

C O R E

Enhancing CUSTOMER EXPERIENCE

MACHINE AUTOMATED PSYCHOMETRIC
PROFILING AND MARKETING PERSONALIZATION



C O R R E C T I C

“BUYER”

“SPENDER”

“INVESTOR”

“SAVER”



CORECTIC KNOWS!

What would you do different if **you knew** your client's **digital psychological profile**?

With CORECTIC you will be able to **segment your fleet real-time**, and create real-time personalized marketing content and campaigns targeting your customers.

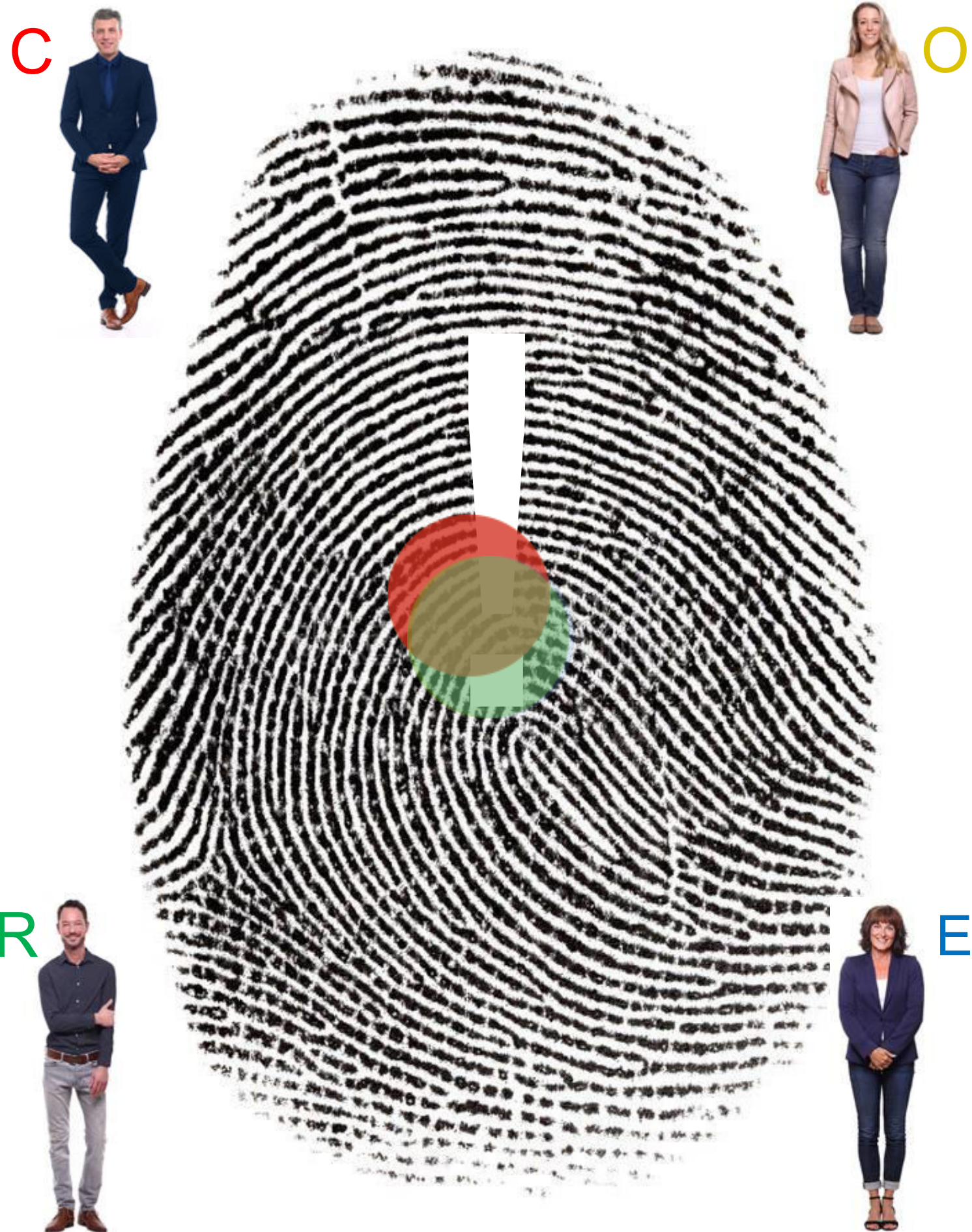
How is the **content seen, learned, processed, liked, reacted to, prioritized, confirmed, decided on, acted on, and handled emotionally**? We Know!

You will know your customers Digital Psychological Profiles.

And **what would you do better if you knew real-time**? How could you use this **knowledge to acquire new clients**? CORECTIC can help!



- Using psychometrics we have identified 4 CORE key profiles.
- And found a way to discover the profile from your data and their digital footprint.
- CORECTIC tells you who your customers are and how to communicate to them.





Preferred
Channels that
Trigger C:

ATL/BTL, Factual learner, e-mail, Call,
Face-to-face, SMS, APP

C is a
Director
& Needs
to:

- Direct
- Control
- Extrovert/Be Heard
- Gathers results
- To win and feel control
- See Value
- Feel like a King/Queen
- Be treated formally

C Demands
Big Picture
and:

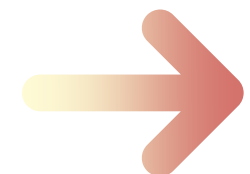
- Facts
- Bargain
- Results
- To win and feel control
- See the best
- Price
- Product Updates
- Latest Information

C Will decide
based on:

- Confidence
- Risk and Emotion
- Quality
- Service
- What they master
- What they See

Typical
call to
action for C:

ACT NOW



“BUYER”



Preferred
Channels that
Trigger O:

ATL/BTL, Visual learner, SMS, APP,
e-mail, Calls, face-to-face

O is a
Adventurer
& Needs
to:

- Direct
- Support
- Extrovert/talk
- Gather stimulus
- To have fun
- To be popular
- To experience
- Be treated Informally

O Demands
to Have Fun
and:

- See what is cool and trendy
- Likes to play
- Focus on product's popularity
- See best sellers
- See Trending Products
- Explore popular, well-known brands
- See savings by percentage

O will decide
based on:

- Experience
- Reactions
- Playing
- Spontaneity
- Stimulus
- Wow Factors

Typical
call to
action for O:

TRY IT TODAY



“SPENDER”



R

Preferred
Channels that
Trigger R:

BTL/ATL, Written content learner,
APP, SMS, e-mail, face-to-face, calls

R is a
Thinker &
Needs to:

- Be Indirect
- Control
- Introvert/learn
- GATHER Information
- BE CERTAIN
- Evaluate Data
- Be taught
- To be treated formally

R Demands
to
Think/Understand and:

- Study data
- To analyze and understand
- To focus on customer reviews
- See product performance
- Review descriptions, functionalities, and specifications
- List savings by total sum

R Will decide
based on:

- Thoughts
- Studying
- Evaluating
- Analysis
- Reflection
- Reading

Typical
call to
action for R:

EXPLORE MORE



“INVESTOR”





“SAVER”

Preferred
Channels that
Trigger E:

BTL/ATL, Interpersonal learner, face-
to-face, e-mail, calls, SMS, APP

E is a
Supporter
and needs
to: to::

- Be Indirect
- Supportive
- Introvert/listen
- Sifts through feelings
- FEEL SAFE
- Enjoy Relationships
- Choose pace
- Informal/Friendly

E Asks for
time to feel
safe
and:

- Hear stories
- Likes to learn
- Review Expert choices and expert reviews
- See Reliability features
- Have Warrantees
- Read Consumer Choice
- products
- List savings by percentage

E will decide
based on:

- ▶ Reassurance
- ▶ Security
- ▶ Discussions
- ▶ Learning
- ▶ Certainty
- ▶ Feelings/Hear

Typical
call to
action:

LEARN MORE AND ASK US



IMPORTANT FACT:

Customers may not be what they seem to be

Actual customer typologies and preferences in real life may not be the key contributing factor to the way they interact with your company. How they behave depends on the context of the product or service.

WHEN DEALING
PRODUCTS &
SERVICES

AT HOME



Depending on the situation, one person may act as two different typologies and have different preferences in decision-making and it may change in time.

We Improve Campaign Effectiveness and Increase Sales

Example of CORE segmented personalized messaging for potential buyers based on their CORE profiles.

CORE message for each customer

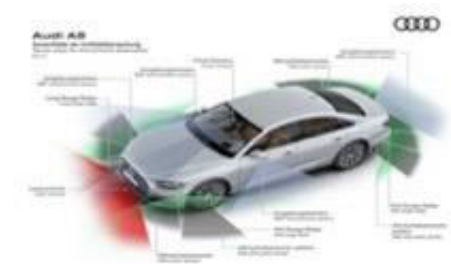


New Audi A-8 is here. The BEAST inside the Beauty.

New Audi A-8 is here. Luxury defined for 2020.

New Audi A-8: The New Hybrid that saves in style.

New Audi A-8 2020: The safest way to drive.



ATL/BTL, Factual learner, E-mail, call, Face-to-face, SMS, APP

ATL/BTL, Visual learner, SMS, APP, E-mail, Calls, Face-to-face

BTL/ATL, Written content learner, APP, SMS, E-mail, face-to-face, calls

BTL/ATL, Interpersonal learner, face-to-face, E-mail, calls, SMS, APP

Specifically selected order of communication channel per profile

1. Personalized subject e-mail line

2. Personalized header

3. Psychometric Pictures & Colours

4. Strategic sequencing

E-mail

IT'S QUICK AND EASY TO GET PERSONAL LOAN. LET'S MAKE YOUR DAY!

Dear client,

We know quick flexibility is a must for a lot of our valued clients. BIG Bank is always ready for action with you when you need some extra financial support.

For our clients on the go We are offering **quick loans at nice rates starting at 3,99%** that is pre-approved for you. If you need that extra lift at a friendly rate ask us today.

Let us help you browse through all of your options and we help you on your way.

Let a quick loan send you on your way!

If you need to act fast and get extra quick and easy support, then let us know and we can help you follow your dreams today.

**Your happiness is our business,
BIG Bank**

Let's start today

5. Emotional connection

6. Personalized call to action

QUICK LOAN AT THE BEST RATE OF 3,99%

Bonus rate of 3,99% - 9,9% p.a.

Money in your account within 24 hours

FREE granting and maintenance of the loan

NO NEED TO WORRY, WE CAN GET YOU THE EXTRA CASH FAST. YOU DO NOT NEED TO WAIT. CALL US TODAY.

Anyone can qualify for the bonus rate with us. All you need to do is to: hold an account with Big Bank and repay properly

Other benefits of our Quick Loan

Loan amount between 20 thousand and 700 thousand CZK

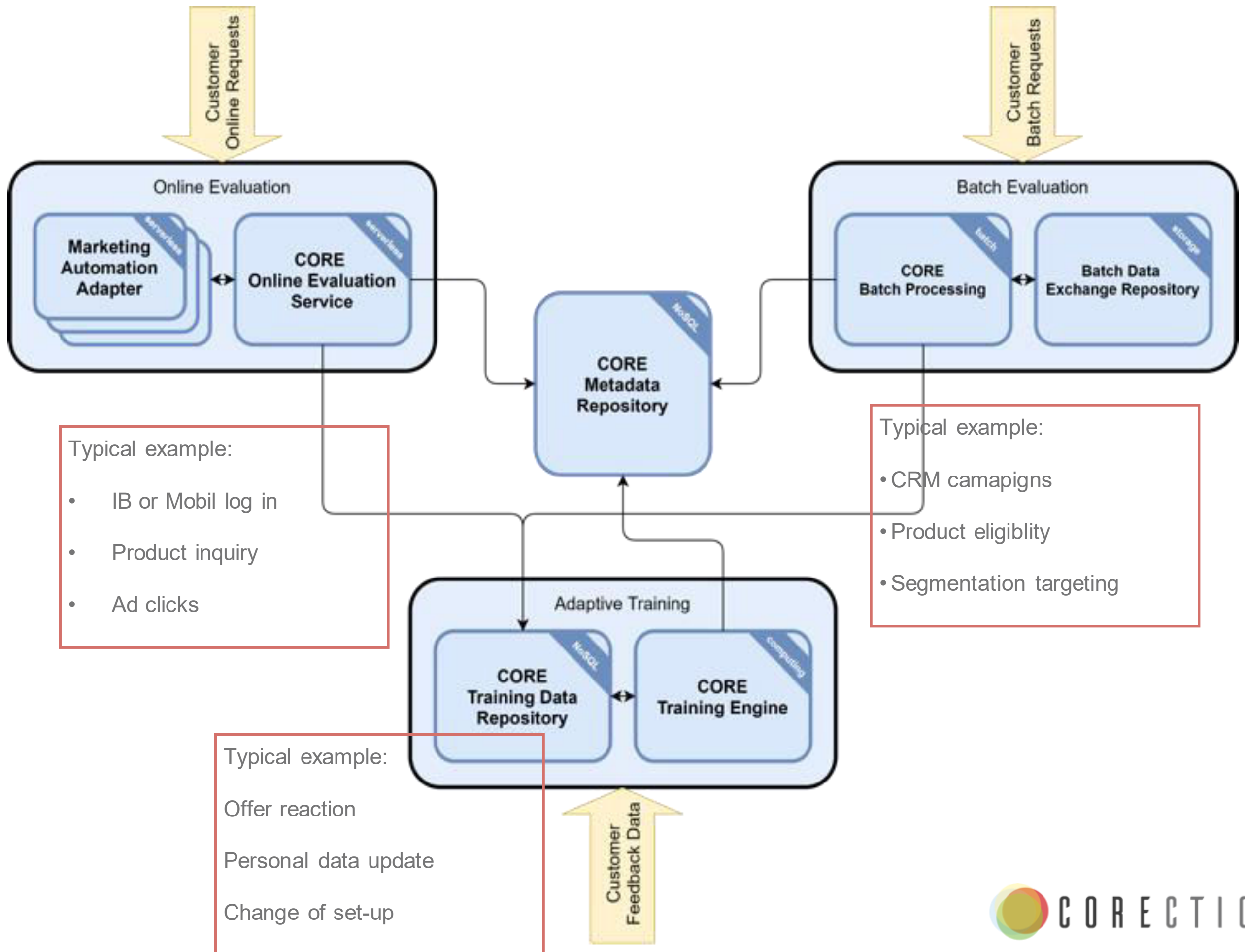
Repayment term between 6 and 96 months – choose quick repayment or low installments

Optional insurance against the risk of incapacity to work or the risk of losing your job

Do you have multiple loans and start losing track of them? Transfer your loans to us. Big Bank offers you Consolidation and Refinancing, which will get you a lower instalment amount and a better view of your finance, now also with a bonus interest rate for proper repayment.

BIG Bank

Landing page





We will deliver same or better results
compared to the combination DMP and
MVT Platforms.

Faster!

With higher probability to win.

With less costs and internal resources.

We can get you new customers!

How do we compare to others?

Offering	CORECTIC	Optimizely	Cambridge Analytica	Oracle DMP + Maxymiser or Salesforce Krux
Channel preference and content personalization				
Channel agonstic				
Personalisation methodology				
Personalisation technology				
2nd and 3rd party data				
Works with annonymous visitors				
Works for B2B				
Works for Human to Human				
Language/market agnostic				
Ethical				

Our partners:



ORACLE®

SUCCESS!

throughout all steps

OPEN RATE INCREASE
BY **63%**

CLICK-THROUGH
RATE INCREASE
BY **107%**

CONVERSION ON CLICKS INCREASE BY
367%

UNSUBSCRIBE RATE LOWER BY
58%

SALES INCREASE by
129%

www.CORECTIC.com

Our customers:

BUSHMAN®

 UniCredit Bank



CEZ GROUP



www.CORECTIC.com

Experience CORE for yourself

TRY OUR consumer loan
DEMO for free NOW

<http://insights.brighten.digital/core-demo-consumer-loan>



WHO LEADS CORECTIC?



JOEL H. COOPER PARTNER RESEARCH

Joel is Behavioral Communication Specialist with 30 years of global experience using proven tools to bring change and value in organizations. Expert with demonstrated success in behavioral sciences, persuasion in media, sales, change and project management.



MIROSLAV MATYAS PARTNER STRATEGY

Mirek is experienced retail sales and business development director with 20 years of experience. Successfully built, transformed and managed sales networks, operations and projects throughout major market segments.



ONDREJ SKREHOTA PARTNER STRATEGY

Ondra brought many solutions to the market - he's particularly proud of a global rollout of Marketing Automation for a company in top one hundred Fortune 500 or a cloud based solution using prescriptive analytics for AdWords optimisation (this tool won Drum Award in UK for the best use of data).



PAVEL SUTA PARTNER DELIVERY

Pavel started his amazing career already in the times of green screen applications and gone through project delivery in key industries. The scale of projects grew over time - from one-man show to large international projects with more than 100 people involved and more than \$6M yearly budget. Over last three years Pavel became passionate of cloud based solutions in Customer Experience area.



C



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www.corectic.com

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