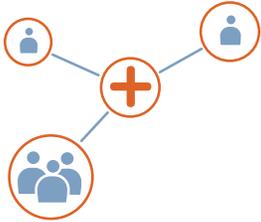




## PURCHASE POINT OPTIMIZATION

Convert shoppers to buyers

Through seamless integration and real-time analytics, we deliver a targeted persona based offer at the point of purchase. We give you the power to sell more, more frequently.

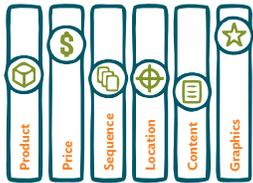


## Get Up-Close and Personal.

**Fusion Purchase Point Optimization** gets up-close and personal with your customers and your data, and our focus is on increasing profit at the point of purchase. We know what's selling - where, how, and to which customer segments. Equally important, we know what isn't selling and we know when there's an opportunity to sell more. When we change the offers, we change the game. And we always strive to keep the odds in your favor. Every time. Every customer. Every experience. You know when you make relevant offers to your customers, you sell more. More sales mean more profitability. Isn't that your goal? Our model has fueled billions of offers, and millions of sales. It's proven. It's profitable.

## Be Precise.

At Fusion, we're all about getting it right. The right offer, to the right customer, at the right time. With **Fusion Purchase Point Optimization**, we give you the opportunity to improve how you sell, what you sell, how much you sell, and when you're selling it - all by examining and understanding the data behind who you're selling to. And by doing so, we're able to increase each and every transaction value to help take your sales to a whole new level. Whether your focus is on ancillary sales, or boosting your core product portfolio, we eliminate the guesswork and target specific segments with customized offers designed to succeed. Add-on. Upsell. Cross-sell. We do it all. And, we're the only provider that goes beyond the presentation layer to all aspects of the checkout process, including price and product.



## Be Relevant.

Just as every customer is an opportunity to sell, every customer is also an opportunity to learn. At Fusion, we're constantly collecting insights on buying behavior to advance and evolve our understanding of your shoppers. Insights that drive our planning, testing and the delivery of tailored product offers, at the point of checkout. And we react fast. In less than a third of a second, **Fusion Purchase Point Optimization** matches a customer persona with statistically-backed merchandising that is projected to be the most successful offer at that moment. And that's not all. We sharpen our focus to help you identify gaps, like under served customers. Gaps that, when closed, increase revenue and propel your business.

**1/3**  
of a second

**\$150 million+**  
incremental revenue.



*Make the most of the moment.*