



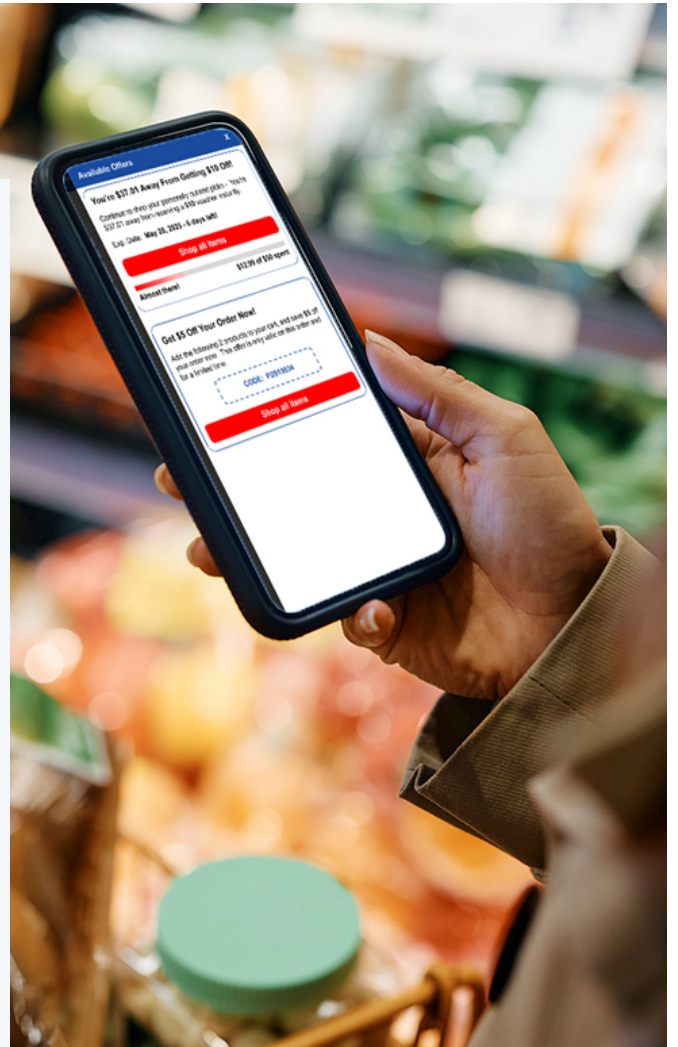
POLYMATIKS™

Real-Time Value + Intent Personalization for a Top 10 Grocery Retailer in North America

Overview

One of North America's top grocery retailers—with a significant digital footprint—is redefining how personalized experiences are delivered across its online and mobile channels.

With over 60% of grocery purchases now digitally influenced — customers use the website or app to plan shopping, load offers, check prices, or build lists, even if they complete the purchase in-store — the retailer recognized the need to make these digital interactions more responsive, relevant, and individualized in real-time to influence decisions, increase conversions, drive meaningful engagement, and ultimately boost gross profits.



Challenges

The retailer offers a broad spectrum of promotions, including flyer deals, multi-buys, bundle discounts, targeted loyalty offers, and online-exclusive vouchers. At any given moment, a customer may be presented with thousands of promoted products. But volume doesn't equal relevance — and it certainly doesn't guarantee conversion. The retailer set out to solve three core challenges:

1. Act on real-time, in-session intent signals to make the digital shopping experience more relevant as it unfolds.
2. Understand each shopper's preferences, as well as their product-level willingness to pay and likelihood to purchase at different price points.
3. Continuously personalize and optimize the experience using both real-time intent signals and historical behavioral patterns — across every session, every touchpoint, and every interaction.

The Objectives

The retailer entered into an agreement with Polymatiks to demonstrate how real-time, 1:1 personalization — powered by **Value + Intent** — could drive measurable outcomes by closing the gap between shopping plan and purchase decision.

In particular, the retailer aimed to:

- Personalize and optimize promotion activation at key points in the customer journey by dynamically surfacing the most relevant offers, based not only on each customer's preferences, but also on their individual perceived value of a product at different price points.
- Replace static, rules-based vouchers—which always trigger when criteria are met—with intelligent, real-time decisioning that dynamically personalizes what voucher to offer, when to offer it, and even whether to offer it at all—based on the customer's live behavior and intent, historical purchasing behaviors, cart composition, and the expected incremental value.
- Introduce a gamified voucher mechanic that would unlock a reward only when the customer adds the recommended products—making offers more engaging and action-driven.

The Solution: BeansOS™

BeansOS™, a Value-Intent Personalization Platform™, leverages AI and ML models to analyze each customer's live intent signals, preferences and product affinities, product-level willingness to pay, likelihood to purchase a product at varying discount levels, and the predicted impact of cannibalization and halo effects.

To deliver on the objectives of the retailer, Polymatiks enabled the following 4 strategies within BeansOS™

- **Real-Time Personalized Offer Activation – Cart.** Personalize and optimize which complementary product offers to serve on the cart page based on each customer's current basket to drive incremental value and conversion.
- **Real-Time Personalized Offer Activation – PDP.** Personalize and optimize which offers to serve directly on product pages to influence consideration and stretch each customer's purchases.
- **Real-Time Personalized Offer Activation – Add to Cart.** Introduce personalized and optimized product pairing bundles post add-to-cart to increase average order value without disrupting the flow of the journey.
- **Real-Time Personalized Unlock Vouchers.** Drive incremental purchases by motivating customers to expand their basket in-session to unlock exclusive and personalized rewards.

Why It Matters

Traditional promotions cast too wide a net—flooding customers with offers that may be irrelevant or poorly timed. By using BeansOS™ to power real-time, 1:1 personalization across key digital touchpoints, the retailer redefined how promotions are delivered — not just more personalized, but smarter. Every offer became a strategic decision: when to offer, what to offer, and whether to offer at all.

The result? Higher conversion, bigger baskets, and more profitable growth.

