



# Introducing SkyPoint Predict

*AI-powered customer insights for e-commerce and retail*

The e-commerce and retail landscape is changing faster than ever. Brands need the tools to understand and anticipate customer behavior – so that they can deliver the personalized experiences that customers expect.

**80%**

Percent of consumers more likely to buy from a brand that personalizes the experience

**63%**

Percent of consumers who will stop buying from a brand with poor personalization tactics

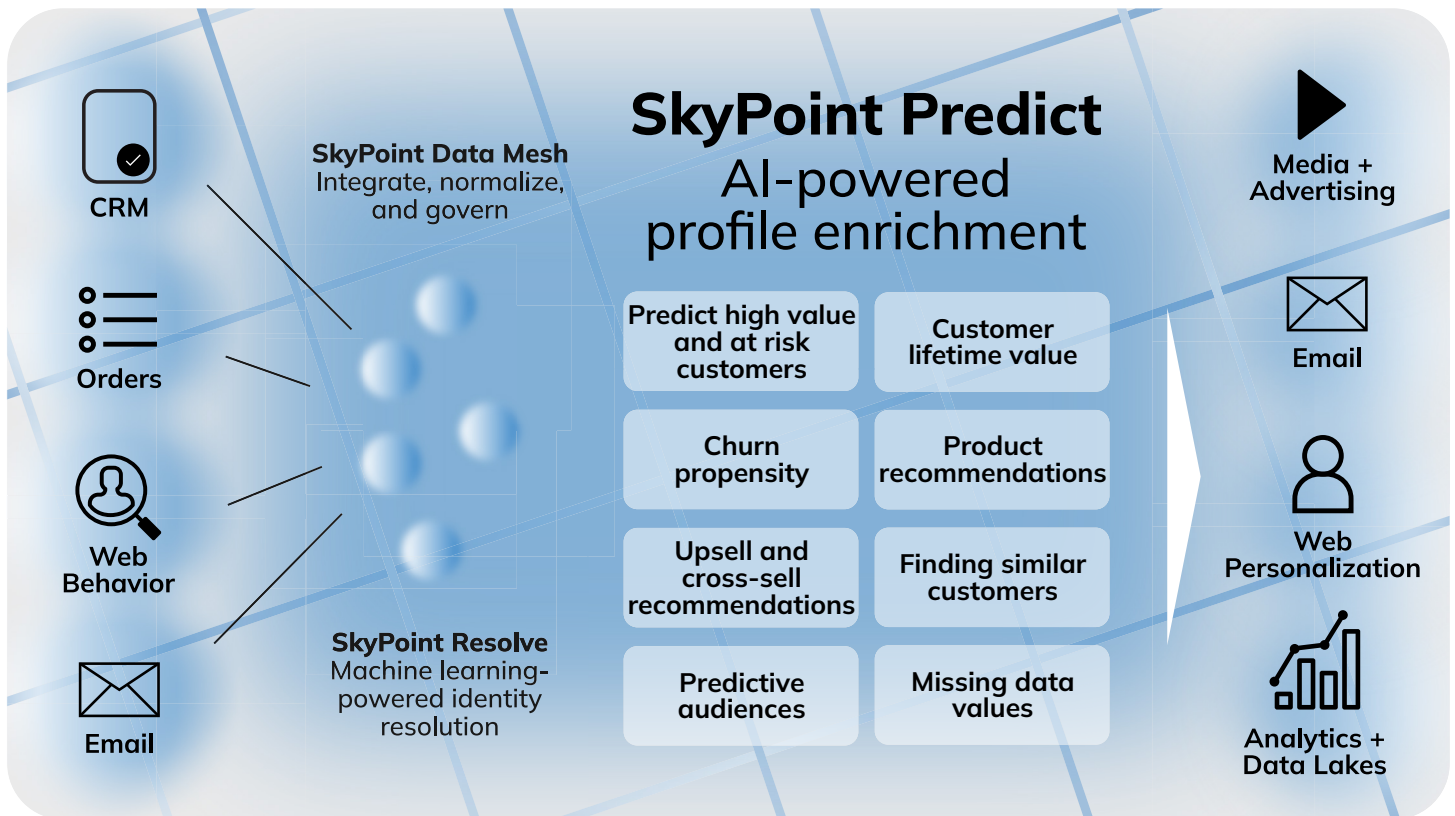
Source: Yieldify

## SkyPoint Predict

With SkyPoint Cloud, e-commerce and retail brands can finally see the customers in their data. The platform unifies fragmented customer data from across systems, leverages machine learning-based identity resolution for clean and accurate customer profiles, and enables brands to build and govern a fully scalable customer 360.

SkyPoint Predict harnesses the power of artificial intelligence (AI) to parse hundreds of signals and dynamically predict each customer's behavior. Users can leverage SkyPoint Predict out of the box – no modeling or tuning required – or can build their own models in Microsoft Azure Machine Learning for “plug and play” deployment in SkyPoint.

Stream predictive insights to downstream systems using 200+ connectors to power the perfectly tailored experience for each customer.



## The competitive edge for e-commerce and retail brands

E-commerce and retail brands use SkyPoint Predict to improve loyalty and customer lifetime value by personalizing across the customer lifecycle.

Drive repeat purchases	Increase basket size	Win back churning customers
Identify signals of repeat purchase intent and cultivate high-potential customers early in their lifecycle	Deliver personalized product recommendations to improve cross-sell and promote product discovery	Launch perfectly-timed winback campaigns to prevent customers from churning

### Get started today

Visit <https://skypointcloud.com/>

or contact [sales@skypointcloud.com](mailto:sales@skypointcloud.com) to learn more.

**SkyPoint Cloud** (<https://skypointcloud.com/>) is the privacy-first customer data platform that enables consumer and healthcare brands to unlock deeper, more meaningful relationships with their customers. SkyPoint unifies customer data from across disparate data sources to deliver rich, comprehensive customer profiles – enabling businesses to understand their customers while safeguarding their customers' data.