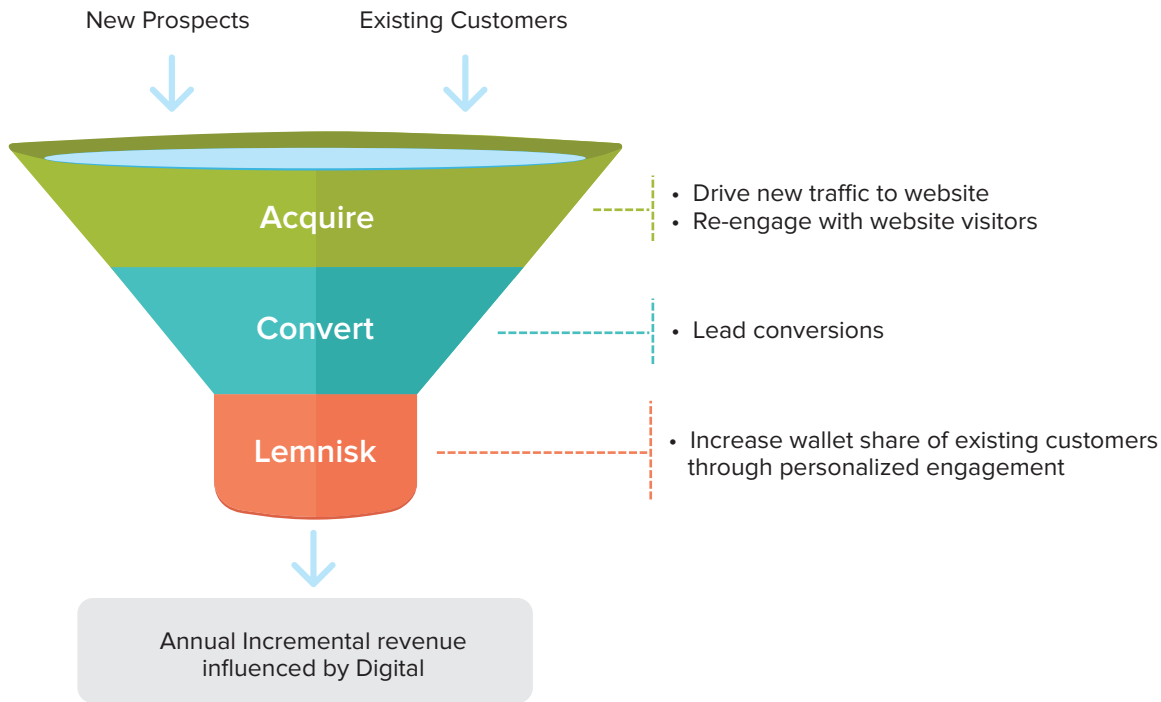# lemnisk ™

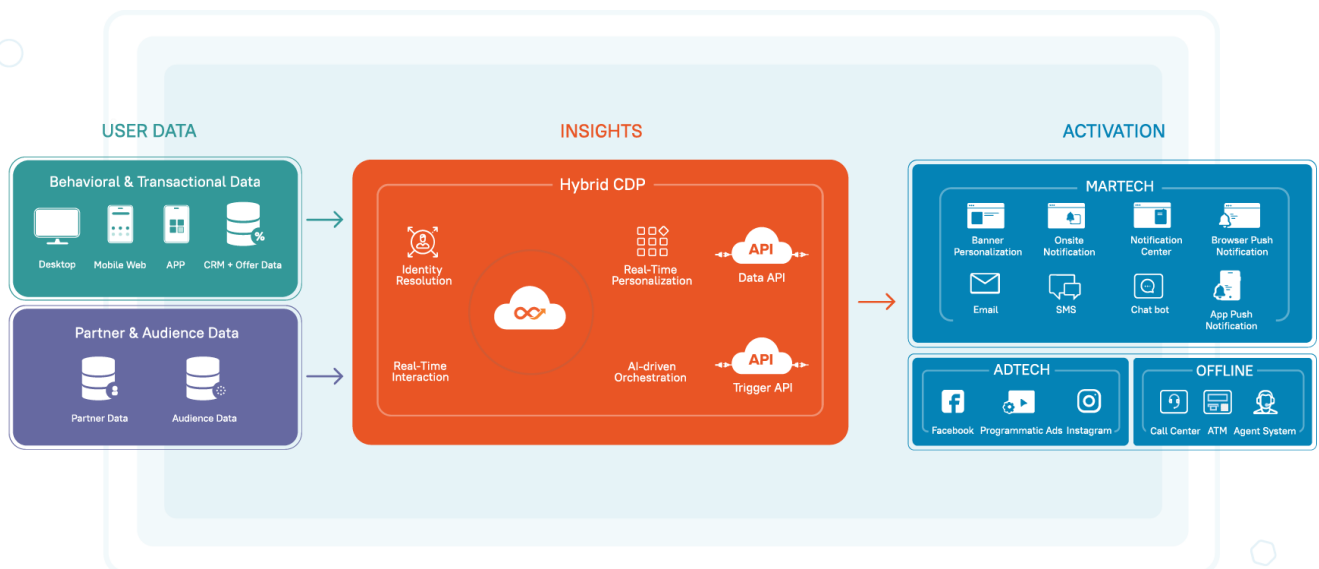# We help you maximize your share of digital business.

Lemnisk is a Data and Marketing Platform which powers you to personalize marketing across channels. Gather data from online and offline sources onto a single platform to obtain a unified view of your user, segment these users with the help of Big data analytics and reach them with personalized messaging across channels and devices.

New Prospects   Existing Customers

Acquire
- Drive new traffic to website
- Re-engage with website visitors

Convert
- Lead conversions

Lemnisk
- Increase wallet share of existing customers through personalized engagement

Annual Incremental revenue influenced by Digital

Lemnisk: Customer Data Platform & Real-Time Marketing Automation

Lemnisk is the world's first real-time marketing automation built on an intelligent & secure Customer Data Platform orchestrating 1-to-1 personalization and cross-channel customer journeys at scale that increases conversion, retention & growth for enterprises.

USER DATA

Behavioral & Transactional Data
Desktop   Mobile Web   APP   CRM + Offer Data

Partner & Audience Data
Partner Data   Audience Data

INSIGHTS

Hybrid CDP
Identity Resolution
Real-Time Personalization
Data API
Real-Time Interaction
AI-driven Orchestration
Trigger API

ACTIVATION

MARTECH
Banner Personalization   Onsite Notification   Notification Center   Browser Push Notification
Email   SMS   Chat bot   App Push Notification

ADTECH
Facebook   Programmatic Ads   Instagram

OFFLINE
Call Center   ATM   Agent System

Here are 4 path breaking use cases that will help you maximize your digital revenue.

1. Website personalization

Discover existing users among the pool of website visitors. Recommend 'Next Best Action' based on offline CRM data. Upsell/Cross-sell pertinent products and services. Personalize Home page to boost engagement by 3X.

2. Digital propensity scoring

Optimize your call center efficiency by prioritizing your lead pipeline. Assign 'digital propensity score' to prospects based on recency and frequency of website visits, intent and interest shown and several other parameters. Classify your leads into Hot/Warm/Cold buckets and enhance Call center efficiency by upto 30%.

3. Programmatic buying

Create an online customer one-view with user data from disparate online and offline sources. Segment users into 'New user', 'Hot prospect' and several other segments depending on your objectives. Identify unique workflows lead droppers might take and serve dynamic personalized ads on display to bring down CPA by upto 50%.

4. Channel synchronization

Make the most of your owned channels such as Email, SMS, Push, Call center and Website before you venture into paid media. Factor in the performance of each channel into your media plan and focus on the best performing channels to optimize media spends.

Global Offices

○ Headquartered in Bangalore   ○ Other Locations

lemnisk

Lemnisk is the world's first real-time cross-channel marketing automation built on an intelligent and secure Customer Data Platform for Enterprises. The key capabilities include:

- Uniquely resolve a user in real-time across different data sources and channels
- Create 1-to-1 personalized experiences for each user across multiple marketing channels
- AI-engine that orchestrates individual customer journeys on the right channels at the right time

Lemnisk delivers superior customer experiences that result in increased conversion, retention and growth for enterprises. Founded in 2008, Lemnisk has offices in Boston, Bangalore, Dubai, and Singapore. The company is ISO 27001 certified and ISO 27018 compliance certified, accredited by BSI.

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