

The Omnichannel Experience



3 ways **product authentication**
helps your business and
revenues grow

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Introduction

In today's multi-touchpoint environment, connecting physical products to engaging sources of digital information and brand experiences is emerging as a powerful source of competitive advantage for fashion marketers.

Fashion and luxury brands who engage the connected consumer to interact with products digitally have a powerful opportunity to cultivate and deepen consumers' relationship with the brand in every phase of the customer journey. All it takes is a consumer, a smartphone, and an authentic product from your brand.

Connecting your products digitally transforms them into a media channel for your brand. Consumers scan a unique product code to confirm the item is authentic.

When authenticity is confirmed, the same code unlocks access to brand content and offers that deliver your authentic brand experience.

Digital product authentication guarantees that brand fans who want authentic products will find them quickly and easily, everywhere they shop. At the same time, it gathers valuable marketing and brand protection data to enrich digital marketing and strengthen brand equity.

Here are 3 ways that connecting your physical products with a fast and reliable digital product authentication can grow your business and your brand.

Engage Consumers

Digital connection has changed the entire marketing dynamic. At Certilogo, we offer fashion and luxury brands a powerful solution to engage connected consumers using an interactive and digital product authentication, both in-store and after-sale, online and offline. Authentic products then enrich the experience with brand storytelling, purchase registration, and digital marketing initiatives.

Rather than buying a fashion item, consumers purchase your authentic brand experience.

Consumers are engaged to interact with the brand through products in all phases of the purchase cycle. In fact, many top brands use digitally connected products to enhance their relationship with existing and repeat customers.



Capture valuable data

In the fashion and luxury industry, product authentication technology makes it possible to gather a huge amount of consumer data

This includes location and purchasing habits, an integral part of the brand's "quality" data collection strategy. Authentication creates interaction with consumers before, during and after a purchase, gathering data that enriches consumer profiles and makes it easier to personalise the purchase experience and follow-up actions for customer relationship management.

Brands using Certilogo receive valuable, GDPR-compliant profiles of consumers and the points of sale where a product was sold — data that can be used to deliver content, sell additional products, promote after-market services, drive in-store traffic with invitations to local events, and

send personalised messages to nurture the brand-consumer relationship.

Digital authentication for consumers is also a powerful source of aggregated market intelligence on product distribution and the sale of counterfeit products, thereby recovering insights useful for brand protection.



Grow brand loyalty

Customer satisfaction is fundamental for generating brand loyalty. Loyal customers are more sensitive to brand messages and personalised communications, making it easier to convert them to repeat purchases. When a brand uses Certilogo, authentic products become interactive touchpoints that generate an emotional connection with the consumer. The customer experience no longer ends when the consumer

leaves brand channels. It appears everywhere your authentic product appears — and guides the consumer home to your brand channels.

In other words, brands that use a connected product solution like Certilogo do much more than protect brand value and consumers. They build revenue and market share over time.



Brands using Certilogo gain access to a unique combination of analog and digital tagging solutions that connect seamlessly with existing technology solutions, including product serialisation, RFID, and blockchain tracking. Alphanumeric, QR and NFC codes maximise marketing reach and ROI by engaging consumers in every available shopping channel, using every digital device.

As the leader in smart tagging for product authentication, Certilogo combines best-in-class artificial intelligence and image recognition technologies with a first-class user experience, empowering anyone with a smartphone, tablet or computer to quickly and reliably assess if a product is authentic.

About Us

180 Countries
10 Languages
Any digital device

Certilogo engages high-value fashion and luxury consumers to authenticate their purchases everywhere they shop — a disruptive digital service that, since it was created in 2006, has grown to serve 1 user every 8 seconds in 180+ countries and 10 languages.

Participating brand products are connected to the Certilogo platform with unique identifiers in RFID, NFC, QR, numeric, and fingerprint formats that are recognised instantly when

consumers interact with the service using a smartphone or digital device.

Authenticating a product engages consumers with a best-in-class digital experience before and after purchase and connects them directly with the brands they love. The same real time results unmask clones and replicas of brand labels, safeguarding loyal customers and ensuring data integrity for products tracked in private databases and distributed blockchain ledgers.



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