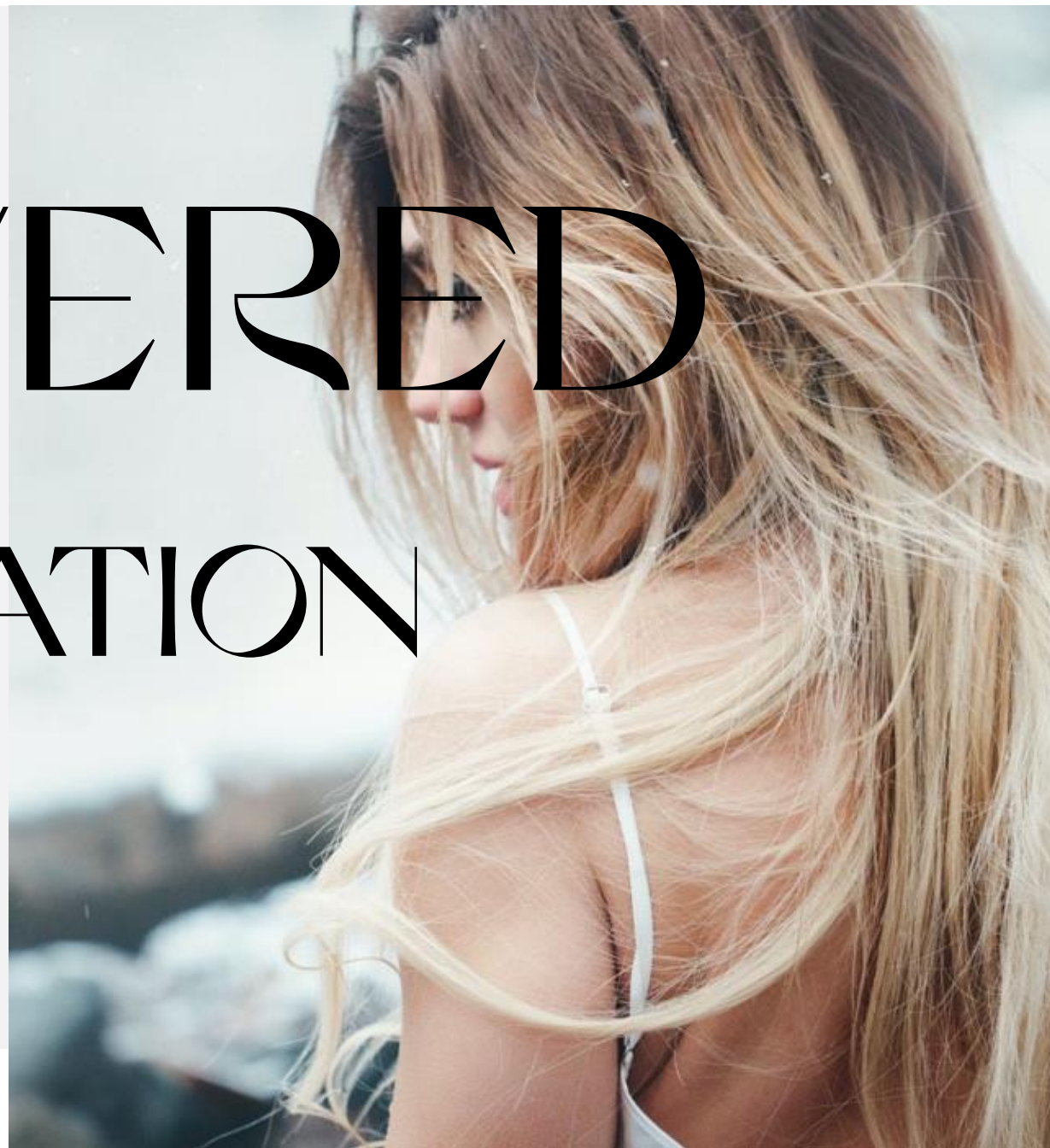


A.I. POWERED PERSONALIZATION

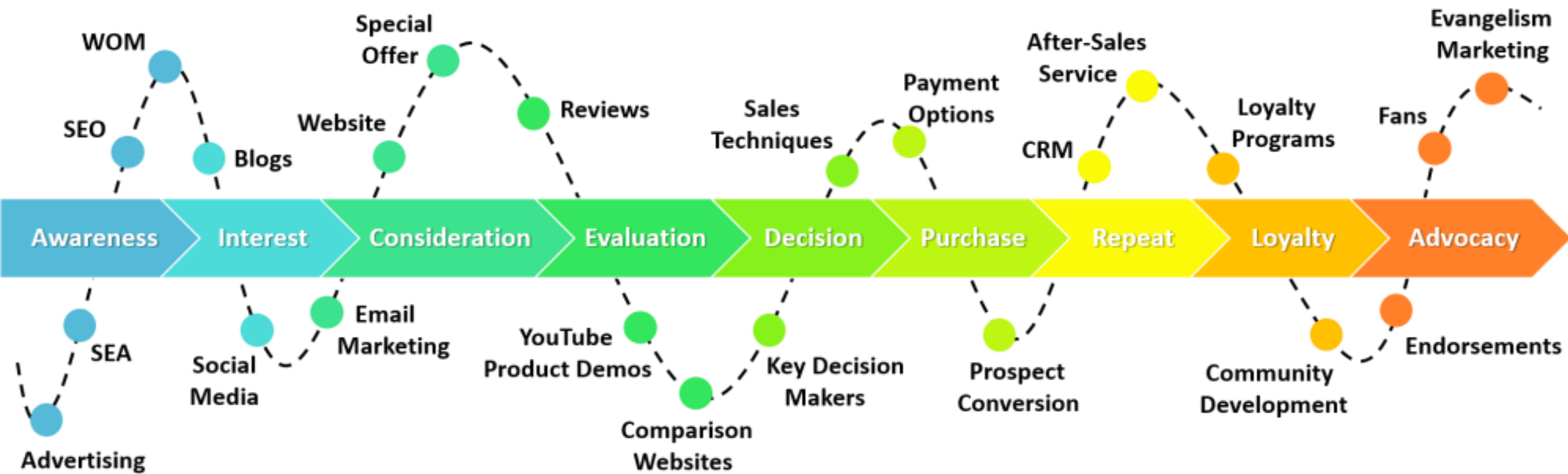
ELEVATING CONSUMER ENGAGEMENT FOR
INDIVIDUALIZED EXPERIENCES DRIVING
INCREMENTAL PROFITABILITY

Triumph



Triumph

CONSUMER ENGAGEMENT JOURNEY



WOMENS PHYSICAL LIFECYCLE

Teenagers



FIRST BRA

- the first traditional signifier of becoming a young woman. Breast start developing and the bra should facilitate this important time.

Young Woman



PERIODS

- the second traditional landmark of becoming a woman. Increasingly now a more talked about part of women's lives generally.

Childbearing



PREGNANCY AND NURSING

- Women's breast size and sensitivity can change dramatically as their body prepares itself to nurse a child.

Middle Age



BREAST DISEASE

- Breast cancer is the second most common cancer in women (and men) worldwide. It can result in surgery to the breasts which facilitates the need for a suitable bra to support the mental and physical healing process.

Senior



MENOPAUSE

- A major change in Women's hormones in middle age of their lives can cause hot flushes and breast tenderness.

WOMENS PSYCHOLOGICAL LIFECYCLE



Teenagers

- Most girls suffer with Body Confidence at this stage of their bodies development as they come to terms with physical and mental hormonal (mood swings) changes of becoming a woman. Generally women can be quite shy about their bodies at this stage and look to cover up or hide their development. Teenagers also grow at different rates so there can be peer pressure.



Young Woman

- This is the time when young women start to feel 'grown up' and there is a lot of experimentation by women about what it means to dress as a woman. Most young women don't appreciate how great their bodies and skin are at this stage of life.



Childbearing

- After childbirth women can be dissatisfied with their bodies whether because of excess weight, stretch marks, incontinence etc and they have less time to focus on looking after themselves as they are still generally the main children's care giver.



Middle Age

- At this point in time women become aware that they are ageing. As you body prepares for the onset of the Menopause your body fat and skin becomes slightly softer and breasts can feel heavier and sensitive , your waist thickens and you can feel extremely hot at times.



Senior

- Women's bodies and skin become generally very soft and bra and brief comfort is important. Bra support is also very important at this life stage to retain your shape.

A.I. POWERED PERSONALIZATION

P.AI is powering personalization across Triumph to make sure that our interventions feel individual to customers and in-turn fuel incremental profitability



Customer Shortlisting
(Micro Segmentation, churn prediction)



Personalized Product Recommendations
(Size, Series and Colours)



Offer Personalization



Channel Propensity

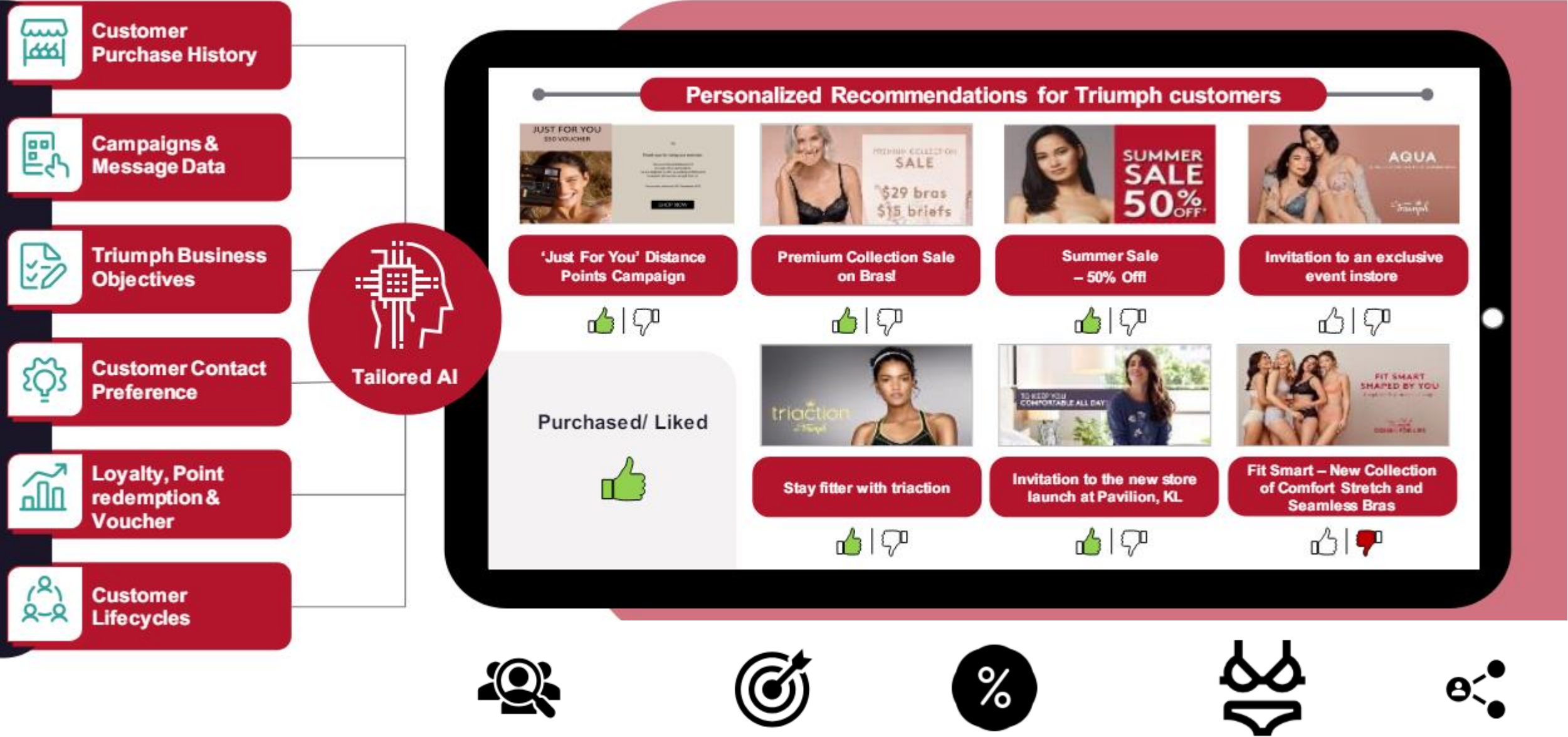


Look-alike Social Media targeting
(PoC)



Generative AI based Content Generation
(PoC- Website Blog, Email Subject Line)

HOW DOES IT WORK?



A GLIMPSE INTO A.I. DRIVEN PERSONALIZED CNY CAMPAIGNS

【換新衣，迎新歲】

Hello

為自己添置新內衣迎接新的一年，由外到內送舊迎新。
Triumph新年內衣款式舒適之餘，更為您即時修飾身形，
塑造理想身形迎接新的一年。

感謝您喜歡我們的Premium系列及一直以来的支持！
特別為您送上新年會員限定禮遇，於新的一年綻放自信光芒。

Triumph 門店限定

HK\$150折扣

購買產品淨價滿HK\$880即可使用

Triumph 官網限定

購買正價產品

2件9折
5件85折

Artisan Lace 系列
有鋼圈透氣提升胸圍
HK\$750

Invisible Inside-Out 系列
無鋼圈深 V 提升胸圍
HK\$450

Joggy Everyday 系列
平腳平口內褲 (有條裝)
HK\$118

Jaenine Local 系列
平腳內褲
HK\$248

Personalized Offers

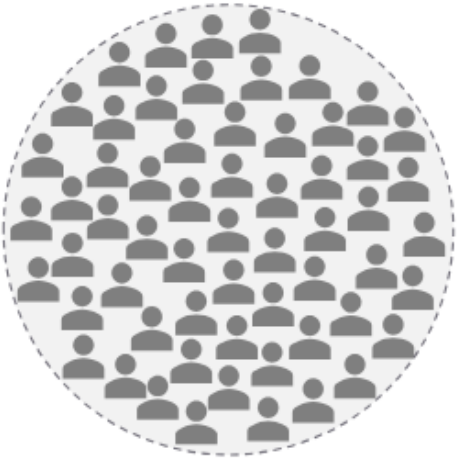
1:1 Size personalized
Key Visual

Personalized Message

1:1 personalized product
recommendations
(Colour + Series)

PERSONALIZED MEDIA TARGETING

Entire CRM List used to target Social Media



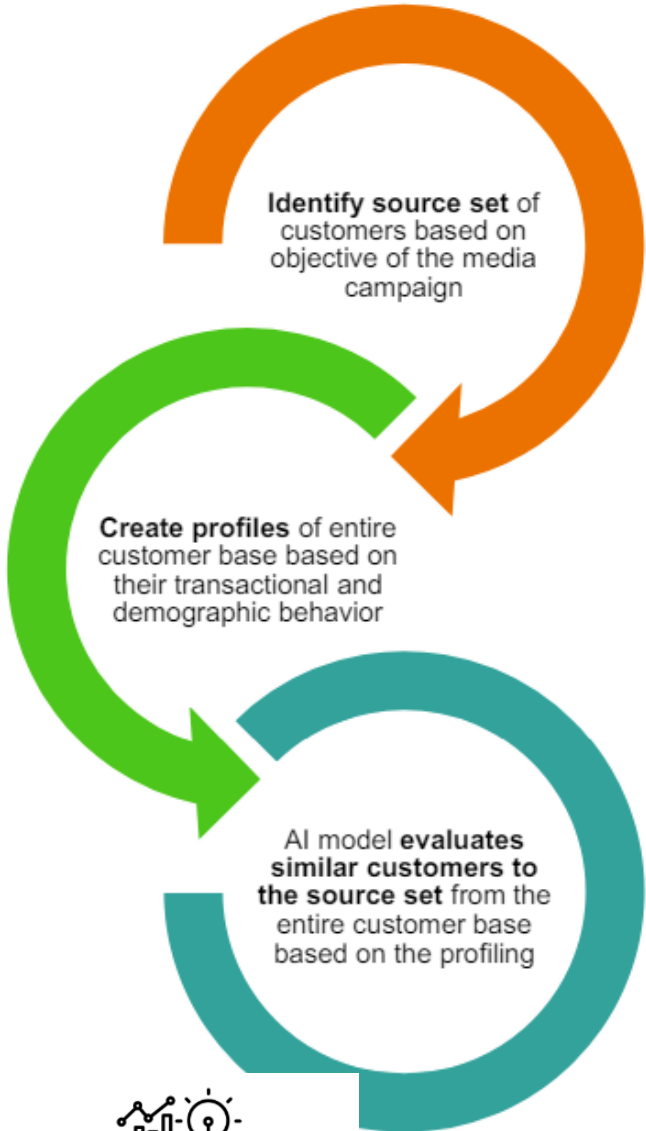
P.AI powered Look-Alike customers used to target Social Media




Increase in Click Through Rate


Reduction in Cost Per Click


How P.AI Look-Alike Works?



SOURCE

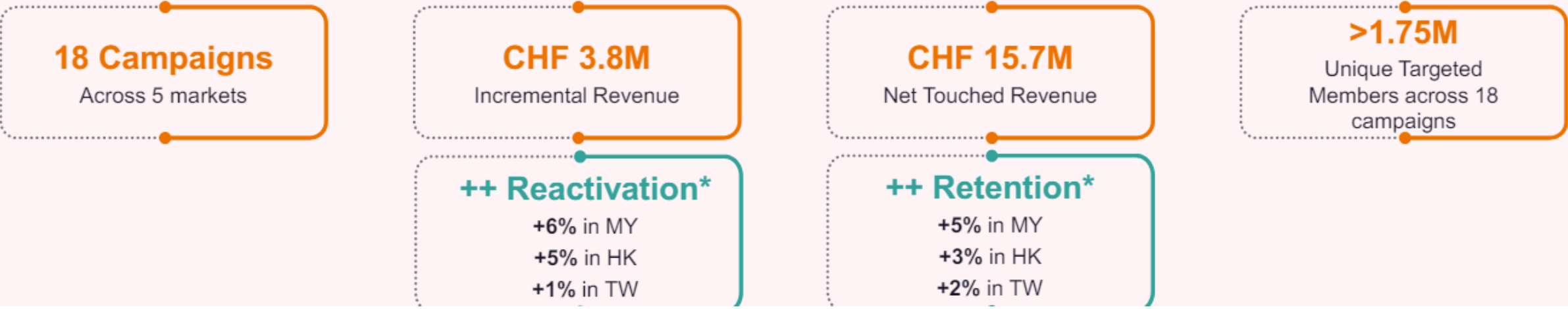
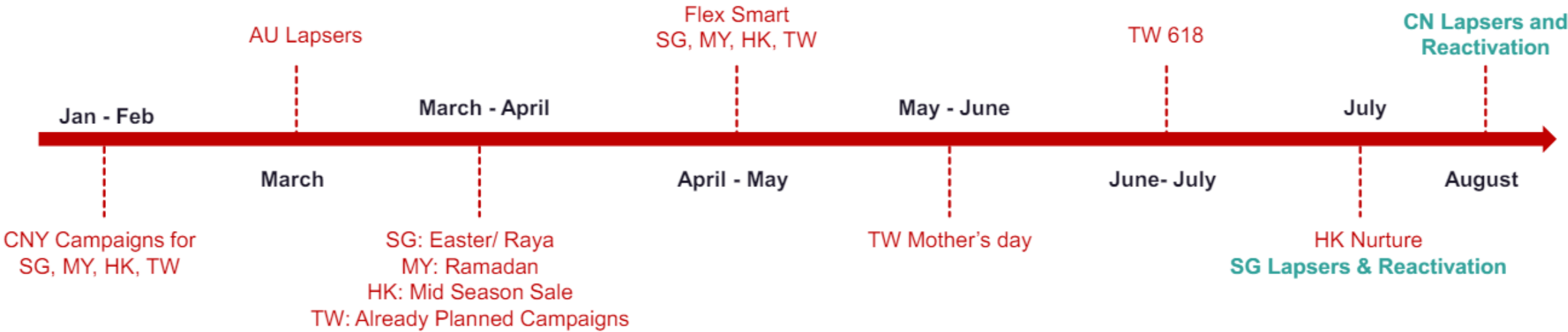
PROFILES

LOOKALIKES


Learning for Future
Can further increase effectiveness by combining CRM look-alike with other interest related factors (e.g. activity on FB, shopping interest etc.)

Triumph

SOME RESULTS



THANK



YOU

Triumph