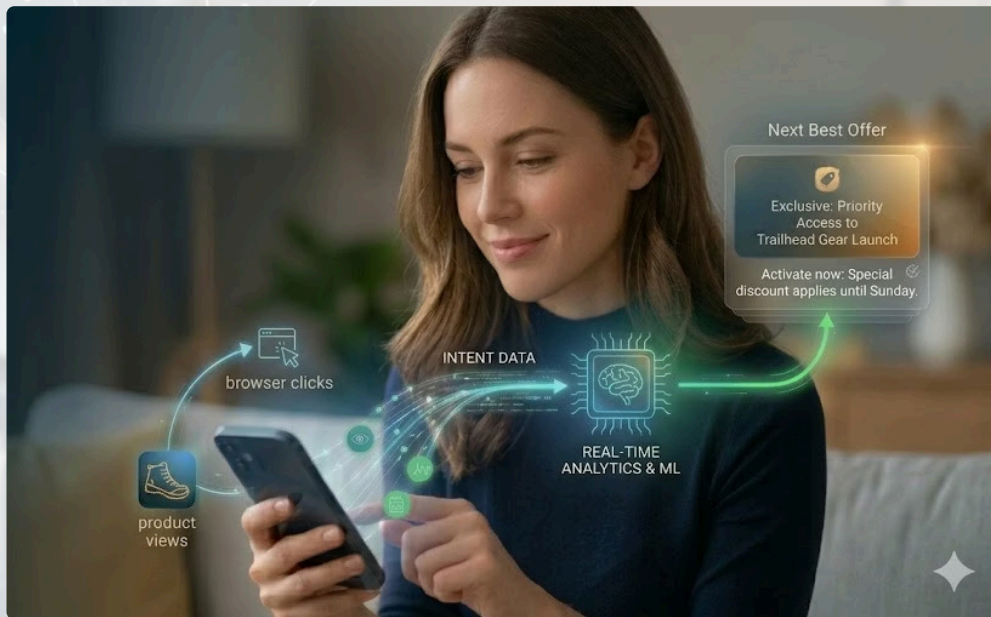


Beyond the Click – Real-Time NBO in the Age of Intent

In recent times, the "Next Best Offer" (NBO) is no longer a static suggestion based on last month's purchase. It is a live, AI-driven intervention that occurs in the milliseconds between a customer's click and their next decision. To win, retailers must move from reactive marketing to predictive orchestration.



The Relevance Gap

Legacy recommendation engines rely on batch-processed data, leading to "stale" offers—like suggesting a product a customer just bought. This disconnect erodes revenue and trust.

High Cart Abandonment

Offers that don't align with current intent drive customers away at the final step and drive instant shopper churn.

Wasted Ad Spend

Remarketing to customers who have already converted burns budget with zero return.

Brand Fatigue

Irrelevant notifications lead to app uninstalls and long-term disengagement. Irrelevant alerts exhaust customer attention and trigger permanent app uninstalls.

The Solution: CDP as the Central Nervous System

A Customer Data Platform (CDP) bridges the gap by creating a **Unified Customer 360 in real-time**. It doesn't just store data — it activates it.

Identity Resolution

Merging fragmented data from web, mobile, POS, and loyalty programs into a single persistent ID.

Edge Segmentation

Calculating a customer's "propensity to buy" instantly at the edge, rather than waiting for overnight processing.

Next Best Offer Logic

Evaluating the intersection of customer preference, current inventory, and margin to deliver the most valuable offer.

*"The Next Best Offer is no longer about the product the retailer wants to push; it is about the **value the customer is ready to receive.**"*

From Theory to Activation: Delivering the Moment

To move from a unified profile to a converted sale, retailers require an orchestration layer that can handle the scale of millions of concurrent journeys. Lemnisk's AI-powered CDP is specifically engineered for high-velocity retail environments where the "Right Moment" expires in seconds.

LEMNISK's NBO CAPABILITIES



Ramanujan AI Engine

Goes beyond the "what" and determines the **Next Best Channel**. If a customer is likely to convert via Push Notification but ignores Email, the system automatically reshapes the journey to favor the high-intent channel.



Real-Time Journey Orchestration

Unlike rigid workflows, Lemnisk's real-time journey orchestration pivots based on live behavior — instantly switching from a discount offer to a "Social Proof" message to trigger a different psychological lever.



Online-to-Offline Continuity

Bridges the physical/digital divide by triggering an NBO to a store associate's mobile device the moment a high-value online browser enters a physical branch — enabling personalized Clienteling at scale.

The Impact: Key Performance Indicators



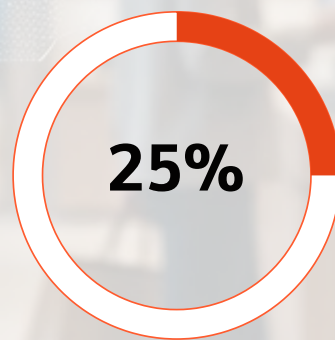
AOV Uplift

Via contextual upsell at the right moment



Peak Conversion

Up from 2.5% industry baseline



CAC Reduction

Lower customer acquisition costs



Churn Improvement

Better retention through personalization

Drive real-time retail growth with Lemnisk's AI-powered activation.

[Request a Demo](#)

