

WHAT IF COMMERCE COULD THINK, FEEL & ADAPT?

**MASTER OF
THE FUNNEL.**

PROCESSOR

**WE PROCESS
DATA**

**WE "PROCESS"
A CUSTOMER**

**WE PROCESS
A TRANSACTION**



The modern Chaplin

ATCOM

THE NEW BATTLEGROUND:

EMOTION.

It's won by feeling.

The anatomy of cognitive commerce



What if each capability could result to a positive feeling?

Consumers don't just notice 'stitched' brands
—they feel the friction.
And today, friction is a failure of **EMOTION**

01

UNIFIED COMMERCE

≠ FRANKENSTEIN
ARCHITECTURE

One system handles **CDP**, another the **Loyalty**, another the **POS**, and another the **Marketing Campaigns**:

- 80% of time is spent trying to get these systems to 'shake hands'. **Data amnesia** occurs.
- The 360° customer view is not shared to all systems, just fragments of it. **Insights are lost – context is leaked**.
- TCO skyrockets**. Budget flies on 'Stitches' (APIs) instead of 'Soul' (Experience).

What if we were ORIGINATING rather than INTEGRATING the experience?



Unified Consciousness

“You don’t ‘call” for information. The information is simply *there*.

Only ONE STATE

One customer, one order, one state of everything that matters.

Moments that feel PERSONAL

Because the data behind them is whole, instant and relevant.

Observational Intuition

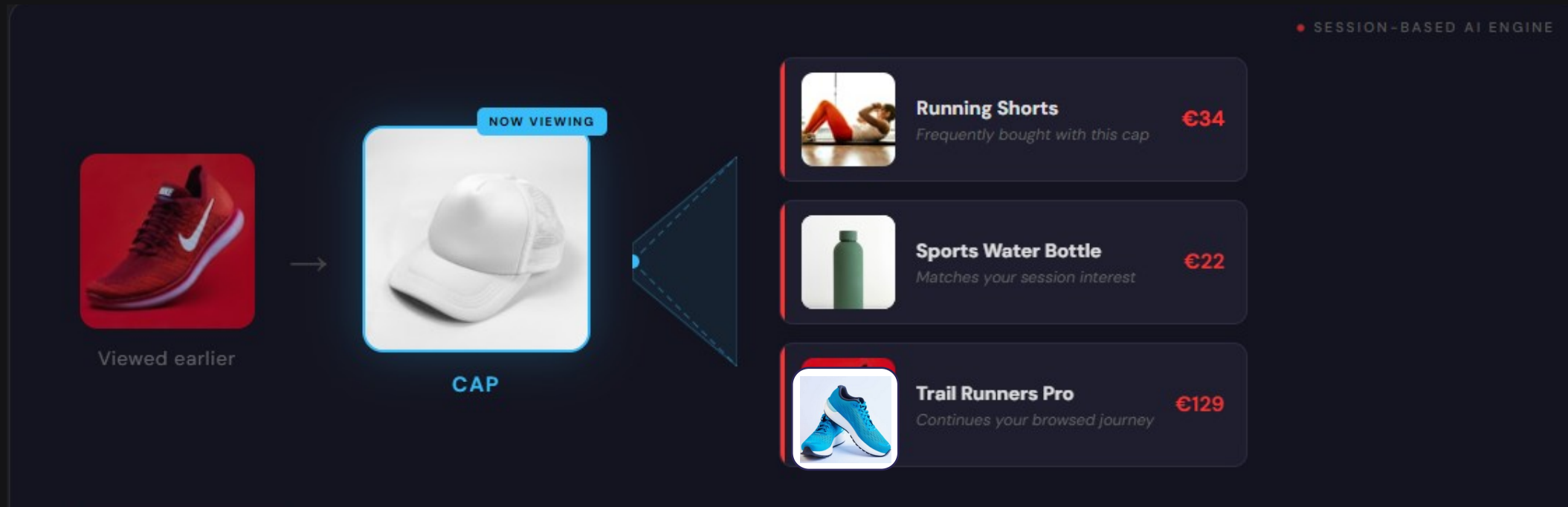
Insights not fetched – but born in the stream, with high fidelity.

Adaptive Evolution

You don’t go to market; you are the market – you can sell anywhere

02 PERSONALIZATION

What if personalization can be achieved even to guest shoppers?



02 PERSONALIZATION

What if personalization can be achieved even to traffic sources?

TRAFFIC SOURCES




- Social Media Ad
- Email Campaign
- Affiliate Link
- Print / QR Code
- Display / Banner

tracked url SOURCE CODE

STORE Women Men Sale ★ Brands

BLACK FRIDAY – INSTAGRAM EXCLUSIVE
25% off everything. Just for you.
 Hidden pricebook activated · Free shipping included

SHOP NOW

EXPERIENCE	Sport Cap	Run Shorts	Dry-Fit Tee
Source Code: BlackFriday_IG Pricebook: BF_Hidden_25 Promotion: FREE_SHIP_IG Orders via code: 247	 Sport Cap €22 €29 IG PRICE	 Run Shorts €26 €34 IG PRICE	 Dry-Fit Tee €19 €25 IG PRICE

WHAT GETS TRIGGERED

- Content Experience**
Personalised banners, hero & copy
- Specific Promotion**
Exclusive offer auto-applied to cart
- Hidden Pricebook**
Special pricing invisible to others
- Payment & Shipping**
Custom methods for this source
- Visual Merchandising**
Sorted & curated PLP, hidden from others
- Revenue Reporting**
Orders attributed to source code

02 PERSONALIZATION

What if the store knew the customer before saying a word?

01 CDP + Loyalty Unified Profiles
Every behavior, every reward, every touchpoint — one profile

MP **Maria Papadaki**
 maria.p@email.com · Athens, GR

GOLD **RFM: Champion** **VIP Segment**

14 ORDERS

€203 AVG. ORDER

2,840 LOYALTY PTS

Gold Member **2,840 / 3,500 pts to Platinum**

Gold threshold 81% to Platinum

UNIFIED FROM

Web POS Loyalty Email App

02 AI Segmentation
RFM · CLV · Probability to be alive · Predicted next purchase

RFM SCORE
Champions
R:5 · F:5 · M:4

PREDICTED CLV
€4,200
High-value segment

PROB. TO BE ALIVE
94%
Active customer

NEXT PURCHASE
~8 days
Predicted window

ACTIVE SEGMENTS

RFM — Champions	891
CLV — High Value	1,240
Predict Next Purchase ≤ 10d	3,418
Alive Probability > 90%	5,902

03 Behavior & Purchase Events Tracking
A brain that collects and acts on every event

- PURCHASE** Malbec Reserve · €62.25 · POS Athens
Loyalty +312 pts · Promo applied 2h ago
- PRODUCT VIEW** Barolo Gran Cru 2019 · PDP · 3 views
Category: Fine Wines 4h ago
- EMAIL OPENED** Summer Wine Festival · Clicked CTA
Campaign: Champions segment 1d ago
- LOYALTY REDEMPTION** 500 pts redeemed · -€5.00 on order
Balance: 2,840 pts remaining 2d ago
- SEARCH** "organic wine gift set" · 0 results
Opportunity: catalogue gap flagged 3d ago

03






CONVERSION ORCHESTRATION

What if every incentive arrived at exactly the right moment?

01

Promotions Engine


Rule-based, audience-aware, schedulable. No engineering required.


-  **BOGO — Buy 1 Get 1 Free**
Buy X get Y - Any product or category LIVE
-  **Bonus Products**
Free gift added to cart - User selection drawer LIVE
-  **Tiered Spend Discount**
€100+ get 10% - €200+ get 20% LIVE
-  **Flash Sale — Fri 17:00–19:00**
Recurring schedule - Auto on/off SCHEDULED
-  **At-Risk Win-Back Offer**
RFM At-Risk segment - 15% off DRAFT

03

Threshold Awareness

"Spend €12 more to unlock your free gift." Built-in, not bolted on.

 **Linen Shirt - Blue / M** €58.00
€58.00 × 1

 **Spend €12 more to unlock a free gift + free shipping!**





€58 in cart €70 to unlock

02

Targeting & Coupon API

Reach the right person at the right moment — across every channel.

PROMOTIONS TARGETED TO

-  **AI Automated Segments**
RFM Champions - CLV High - Predicted next purchase
-  **Source Codes**
Hidden pricebooks & experiences per traffic origin
-  **Loyalty Tiers**
Gold, Silver, Bronze — exclusive tier-based offers
-  **CDP Segments**
Custom behavioral & demographic audience groups

COUPON API — OMNICHANNEL LIFECYCLE

- GENERATE**
Any channel, on demand
- VALIDATE**
Real-time eligibility check
- BURN**
Prevent reuse across channels

04

Cashback Rewards

Bridge today's purchase to tomorrow's conversion. Loyalty without a third party.

- 1 Customer completes order**
Order total: €62.25 - POS Athens
- 2 Cashback coupon generated**
System creates unique code, sent to customer
CB-7X4K-2025 **€6.00 off**
- 3 Redeemed on next transaction**
Auto-applied at checkout - No 3rd party needed

04 HEADLESS & ADAPTIVE STOREFRONTS

What if your storefront evolved as fast as your customers do?

*The channel is just the surface. Underneath, **one engine thinks** — it already knows who's there, what they want, and what to do next.*



Website

*Content, offers and pricing adapt to who's browsing. **Subtly. Automatically.***



Mobile App

*The notification arrives before you think to open the app. **Predicted, not guessed.***



In-Store Kiosk

*One tap on a loyalty card. **The store already knows you walked in.***



Call Center

*The agent knows your last order, your tier, your mood — **before you say a word.***



Endless Aisle

*"We don't have it" is no longer an answer. **The full catalogue is always here.***



Store Clienteling

*The associate walks up knowing you browsed this online. **The conversation starts warm.***

05 MCPs

What if shopping started with a personal conversation?

MCP is the natural next step — giving AI agents direct access to the engine so they can browse, recommend and transact through conversation.

The screenshot shows a chat interface for a 'Store Assistant'. At the top right, there is a button labeled 'MCP · LIVE CATALOGUE'. The chat history includes:

- User: "Do you have any leather shoes in size 9?"
- Assistant: "We have 7 leather shoes in size 9. Any colour preference?"
- User: "Yes, brown or tan only."

The assistant has returned three product cards:

- Brogue Oxford**: Price €189, status "✓ In stock".
- Derby Tan**: Price €149, status "✓ In stock".
- Chelsea Boot**: Price €219, status "✓ In stock".

At the bottom, a summary message says: "3 matches. As a Gold member your 10% discount applies. Add to cart? 🎁"

06 TRUST & COMPLIANCE

*What if privacy was a feature,
not a footnote?*

Trust is the most underrated conversion lever. Shoppers who trust you buy more. Shoppers who feel controlled by you — don't come back.

01 **Be Transparent**

Give shoppers real control over their data — not a dark pattern.

02 **Make Offboarding an Opportunity**

How you say goodbye defines your brand as much as the welcome.

03 **Build Trust**

Consent is a conversion lever. Shoppers who trust you, spend more.

04 **Invest in Security**

Make it a mandatory layer in everything you build — then tell your customers exactly how serious you are about it.

05 **Respect Privacy Rights**

The right to be forgotten, to opt out, to be in control — these aren't legal obligations. They're a promise.

The future of commerce is
about the soul you create.

*Let's make COMMERCE
think, feel, and adapt.*

thank you

ATCOM

MARA KYMPIZI, Product Development Director

Let's connect:



mara.kympizi@atcom.gr



[/marakympizi](https://www.linkedin.com/company/marakympizi)