

The background of the image features a dynamic, abstract pattern of orange and yellow organic shapes that resemble flowing waves or petals. These shapes are rendered with soft edges and varying opacities, creating a sense of depth and movement. The overall aesthetic is modern and fluid.

ibexa

# Raptor in the Age of AI Agents

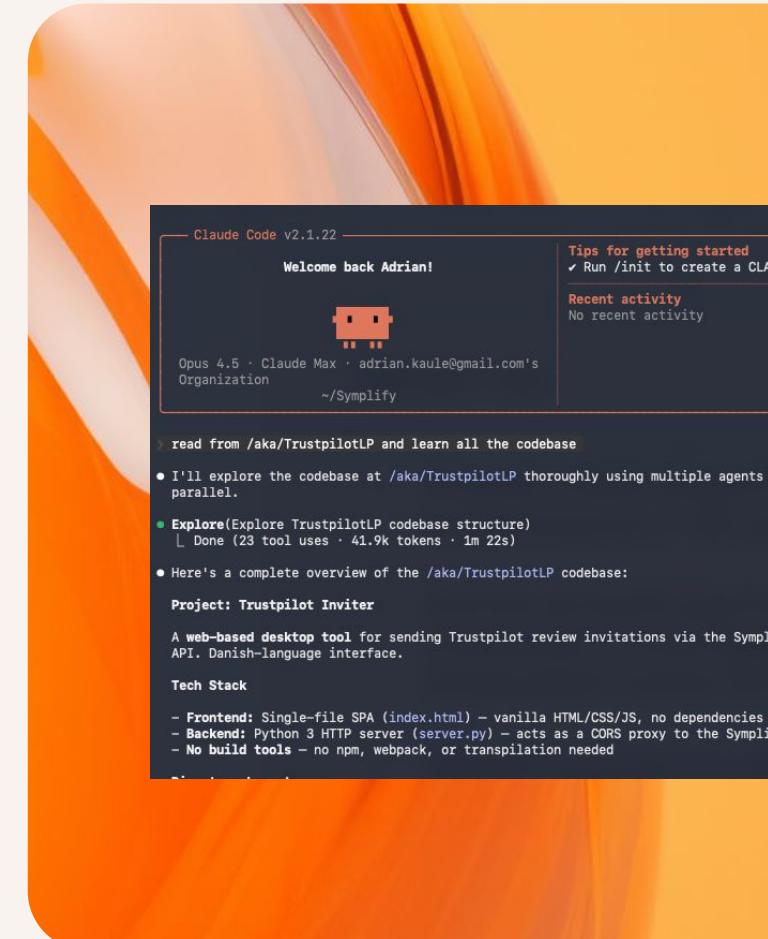
From An Ambassador's Perspective

# What we do at nemlig



# What I do

- 7 years at nemlig head of e-com, marketing and product
- Proven track record in e-commerce (+20 years), +10 years as a consultant
- Active as both partner and customer in the Raptor ecosystem since 2012
- Speaking publicly about AI since 2018



My goal today is to help you avoid this...

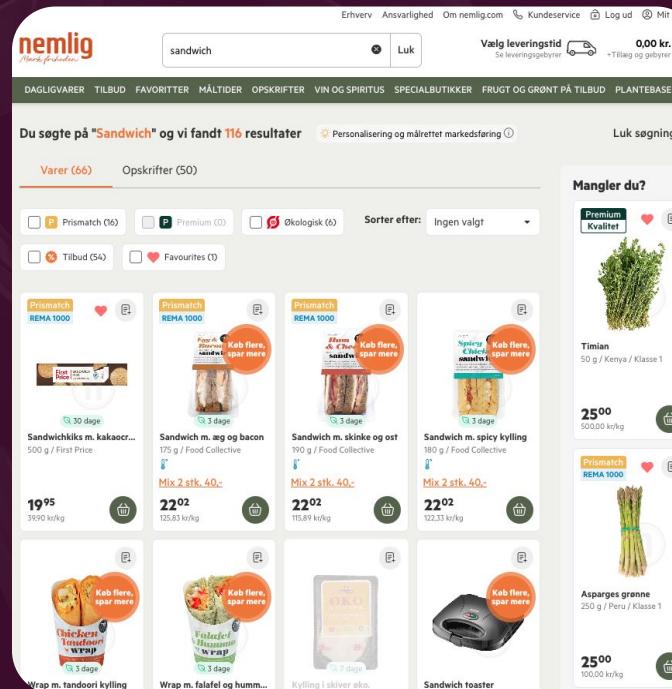


And inspire you to build this



# Raptor's Role Today at nemlig The Foundation

1. Raptor is our flawless memory
2. It knows every grocery need, every past purchase
3. Powered by History and Recent Activity
4. Through CDP and lifecycle models, Raptor delivers
5. Affinities, Personal Offers and many more datapoints

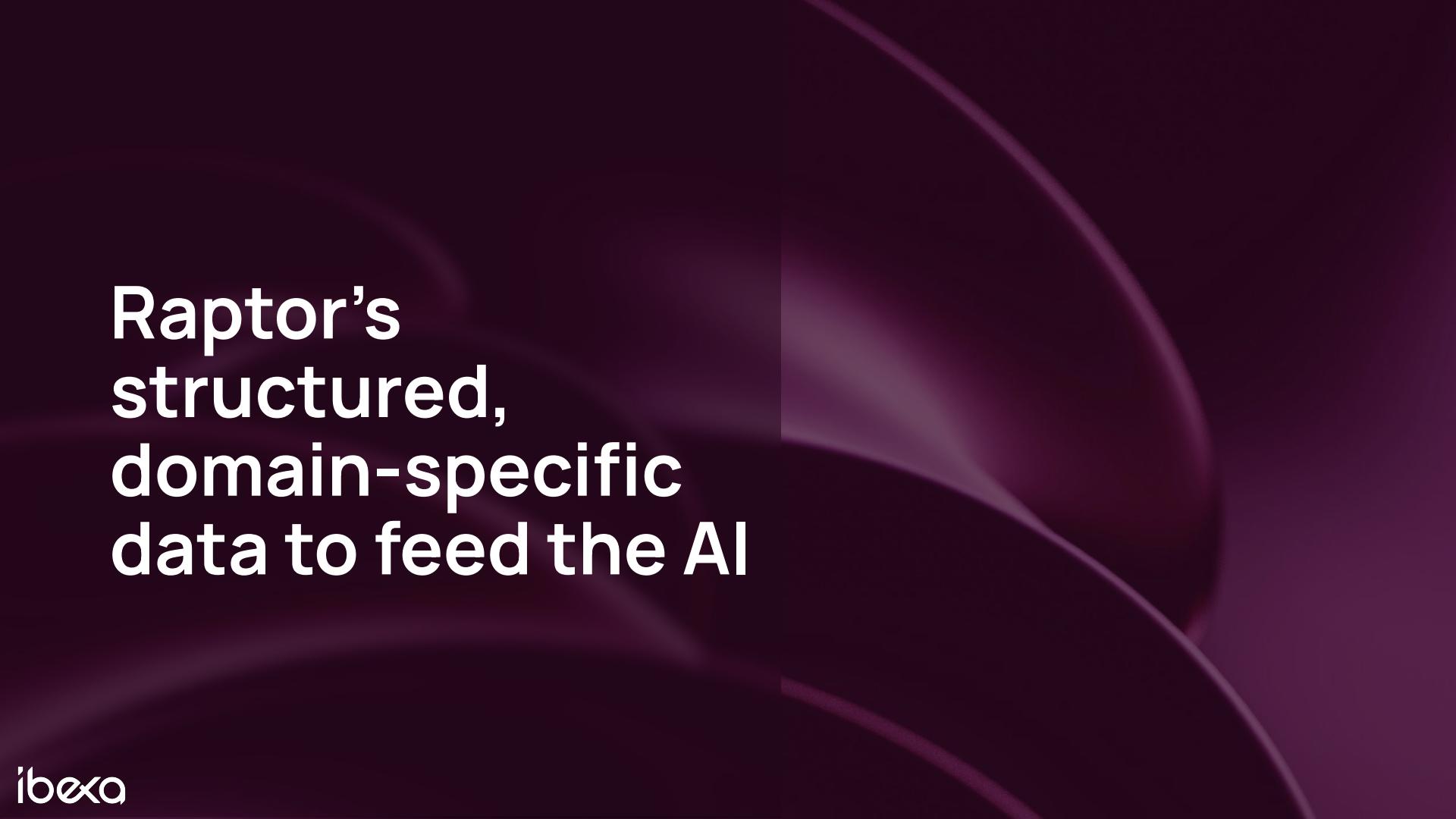


The screenshot shows the nemlig website's search results for "sandwich". The search bar at the top contains "sandwich". Below the search bar, there are navigation links: Ertlevr, Ansværlighed, Om nemlig.com, Kundeservice, Log ud, and Min. To the right, there are buttons for "Valg leveringstid" (Delivery time selection) and "0,00 kr." (0,00 kr.). Below these are buttons for "Luk" (Close) and "Tilag igang" (Start shopping). The main content area displays a search result for "sandwich" with 116 results. The results are categorized into "Varer (66)" and "Opskrifter (50)". There are filters for "Prismatch" (16), "Premium" (0), "Økologisk" (0), "Sorter efter" (Sort by), "Tilbud" (54), and "Favourites" (0). The results are shown in a grid format, with each item including a small image, the name, a "Kab flere, spar mere" (Buy more, save more) badge, a price, and a "30 dage" (30 days) badge. The items include various sandwich options like "Sandwich m. kakaocr... 500 g / First Price", "Sandwich m. æg og bacon 175 g / Food Collective", "Sandwich m. skinke og ost 190 g / Food Collective", and "Sandwich m. spicy kylling 180 g / Food Collective". Other items shown include "Sandwich m. tandoori kylling", "Fritadet blomkås wrap", "Wrap m. falafel og humm...", "Kylling i skiver øko...", and a "Sandwich toaster". To the right, there is a sidebar with "Mangler du?" (Do you lack?) and a "Premium Kvalitet" (Premium Quality) section featuring "Timian 50 g / Kenya / Klasse 1" and "Asparges grønne 250 g / Peru / Klasse 1".

# The “nemlig” Vision

1. Building “The Personal 1:1 Butler Service” at nemlig
2. Moving away from predetermined, static customer journeys
3. Interaction should feel like a human concierge, one who knows your fridge better than you do
4. Should be built upon current TechStack, and improve the use of our data

```
rs: low_repurchase, approaching_interval  
[19.47.14] Butler: Reasoning rendered to dashboard.  
[19.47.14] AI crafted personalized message with timestamp [19.47.14]  
[19.47.22] Stage 3/5: Action Required  
[19.47.22] Thresholds exceeded - Butler recommends action  
[19.47.22] Data stream update: Churn 14% Repurchase 82%  
[19.47.22] Butler: Starting autonomous analysis...  
[19.47.22] Butler: Evaluating metrics...  
[19.47.22] Butler: Goals visualization updated.  
[19.47.22] Butler: Action recommended! Triggered: low_repurchase, elevated_churn, exceeded_interval, declining_value
```



Raptor's  
structured,  
domain-specific  
data to feed the AI



Select User

Adrian (1020663)

LIVE



### Product Affinities

ML MODEL



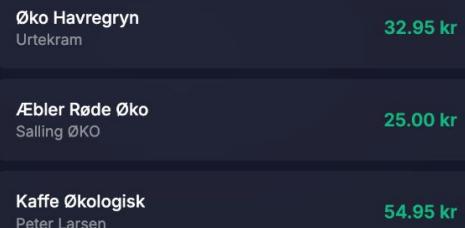
### Recent Activity

SHOW 3 NEW



### Personal Offers

SHOW 3 NEW



## 📍 Customer Lifetime Value

RAPTOR CDP

**218.571 DKK**

PREDICTED CLV

**96%**

REPURCHASE PROB.

**4%**

CHURN RISK

**51.114 DKK**

PREDICTED 365D

Historic Value (365d)

**44.551 DKK**

Historic Value (All Time)

**167.457 DKK**

Number of Orders

**92**

Average Order Value

**1.820 DKK**

Days Between Orders

**12**

Days Since Last Order

**44**

Customer Age (Days)

**1108**

Predicted Orders (365d)

**28.1**

## ↗ Butler Optimization Goals

LIVE MONITORING

Repurchase Probability

>90%

✓ Goal met

Churn Risk

<10%

✓ Goal met

Purchase Recency

<3x interval

3.7x interval — △ Action window

## Butler Reasoning

ACTION NEEDED



Butler recommends **immediate action** based on 1 trigger(s)

### Repurchase Probability

Strong at 98% (target: >90%). Customer is highly engaged.

98%

### Purchase Recency

Last order 44 days ago (3.7x avg interval). Exceeded threshold—action needed now.

44 days

### Butler Decision

Triggers detected: [exceeded\_interval]. Recommending personalized SMS to prevent churn.

4%

### Churn Risk

Low risk at 4% (target: <10%). Customer retention is stable.

### Value Trajectory

Predicted value growing 14.7% (44.551 DKK → 51.114 DKK). Positive momentum.

+14.7%

Act Now

## Recommended Action

Message generated!



### GENERATED MESSAGE:

[20.19.55] Hej! Baseret paa din interesse for Grønt og dit nylige kig paa P.Maufoux Bourgogne Chardonnay, har vi haandplukket 6 tilbud til dig - bl.a. Øko Havregryn. Se dem i appen!

## API MONITOR

Clear

[20.19.54] CLV data loaded: Predicted lifetime value 218.571 DKK

[20.19.54] History loaded: 12 recent products found.

[20.19.54] All data streams connected. Butler beginning analysis...

[20.19.54] Butler: Starting autonomous analysis...

[20.19.54] Butler: Evaluating metrics...

[20.19.54] Butler: Goals visualization updated.

[20.19.54] Butler: Action recommended! Triggers: exceeded\_interval

[20.19.54] Butler: Reasoning rendered to dashboard.

[20.19.55] AI crafted personalized message with timestamp [20.19.55]

[20.28.22] Sending Journey Commence (SMS) via corsproxy.io...

[20.28.22] Symply Journey started successfully.

[20.28.24] Verifying delivery status via Symply messages API...

[20.28.25] Delivery confirmed by carrier!

## PERSONALIZED CAMPAIGN

SMS

### FEATURED PRODUCTS FOR CUSTOMER



Øko Havregryn  
32.95 kr



Æbler Røde Øko  
25.00 kr



Kaffe Økologisk  
54.95 kr

### PERSONALIZED MESSAGE

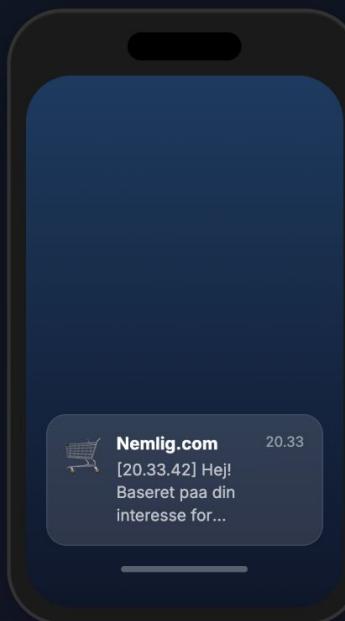
[20.33.42] Hej! Baseret paa din interesse for Grønt og dit nylige kig paa P.Maufoux Bourgogne Chardonnay, har vi haandplukket 6 tilbud til dig - bl.a. Øko Havregryn. Se dem i appen!

⭐ Approve & Craft Message

✓ Sent!

## CUSTOMER DEVICE PREVIEW

• Delivery confirmed by carrier!





**ButlerAI**



Select User

Adrian (1020663)

LIVE



CLV, Affinities, History



Personalized Action



The intelligent middle layer — connecting data to action

Product Affinities

ML MODEL

# Raptor's and Partners Role in the Future?



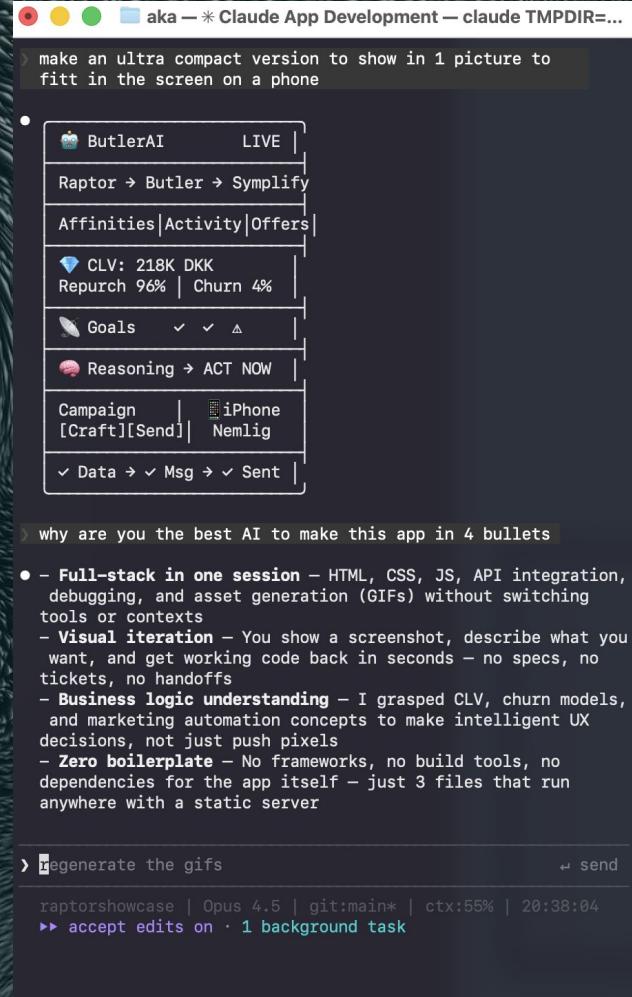
# ... we are all doomed!

- Stop implementing tools, and focus on generating business value
- Look for value in the Data and Orchestration Layer using AI
- AI is enabling solutions come to market ultra fast, so we need to move quickly



# What i used to make this demo

- Google Antigravity (an AI-native, agent-first Integrated Development Environment)
- Claude Code running Opus 4.5 in terminal
- Raptor for Data and recommendations
- Symplify for message channels
- 2-3 days total worktime



# In case you doubt think things are moving fast...



The image is a screenshot of the OpenClaw AI landing page. At the top center is a small, red, cartoonish alien-like character. Below it, the word "OpenClaw" is written in a large, bold, red font. Underneath that, in a smaller white font, is the tagline "THE AI THAT ACTUALLY DOES THINGS". Below the tagline, there is a brief description: "Clears your inbox, sends emails, manages your calendar, checks the weather, and more. All from WhatsApp, Telegram, or any chat app you already use." A "NEW" button is visible, followed by a "Introducing OpenClaw" button. Below this, there is a section titled "What People Say" with several testimonial cards. One testimonial from "SedRicKCZ" says: "Today and am still the closest to my future! Truly a game changer for me. The amount of things I done from my phone just during my breakfast is absolutely breathtaking." Another testimonial from "bangkokbuild" says: "Just told Ema, my AI, to turn off the PC (and he did it) Executed perfectly." At the bottom of the page, there is a note: "OpenClaw has a 'Hackable' install. This should be a standard for OSS." To the right of the landing page, a large, stylized, orange-red cartoon crab is positioned, partially overlapping the page.

In  
the  
agentic  
era our, single  
greatest advantage



The background of the image features a dynamic, abstract pattern of orange and yellow organic shapes that resemble flowing liquid or stylized leaves. These shapes are rendered with soft edges and varying opacities, creating a sense of depth and movement. The overall aesthetic is modern and energetic.

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