

**Leverage data,
create personalized customer experiences,
increase loyalty, growth sales**

Qivos is a marketing and technology agency. We create personalized shopping experiences and increase customer loyalty through customer data intelligence and machine learning, delivering measurable results to our clients.

To succeed that, we build unified customer profiles and analyze them using machine learning technologies through the AI-driven Qivos Cloud platform.

Qivos provides companies and brands with the tools and the technological know-how to send the right message, at the right time, through the right communication channel, to the right consumer. Thus, the companies that collaborate with Qivos see the customer response rate to their messages skyrocket – up to 10 times above the normal average of the market. At the same time, they get closer to their customers and strengthen their relationships with them.

The company was founded in 2004 in Greece by Vagelis Karalis (CEO) and Fani Charbi (COO), with a strong presence in 8 countries.

At a time of great changes and significant challenges and as the first-party data emerge as a high-priority asset of each brand and company, Qivos supports and meets the needs of its customers with innovative and efficient services and technology solutions. To bridge the gap between the physical and the digital environment of the consumer experience, Qivos helps its customers:

- Drive increased incremental sales.
- Maintain and expand their clientele.
- Strengthen brand loyalty and
- Get a deeper understanding of their consumers' preferences and shopping behavior.

Human Resources

Driven by its specialized human resources, which is constantly growing, having a total of 55 highly skilled employees occupied in different sectors, Qivos stays focused on its vision.

Partners & Clients

Qivos has a 17-year history of successful presence. During these years, the company has developed and expanded its portfolio, which includes the implementation of projects for more than 35 companies in the Greek and international market, such as Intersport, IKEA, Johnson & Johnson, Marks & Spencer, Accessorize, Galerie de Beaute, L'Oreal, Philip Morris International, Piraeus Bank (yellow Rewards Program), Quest group (you.gr and Xiaomi), Brands Galaxy, Coffee Lab, Argo Oil, Alpha Bank (Romania), Beside Group (Middle East), OVO Energy and Omorovicza (United Kingdom), Balfin Group (Albania) and Tirana Bank (Albania), Voici La Mode Group (Marks & Spencer, Celio, Topman etc. - Cyprus).

Loyalty facts

Today, Qivos manages more than 6 million customer profiles on behalf of its customers, analyzing behaviors and designing targeted and personalized communications, aiming to increase sales on behalf of our clients.

The total transactions recorded to date exceed 94 million, and the total turnover exceeds 18 billion euros. In addition, during the same period, more than 25,000 promotions were carried out on various channels (SMS, email, Viber, SM, etc.), with 230 million recipients.

Results

By collecting data in-store and online, Qivos builds unified customer profiles. We manage to leverage customer data and offer a personalized experience to customers with advanced marketing technology solutions powered by machine learning. Through the Customer Data and Loyalty Platform of Qivos Cloud, we help our customers reach, connect, and delight their shoppers faster and more accurately. As a result, we drive Customer Lifetime Value and contribute significantly to the brand's profitability.

Qivos Cloud

Qivos Cloud is a SaaS AI-driven Customer Data and Loyalty platform that enables marketers to identify shoppers in the real world, analyze their behavior and connect with them in real-time like the way they do in the digital world.

Qivos Cloud supports more than 25 brands and 6 million consumers in the Greek and international market, including:

- 1. Unified Customer profiles.**
- 2. Customer loyalty management.**
- 3. Customer insights (Insights+).**
- 4. Campaign management.**
- 5. Mobile loyalty app.**
- 6. Loyalty email marketing (Enbox).**

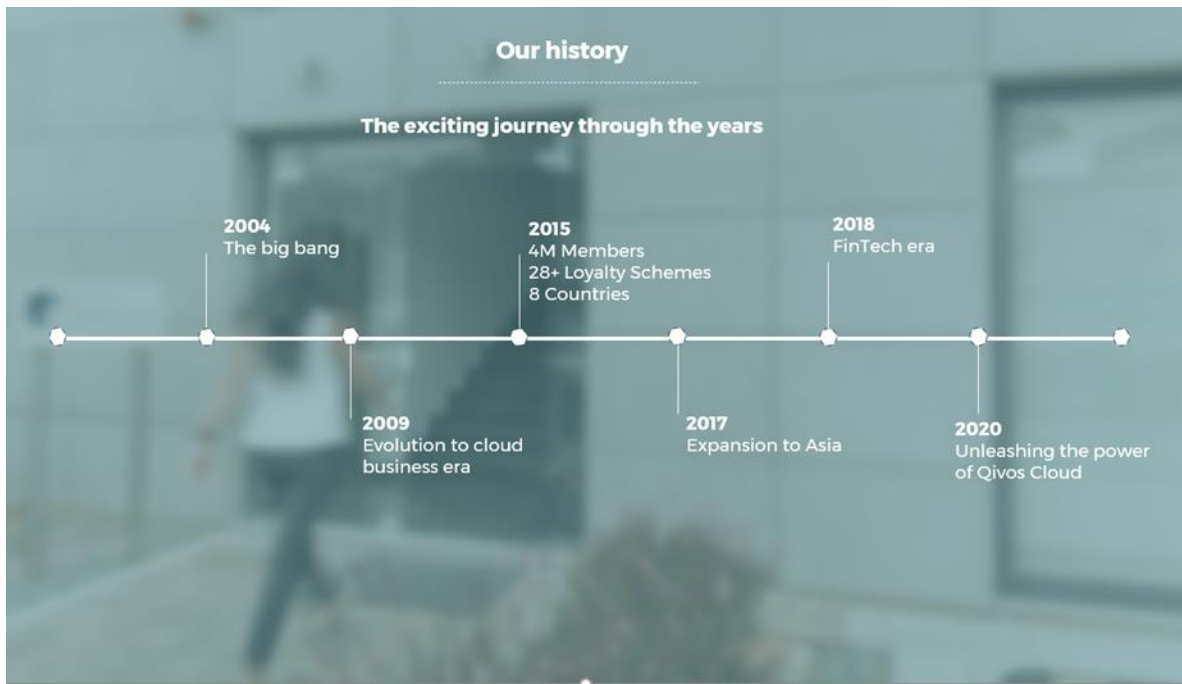
Services

With a trained team of professionals, having extensive experience, Qivos provides a holistic 360° package of services to its clients:



Milestones

With 17 years of success and presence throughout 8 countries, Qivos has received multiple awards as the Loyalty Agency of the Year and is referred internationally as one of the top companies in its sector (Forrester Loyalty Marketing Report, Transparency Market Research and more).



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