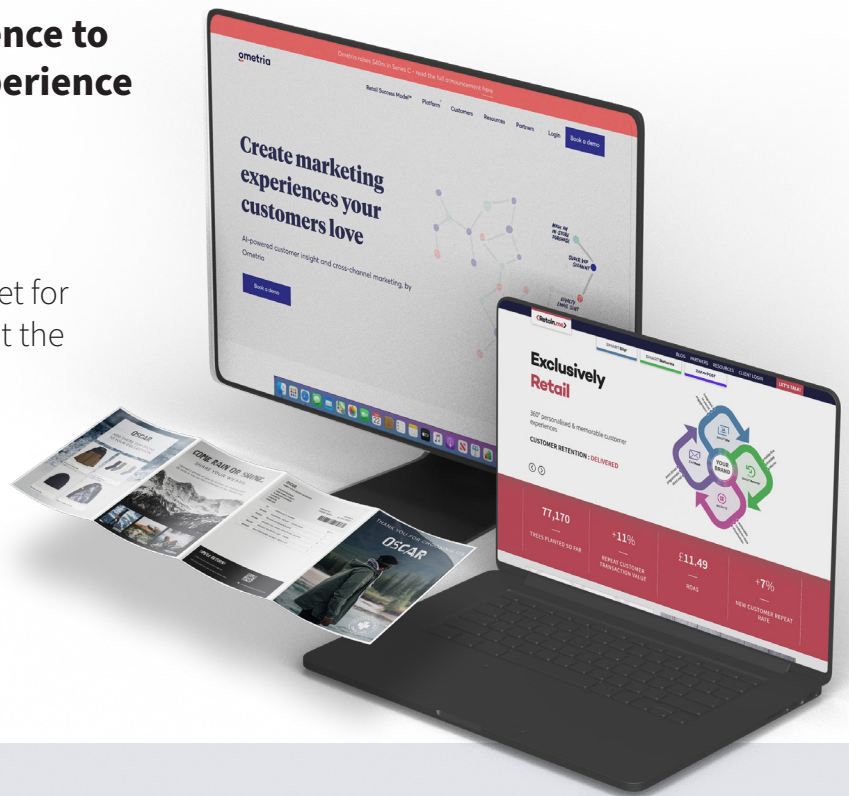## Extend Ometria Customer Intelligence to deliver an incredible unboxing experience with SMART**Slip®.**

Powerful alone. Better Together.

SMART**Slip®** is a personalised printed booklet for every single customer - presented to them at the unboxing moment. Extend the customer journey into the parcel and create unforgettable experiences which reward and engage. SMART**Slip®** can even be used to replace gift notes, carrier labels, return labels and much more.

The Tech Info

The Retain.me x Ometria integration allows Retain.me to pull 1:1 product recommendations seamlessly from Ometria. All that's needed from you is a set of API Keys - there's no development work required.

When activated, every order received will generate a query to the Ometria Product Recommendation endpoint which will then return a list of recommended products for the customer who placed the order.

This personalised list of recommended products is then displayed on the customer's SMART**Slip®**.

SMART**Slip®** is guaranteed to be seen by each and every customer, giving them a tailored cross-channel experience.

Add further functionality and personalisation options for SMART**Slip®** with Ometria data points, including:

- ❯ Customer Opt in status
- ❯ Last order date
- ❯ LifeTimeValue figures
- ❯ 'Lists' a customer is a member of e.g VIP
- ❯ Customer Activity

The Benefits

Ometria product recommendations in your SMART**Slip**®

Using Ometria's powerful AI recommendations, different products can appear on the SMART**Slip**® based on your customers' purchase history and frequency of purchase. Recommendations can be shown in a number of formats with images and text in various layouts - a straight out-of-the-box integration.

Use the Segments you have set up in Ometria to flow through to your Content for SMART**Slip**®

Drive personalisation, customisation and relevance and talk to each customer as an individual, aligning your printed communications with your digital channels.

Current Ometria clients using SMART**Slip**®

A M A R A — **Home & Fashion**	**piglet** *in bed* — **Bed Linen**
CAFEPOD - CRAFT COFFEE - EST. LONDON 2011 — **Craft Coffee**	*Oliver Sweeney* — **Men's Shoes**
Annoushka — **Jewellery**	S U N S P E L — **Men's Fashion**