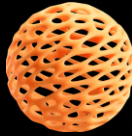


preezie & Dotdigital one-click integration

About preezie

preezie empowers retailers to elevate and personalise the shopping experience, cultivating lasting relationships with their customers. At the heart of our platform are 'journeys,' interactive quizzes designed to engage shoppers and provide personalised product recommendations tailored to their unique interests and needs.



How the integration works

Our integration with Dotdigital is a one-click process activated through the preezie CMS. It utilises Dotdigital's public API to seamlessly transmit preezie data directly into Dotdigital in real-time.



Once activated, every user who completes a lead form at the end of a preezie journey will have their quiz data accessible in Dotdigital. This lead form data usually includes contact details like:

- ✓ First and last name
- ✓ Email address
- ✓ Mobile number
- ✓ Custom fields such as 'Date of Birth'
- ✓ Opt-in consent

Lead information:

Name	Carla Jane
Email	carlajane@email.com
DOB	12 Dec 2001

Results:

1 Result	SKU123 - Pastel Eye Shadow Palette, \$49.95
2 Result	SKU234 - Cream Eye Shadow Face Stick, \$27.00

Questions:

1 Result	Are you looking for Makeup, Skincare or Beauty Tools?
1 Answer	Make up
2 Result	What makeup can we help you find?
2 Answer	Eyes
3 Result	Are you interested in low or allergen-free products?
3 Answer	Allergen-free
4 Result	What is your budget?
4 Answer	Nothing over \$50

The integration attaches all user-provided answers and preference data collected during the quiz journey, along with the product recommendations they received, to the respective Contact record in Dotdigital.

These custom details are transmitted in a structured format as Insight data, directly linked to the Contact record, making them readily available for various applications.

Record

questions	
questions 1	
page	1
question	Are you looking for Makeup, Skincare or Beauty Tools?
answers	Makeup
category	Beauty Finder
submittime	2023-08-08T01:40:33.5948263Z
questions 2	
page	2
question	What makeup can we help you find?
answers	Eyes
category	Beauty Finder
submittime	2023-08-08T01:40:33.5948263Z
questions 3	
page	3
question	Are you interested in long-lasting or allergen-free products?
answers	Allergen-free
category	Beauty Finder

Leverage the collected data to engage users with personalised content & offers

Here are some potential scenarios based on the example data:

1 Automatically email users their product recommendations upon completing the journey.

For example, "Here are your top product recommendations: 1) Pastel Eye Shadow Palette, 2) Cream Eye Shadow Face Stick."

2 Run retargeting email campaigns directly related to users' answers and product recommendations.

For instance, target all users with a budget less than \$50 and who are looking for allergen-free, eye makeup products.

3 Further segment these users into different flows based on their quiz answers.

For instance, create a segment of users who have answered, "I'm a makeup beginner," and send them a sequence of makeup tutorial content on how to apply eyeshadow.

