1/4

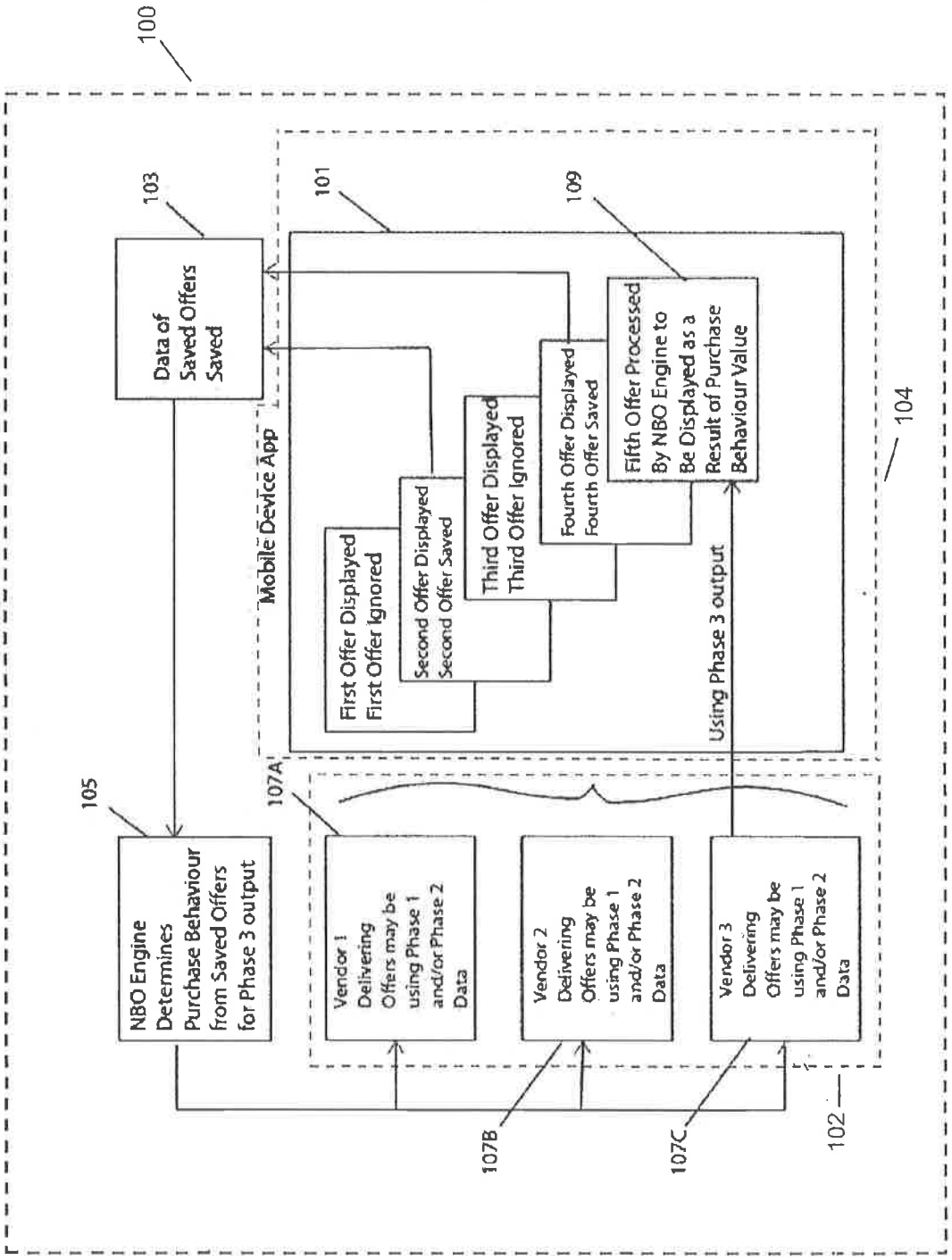

100
103
Data of Saved Offers Saved
101
109
Mobile Device App
First Offer Displayed First Offer Ignored
Second Offer Displayed Second Offer Saved
Third Offer Displayed Third Offer Ignored
Fourth Offer Displayed Fourth Offer Saved
Fifth Offer Processed By NBO Engine to Be Displayed as a Result of Purchase Behaviour Value
Using Phase 3 output
104
105
NBO Engine Determines Purchase Behaviour from Saved Offers for Phase 3 output
107A
Vendor 1 Delivering Offers may be using Phase 1 and/or Phase 2 Data
Vendor 2 Delivering Offers may be using Phase 1 and/or Phase 2 Data
Vendor 3 Delivering Offers may be using Phase 1 and/or Phase 2 Data
107B
107C
102

Figure 1

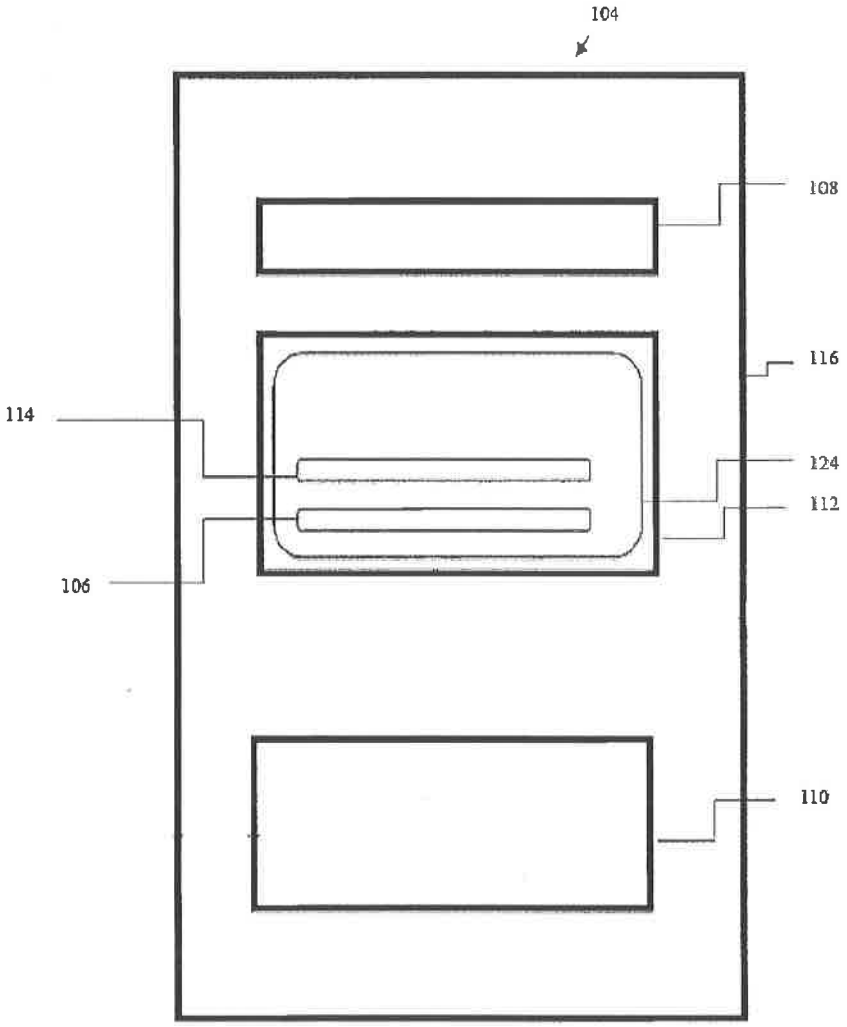


Figure 2

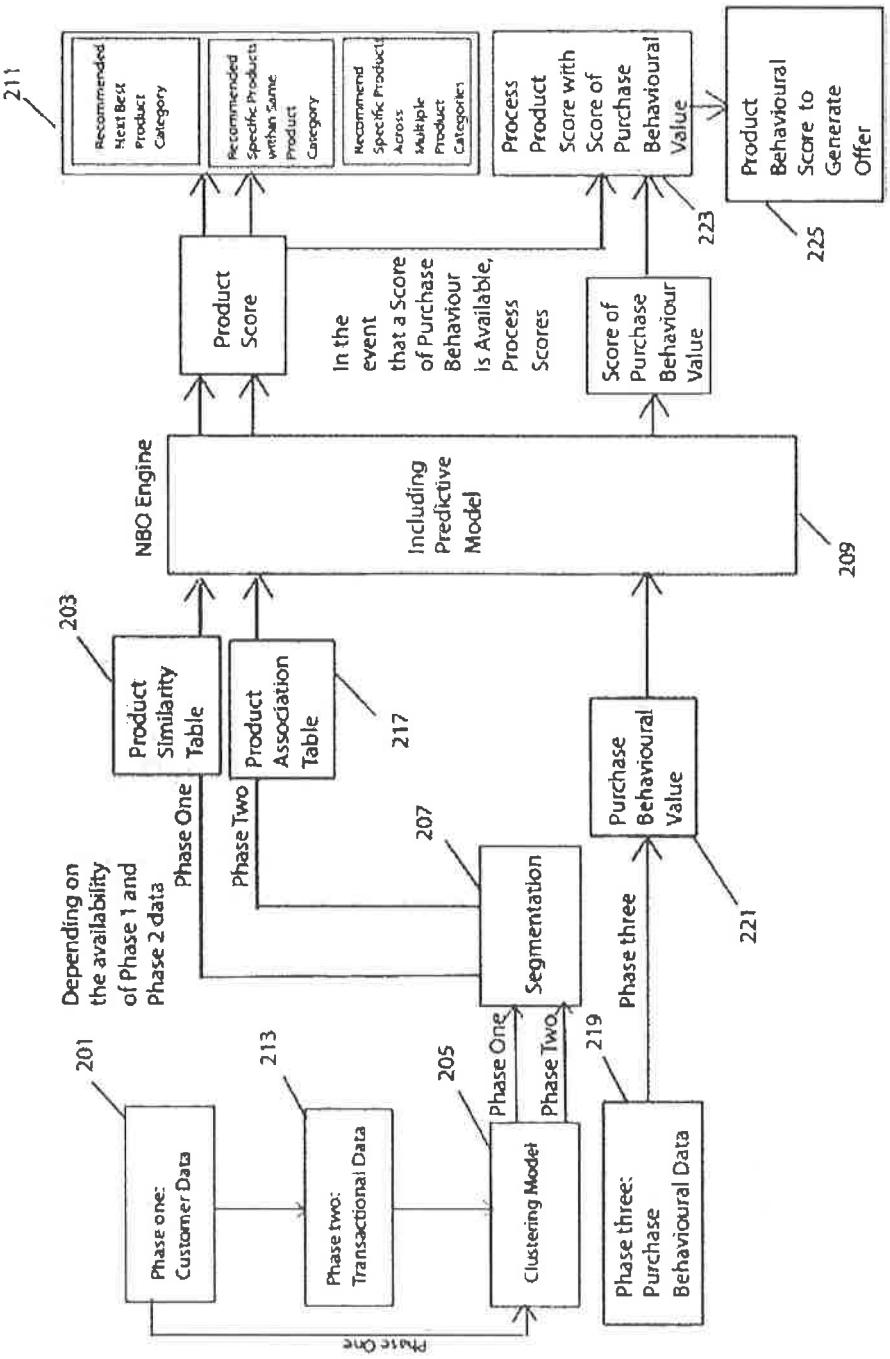

211
Recommended Next Best Product Category
Recommended Specific Products within Same Product Category
Recommend Specific Products Across Multiple Product Categories
Process Product Score with Score of Purchase Behavioural Value
Product Behavioural Score to Generate Offer
223
225
Product Score
In the event that a Score of Purchase Behaviour is Available, Process Scores
Score of Purchase Behaviour Value
NBO Engine
Including Predictive Model
209
203
Product Similarity Table
Product Association Table
217
Purchase Behavioural Value
221
Phase One
Phase Two
207
Segmentation
Depending on the availability of Phase 1 and Phase 2 data
Phase three
201
213
205
219
Phase One
Phase Two
Phase one: Customer Data
Phase two: Transactional Data
Clustering Model
Phase three: Purchase Behavioural Data
Phase One

Figure 3

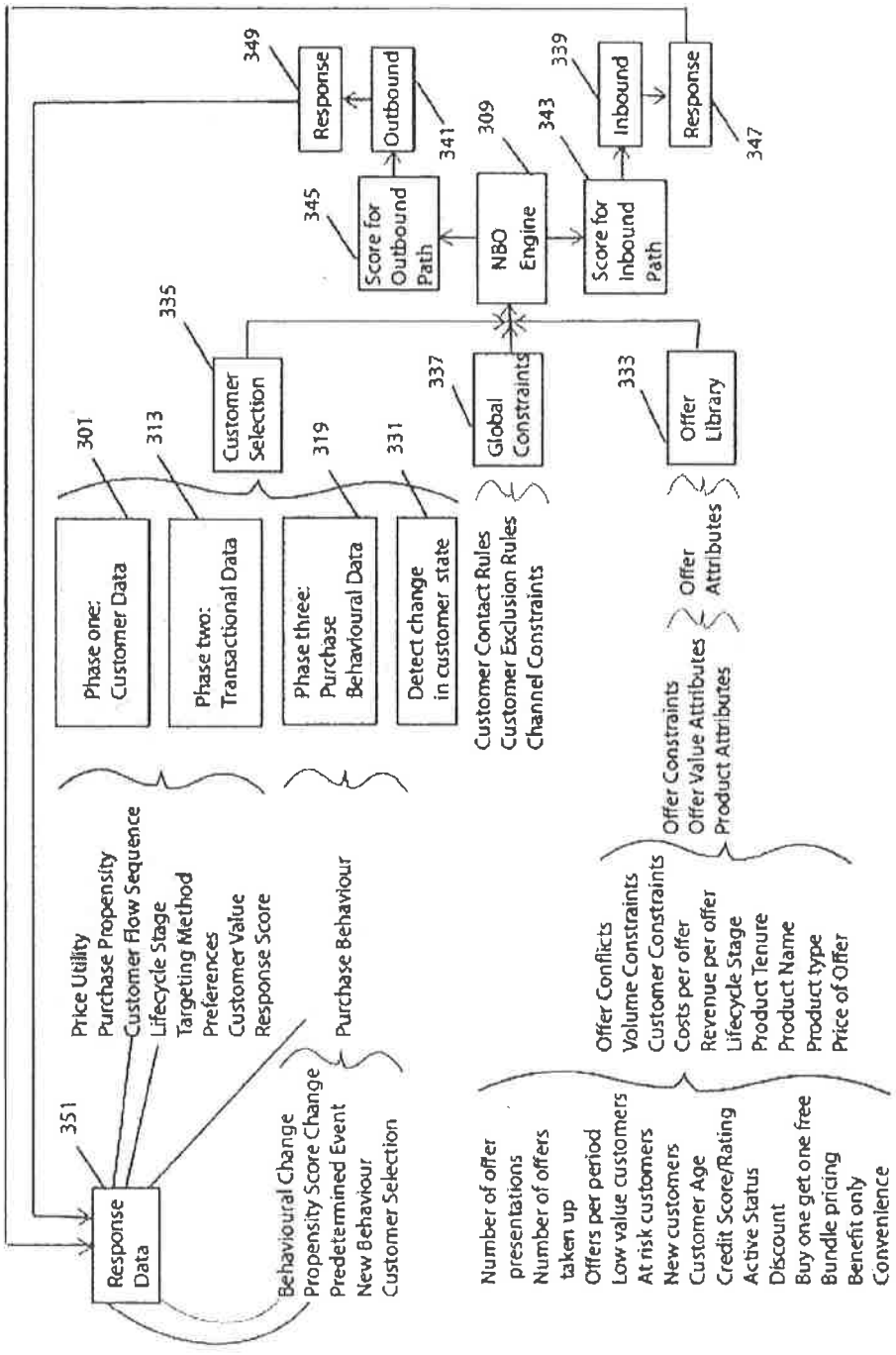

349
Response
Outbound
341
339
Inbound
Response
347
345
Score for Outbound Path
309
NBO Engine
343
Score for Inbound Path
335
Customer Selection
337
Global Constraints
333
Offer Library
301
313
319
331
Phase one: Customer Data
Phase two: Transactional Data
Phase three: Purchase Behavioural Data
Detect change in customer state
Customer Contact Rules
Customer Exclusion Rules
Channel Constraints
Offer Attributes
Offer Constraints
Offer Value Attributes
Product Attributes
351
Response Data
Price Utility
Purchase Propensity
Customer Flow Sequence
Lifecycle Stage
Targeting Method
Preferences
Customer Value
Response Score
Purchase Behaviour
Behavioural Change
Propensity Score Change
Predetermined Event
New Behaviour
Customer Selection
Offer Conflicts
Volume Constraints
Customer Constraints
Costs per offer
Revenue per offer
Lifecycle Stage
Product Tenure
Product Name
Product type
Price of Offer
Number of offer presentations
Number of offers taken up
Offers per period
Low value customers
At risk customers
New customers
Customer Age
Credit Score/Rating
Active Status
Discount
Buy one get one free
Bundle pricing
Benefit only
Convenience

Figure 4