

# Mi9 My Curator

The ultimate curated commerce experience for the connected consumer.

## Sell the Way Your Customers Buy



Your customers are constantly connected and love being in the driver's seat. Deliver an immersive personal shopping experience that lets them take control of their profile and preferences while serving up unique content that's relevant to their tastes and desires.

## Create Deeper Customer Connections



Connect with your customers on a personal level. Driven by omni-channel data, My Curator enables retailers to personalize both the online and the in-store experience.

## Boost Margins and Sell More



Improve stock movement and achieve higher margins with intelligent cross-selling, up-selling and customer-centric features including wish lists, favorites, and more.

## Collect Priceless Customer Data



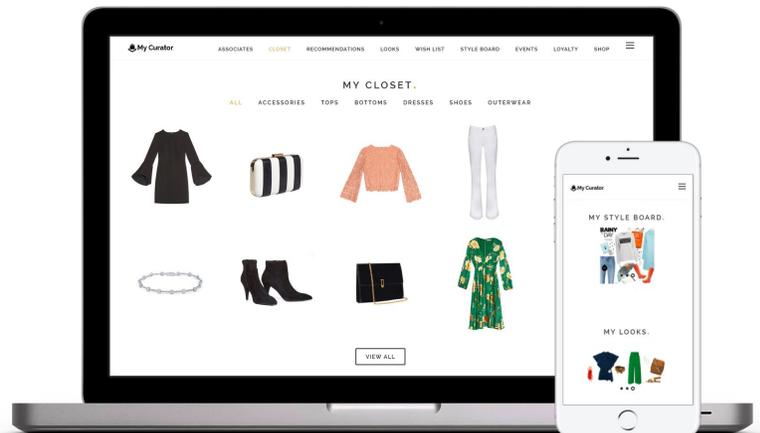
Provide customers with the tools to self-manage their profile, wish list, loyalty account, and more. This invaluable information can be used to further refine and personalize the customer experience at every touchpoint.

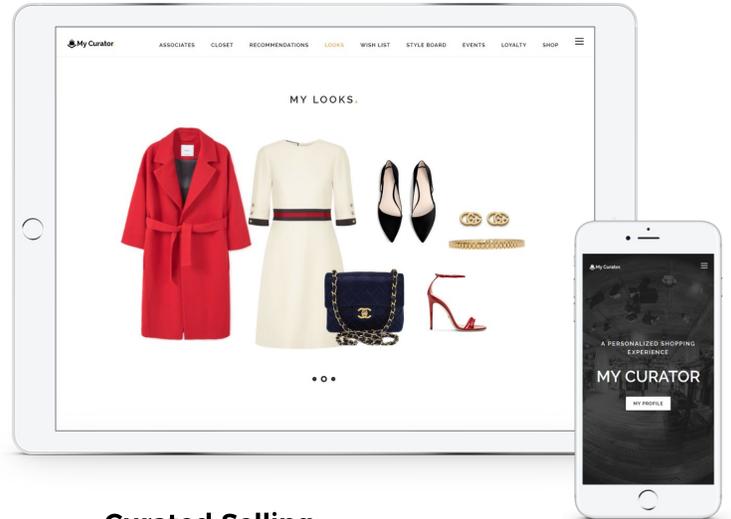
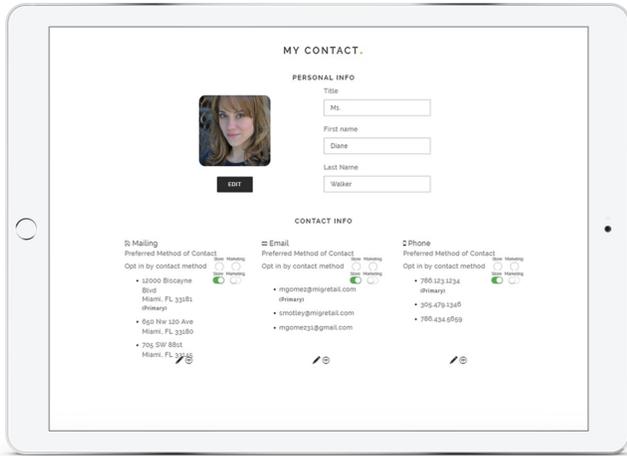
**Mi9 My Curator is a clienteling extension that bridges the physical and digital worlds with a personalized engagement and shopping platform like nothing else you've ever seen before.**

Shoppers have changed. They expect technology to do more of the work for them – personalizing their shopping experiences based on their preferences and past behaviors, and facilitating easy interactions across whatever channel or device they decide to use. Retailers need to work harder than ever to deliver a consistent, engaging, and immersive experience around the clock, to be ready whenever and however customers want to shop.

My Curator is where offline and online retail experiences intersect – it's a place where shoppers can access a visual catalog of all their purchases, view curated looks that are privately pushed to them by their favorite store associates, and receive intelligent recommendations based on their likes and shopping traits.

Customers benefit from an immersive, engaging shopping experience that draws them in with relevant personal content. Retailers benefit from deeper levels of customer engagement that lead not only to added revenues but also to rich data that can be used to further refine the shopping experience.





### Customer Profile Management

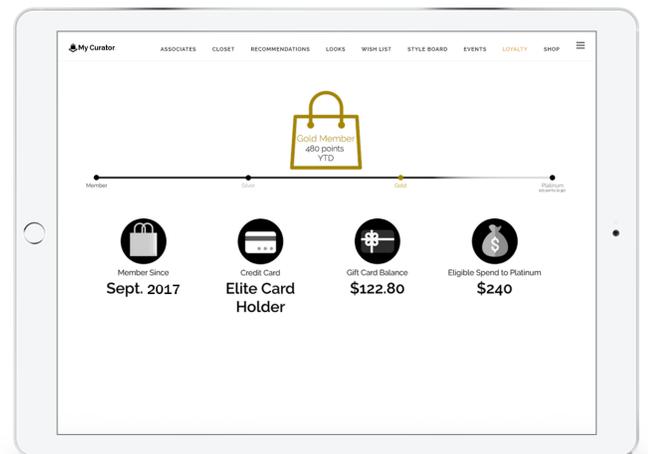
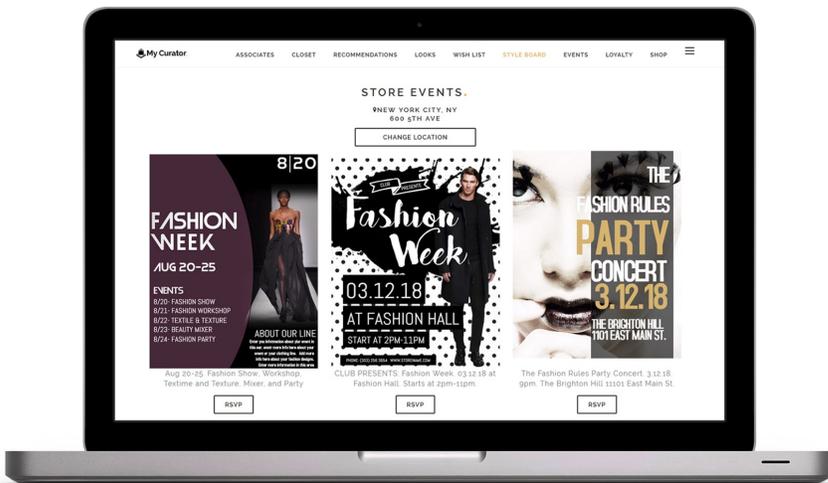
- Contact information
- Loyalty account management
- Wish lists
- Associates
- Favorites
- Purchase history
- Virtual closet
- Events
- Surveys

### Curated Selling

- Style board
- Curated “looks”
- Direct link to add item to cart
- Share items and looks on social media

### Personalized Product Recommendations

- Based on affinity
- Based on attributes
- Based on collections
- Based on collaborative filtering



### About Mi9 Retail

Mi9 Retail is passionate about helping retailers create great experiences for their customers – online, in-store, and on any device. We know that great retail experiences happen when optimized inventory management intersects perfectly with well-executed customer engagement strategies to deliver higher customer loyalty, better margins, and a more engaged workforce. Our solutions for merchandise management, digital commerce, and store operations are used by leading retailers across the globe. The company is headquartered in Miami, FL, with operations in North America, Europe and Asia. | To learn more, please visit [www.Mi9Retail.com](http://www.Mi9Retail.com).