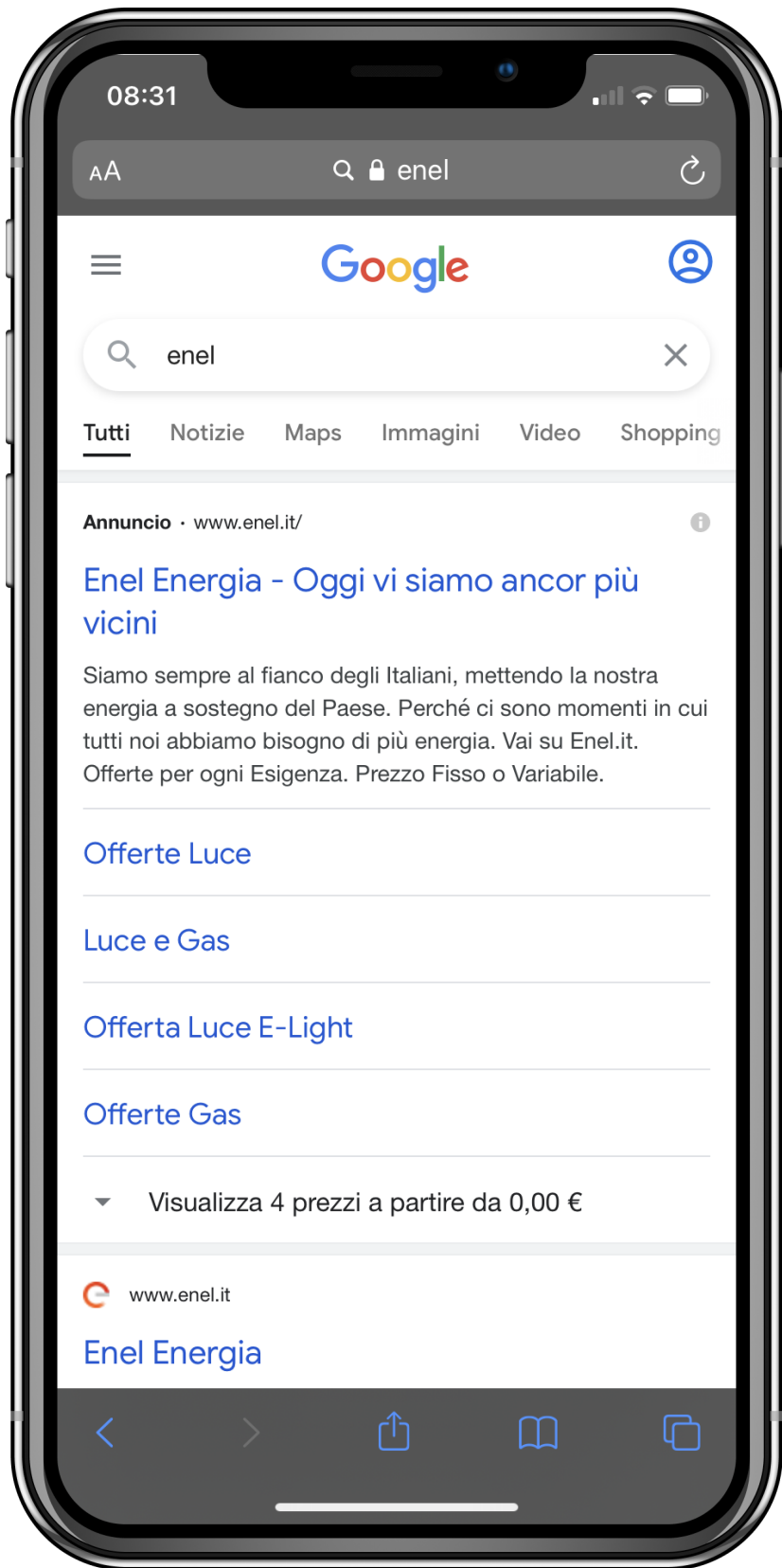


DA GOOGLE ADS

+1 CLICK

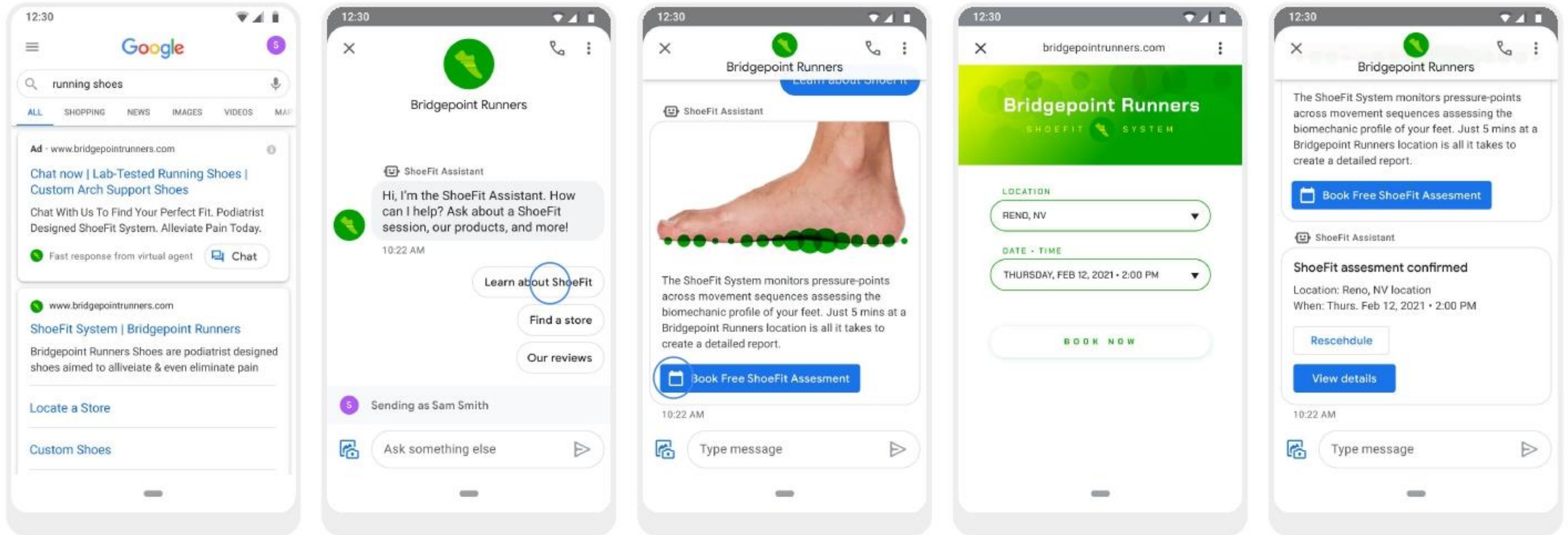
+1 CLICK

+1 CLICK



Retail - Reserve a Service or Product

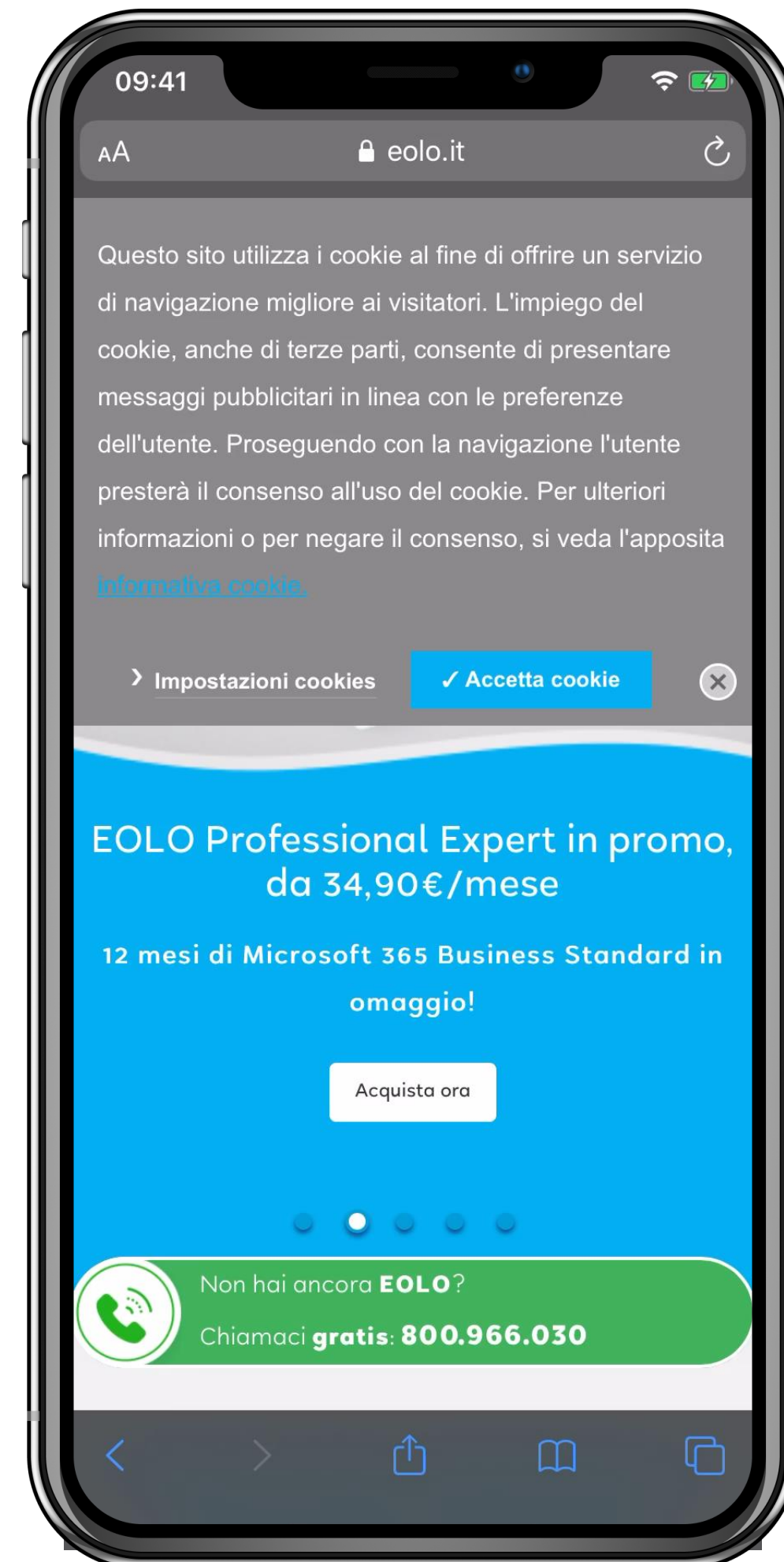
Proprietary + Confidential



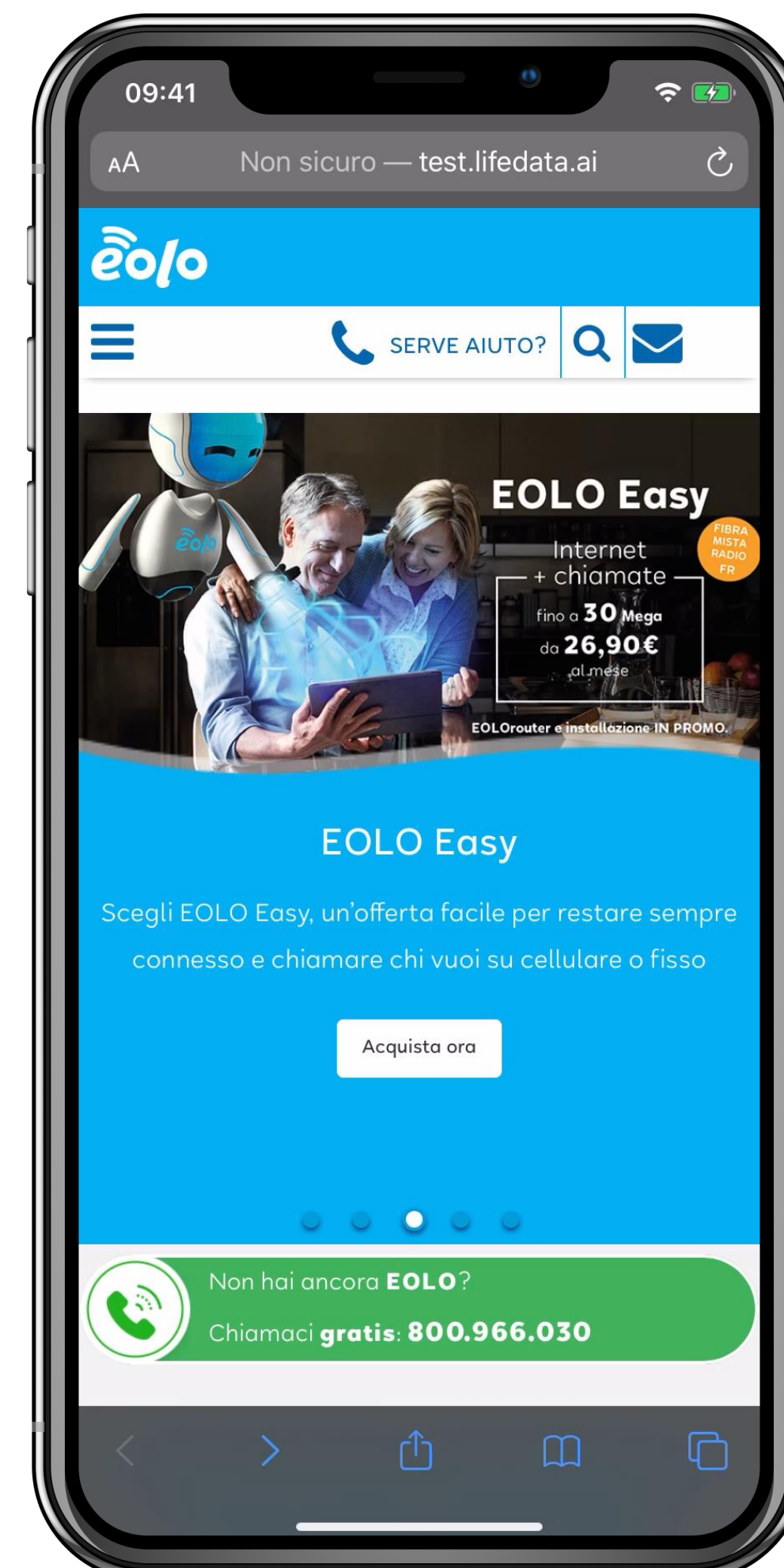
DRIVE TO STORE

Use case
L'utente è stanco di advertising e comunicazione unidirezionale. Dopo aver cliccato sull'ads, apre una conversazione personalizzata che lo guida allo store più vicino

PRIMA



CON LIFEDATA



 Fai doppio click per demo

PHYGITAL ACTIVATION

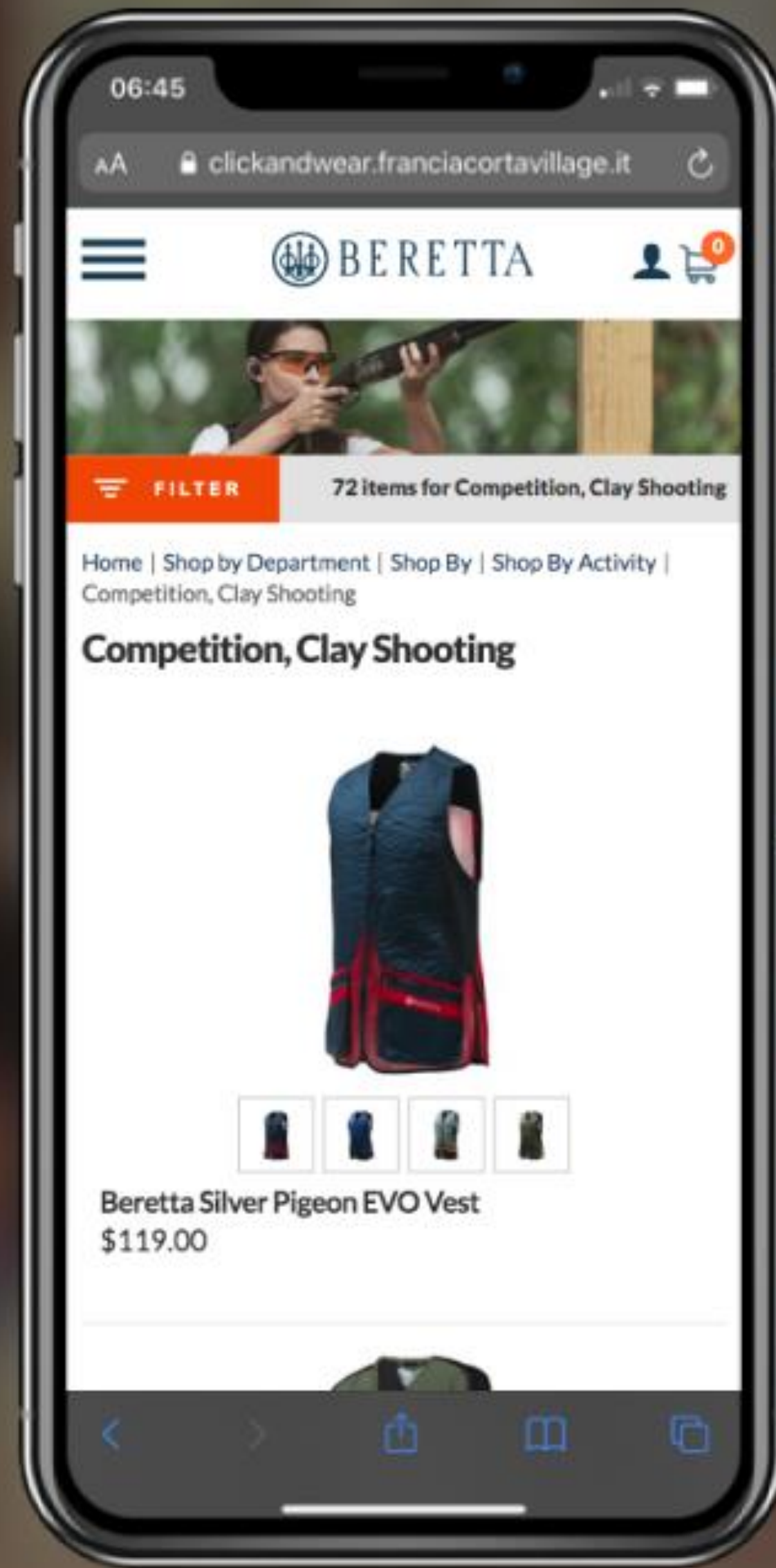


Mobile first commerce is less of a search driven experience and more about newsfeed recommendation and contextual activation



ONLINE TO OFFLINE

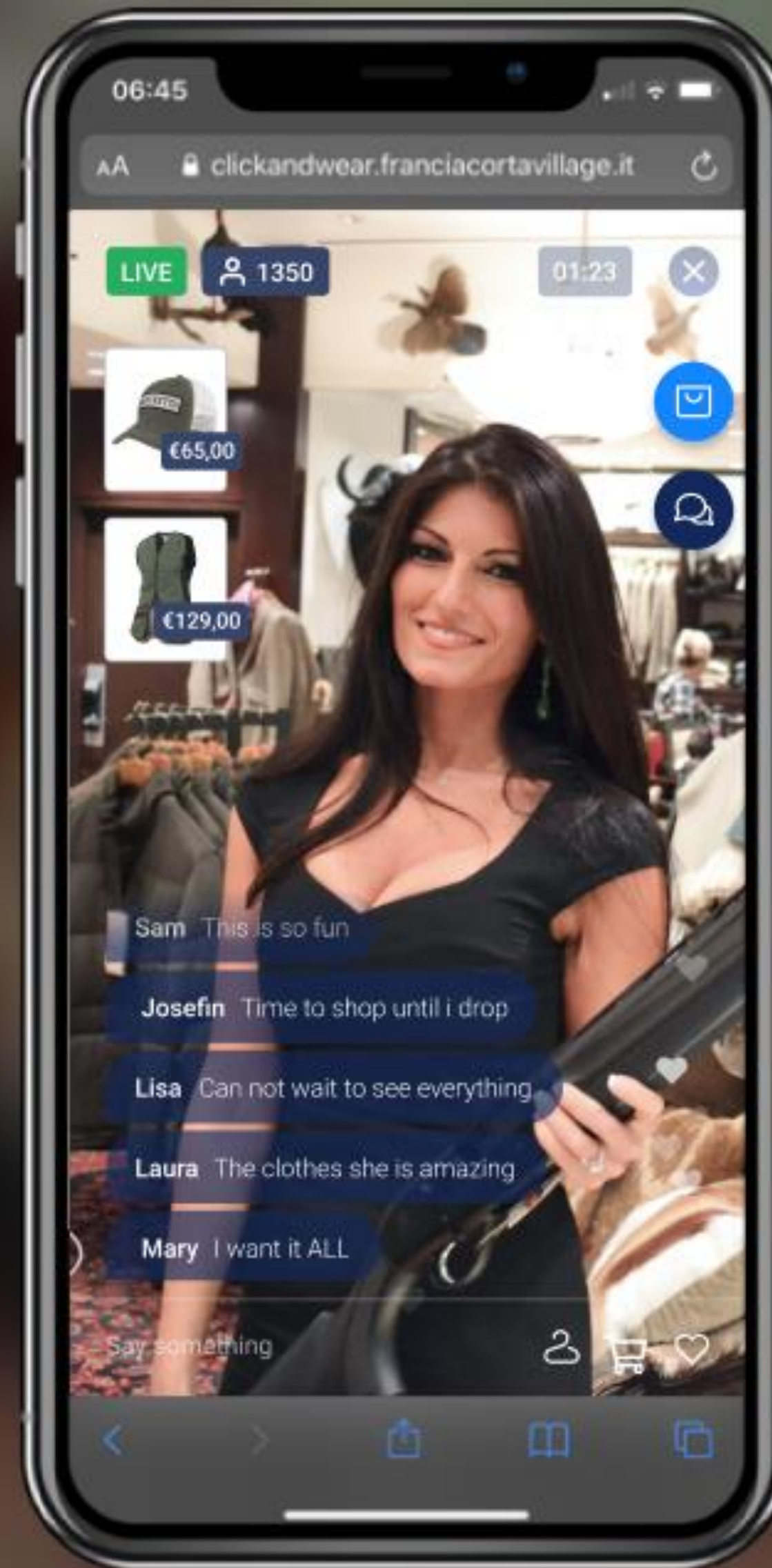
Shopping
phygital
like
browsing



The QR code locally or on digital signage is used to trigger exciting, personalized experiences leading to real-time recommendations



BRING THE STORY EXPERIENCE ONLINE



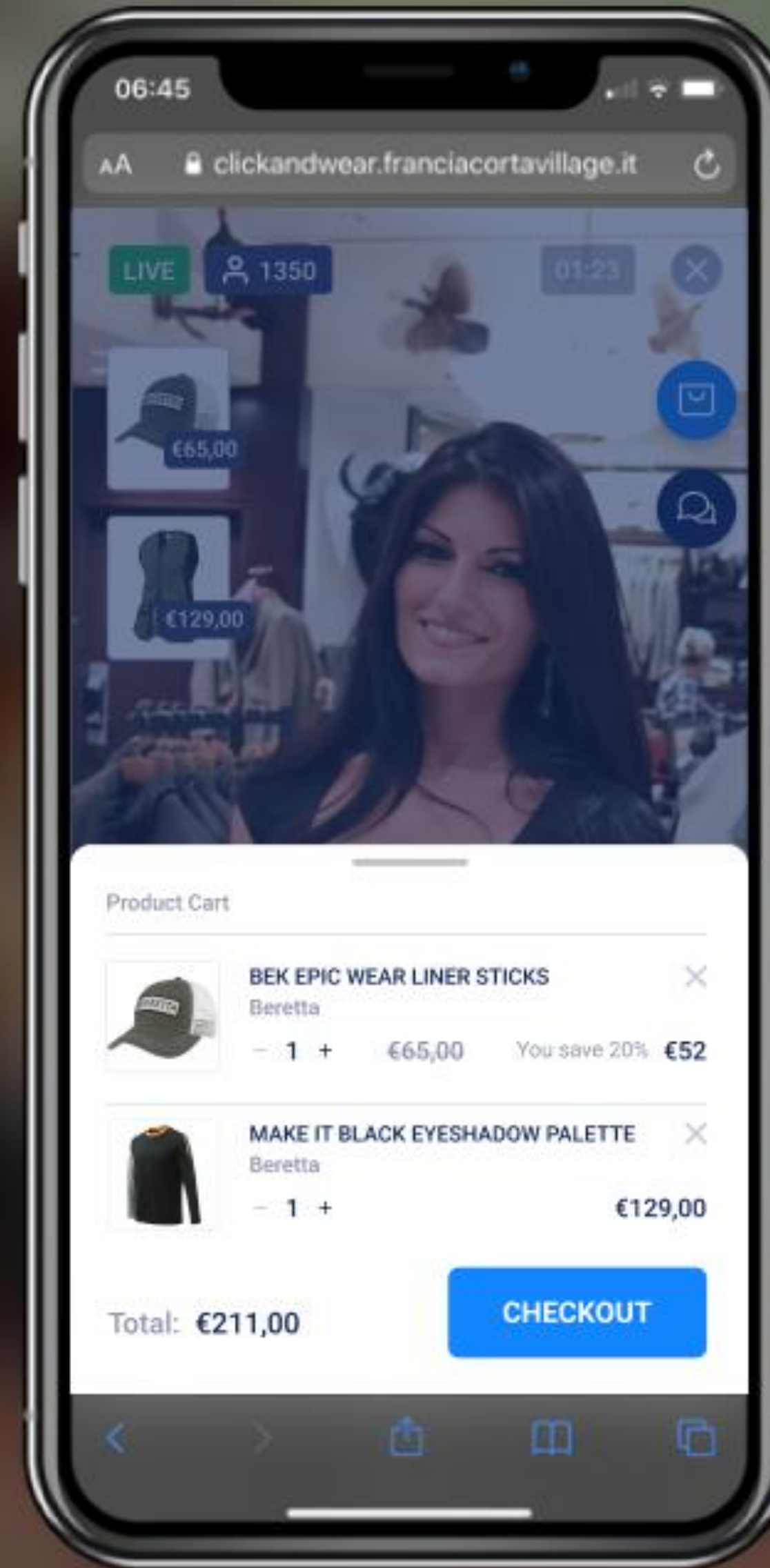
Launching Live Streaming or Social Commerce

The shopping journey starts with a low touch interaction with stores or sharing the shopping experience with friends

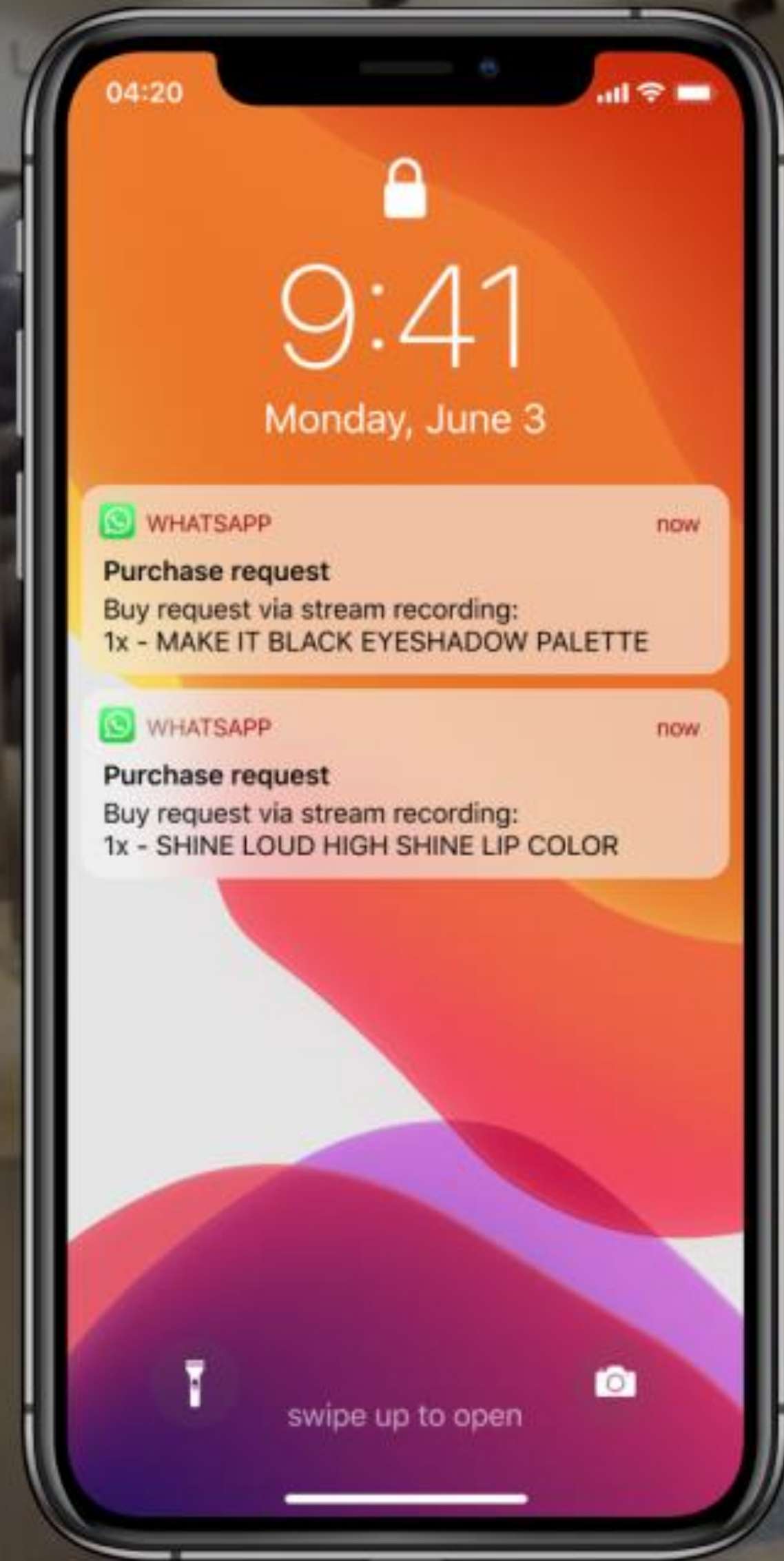
SELL WITH SOCIAL AND LIVE COMMERCE

Personal Shopping

The video experience gets dynamic, contextualized, customer-centric product recommendations



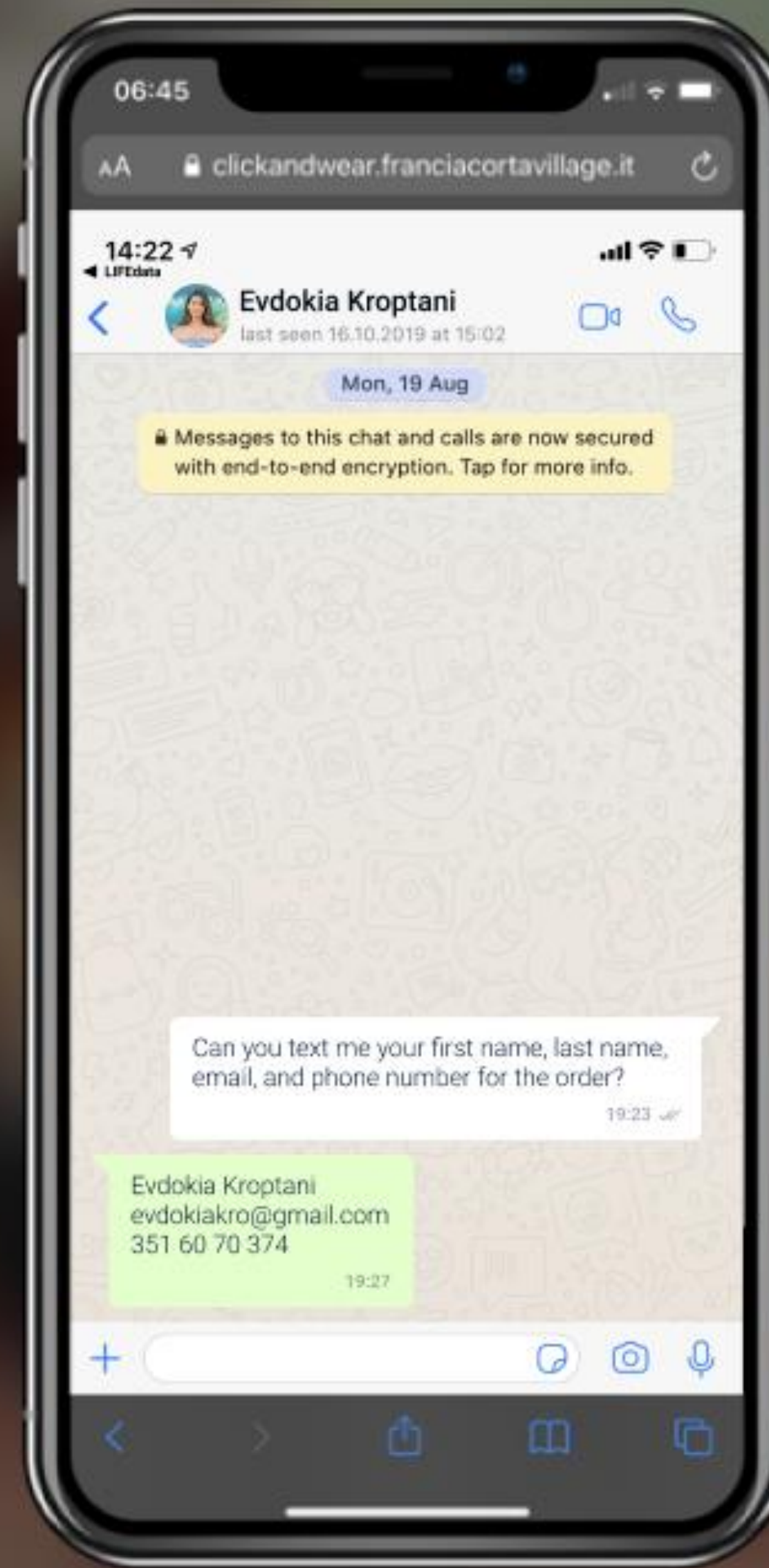
POWERING THE CONNECTED STORE



Connecting the Brand, Store Associated and Customers

Retailers can provide a conversational and human touch to the online shopping experience with ease and convenience or let store associates enable buyers to transform conversations into sales

CLIENTELING VIA SOCIAL MESSAGING



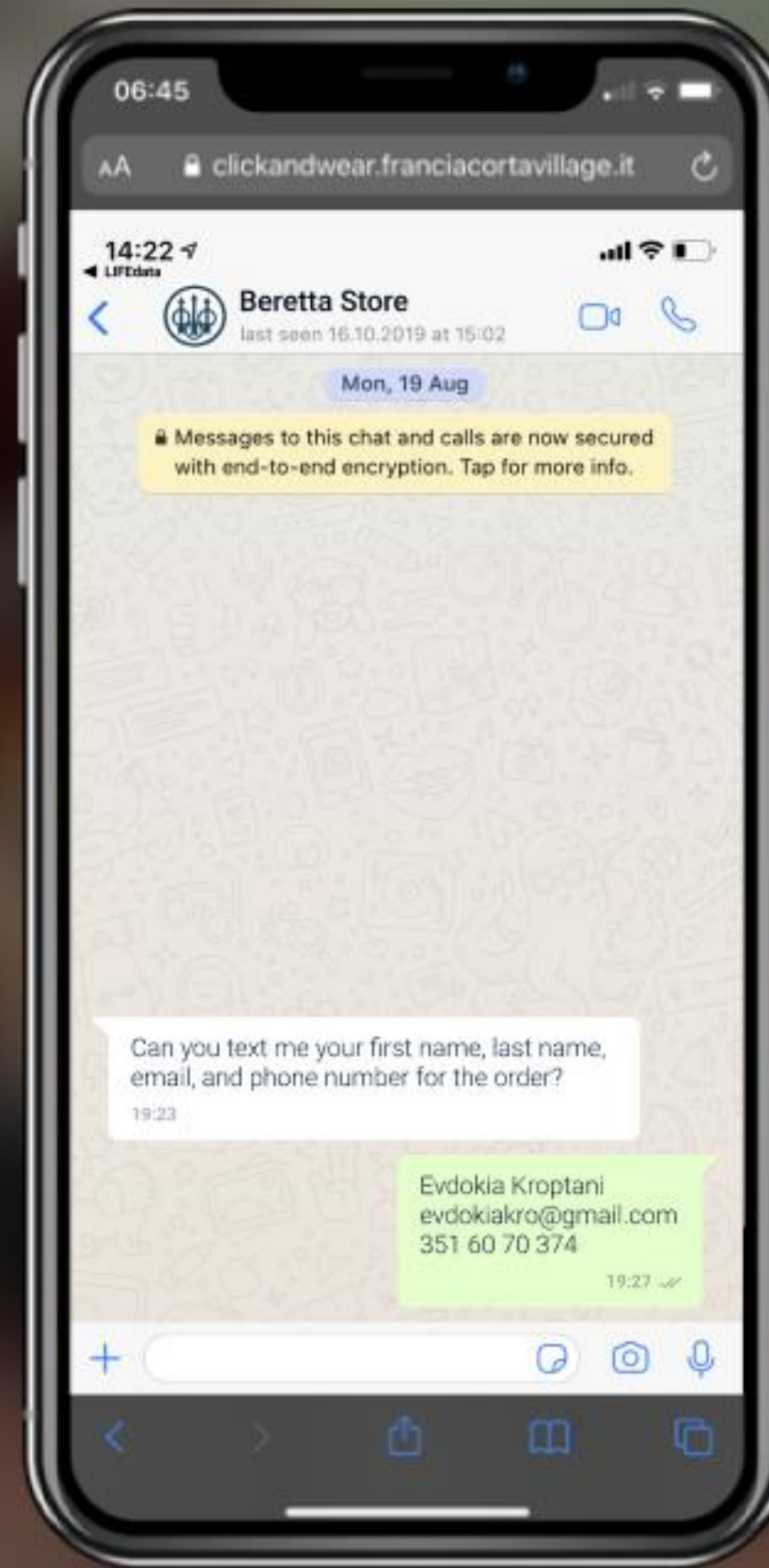
The Store Associate

Human touch engagement. Concierge shopping. The brand gets first-party data to enrich its CRM

ENGAGE CUSTOMERS ON THEIR TERMS

The shopper

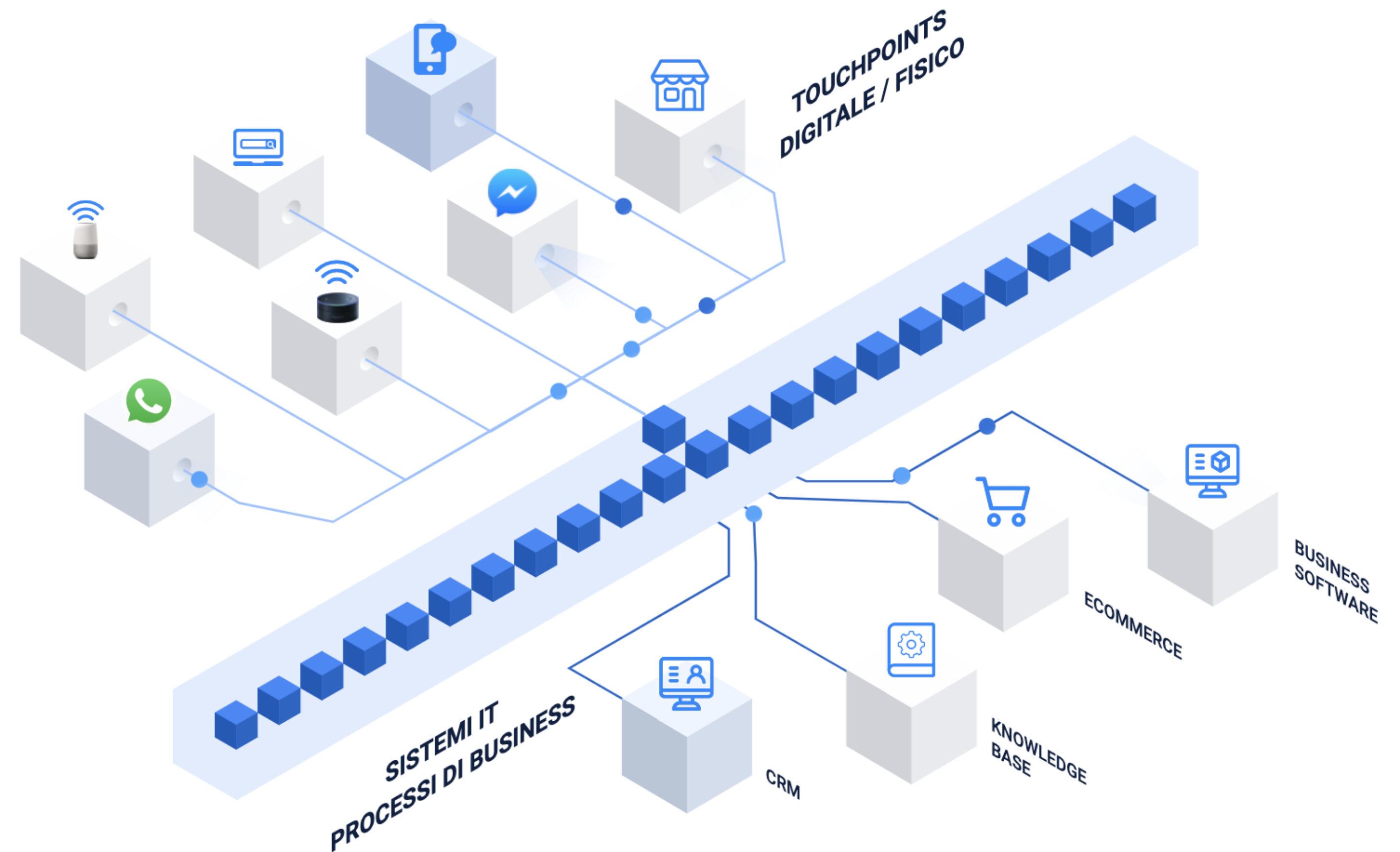
72% would make an immediate purchase if they could ask questions in real-time



INTELLIGENZA DIETRO I TOUCHPOINT

CUSTOMER DATA PLATFORM PER OMNI-CHANNEL

1. PERSONALIZED ENGAGEMENT IN REAL TIME
2. BUYER ENABLEMENT
3. CENTRALIZZAZIONE DEL DATO



NON SERVE CAMBIARE PROCESSI
NO DIPENDENZA DA IT
LIVE IN SETTIMANE





Omar Fogliadini

 omar.fogliadini@lifedata.ai

 +39 351 60 70 374

 <https://lifedata.ai/>

 <https://linkedin.com/company/lifedata-ai>

Vorresti capire cosa può fare in pratica l'AI per la tua azienda?

ALCUNI CLIENTI

Ceetrus

Leader europeo nel management di centri commerciali e shopping



Janssen

Società farmaceutica. leader del gruppo Johnson & Johnson



Ventis

Ecommerce con maggior maggior crescita negli ultimi 3 anni. Gruppo ICCREA



Tradedoubler

Leader nell'affiliation e performance marketing



Banca Mediolanum

Banca leader nel segmento omnicanale



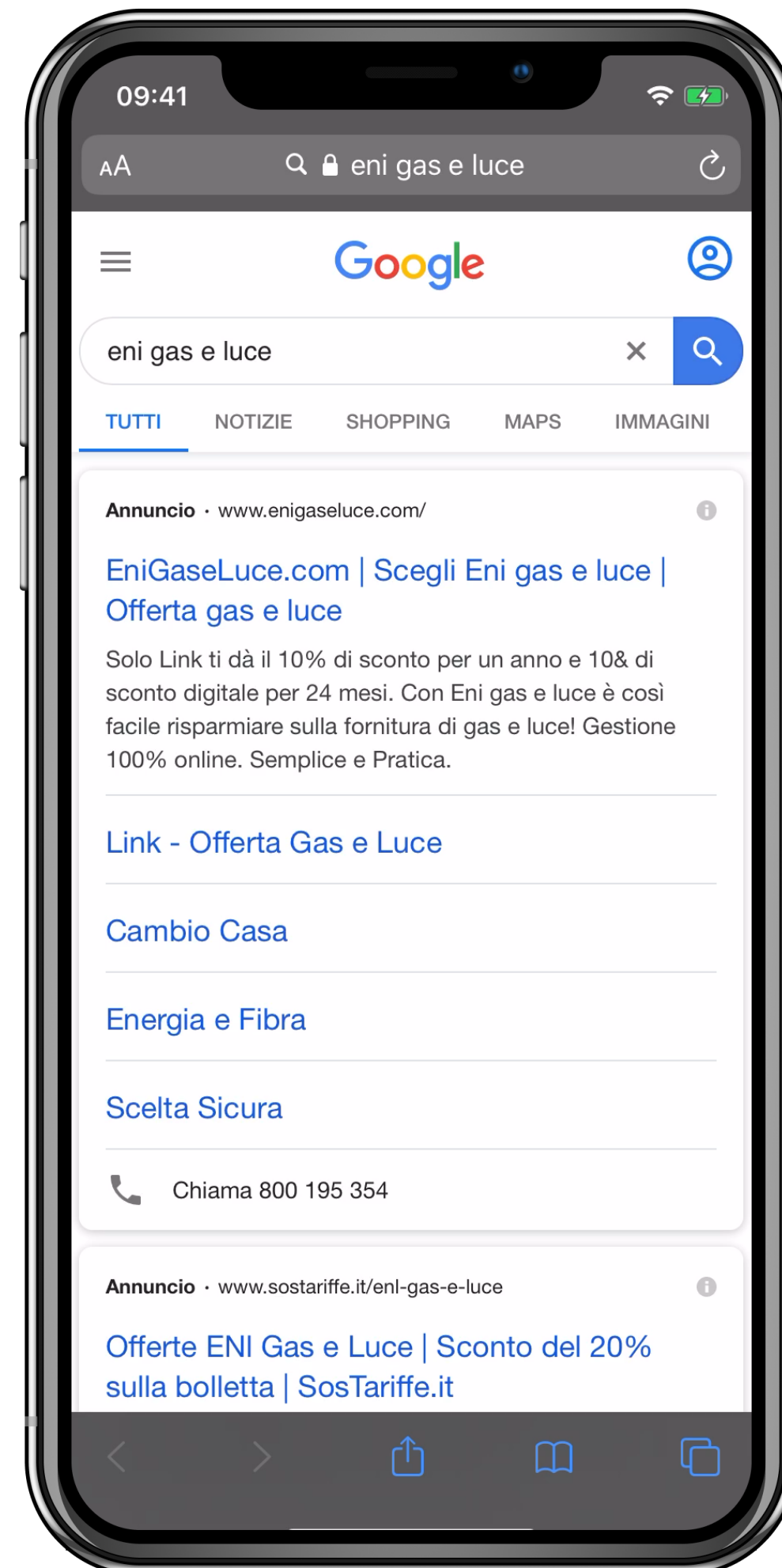
Eolo

Telco leader in Internet satellitare ultra-veloce



SELF-SERVICE ASSISTITO

PRIMA



CON LIFEDATA



CHI SIAMO

LIFEdata è una startup innovativa con una piattaforma di **Intelligenza Artificiale per Omnichannel Cloud Management**: soluzioni AI chiavi in mano per la gestione di relazioni e vendite a distanza con integrazione tra canali digitali e mondo fisico, che aumentano la redditività dei canali di vendita.

LIFEdata è partner sostenitore della European Green Digital Coalition, per una transizione digitale nel rispetto della sostenibilità ambientale e parte del gruppo Intelligenza Artificiale della Commissione Europea.



Partner Sostenitore
OMNICHANNEL CUSTOMER EXPERIENCE
ECOMMERCE
INNOVAZIONE DIGITALE NEL RETAIL



POLITECNICO
MILANO 1863
SCHOOL OF MANAGEMENT



NEXT STEPS



DISCOVERY

- Introduzione Aziende
- Overview Use Cases
- Definizione Business Case



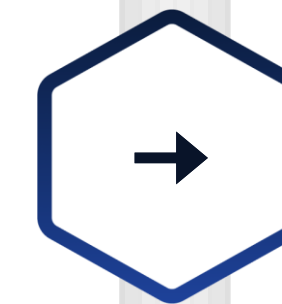
FOLLOW UP

- Approvazione User Stories
- Approvazione KPIs e Success Criteria
- Definizione Test Cases



PROOF OF VALUE

- Test Interni
- Micro UX e fine tuning Experience
- Data Governance Quality Assurance



GO LIVE!

- Production Trial
- Quality Assurance
- Live Monitoring e Customer Success



40min – 2h

1-2 giorni

1-2 settimane

1 settimana