



ibexa

Product intro and features

Product intro and new features





Mads Sieron Thorsen
VP, Product Unit Raptor

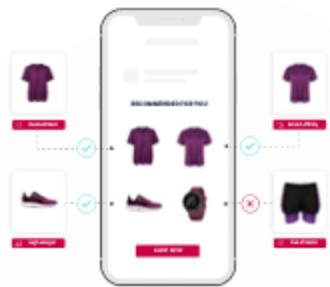
BRING YOUR DATA TO LIFE

Create highly personalized omnichannel user experiences that engage and convert

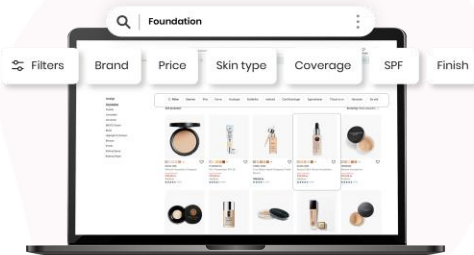
*Turn customer data into tailored marketing with a
premium, user-friendly personalization platform*

Integrations designed to fit your tech stack

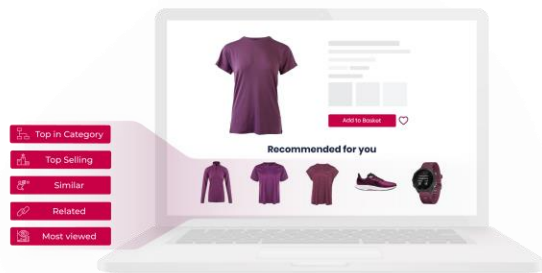
Raptor's Personalization Platform



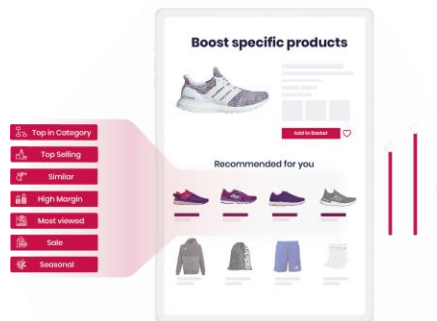
 E-mail Triggers & Recommendations



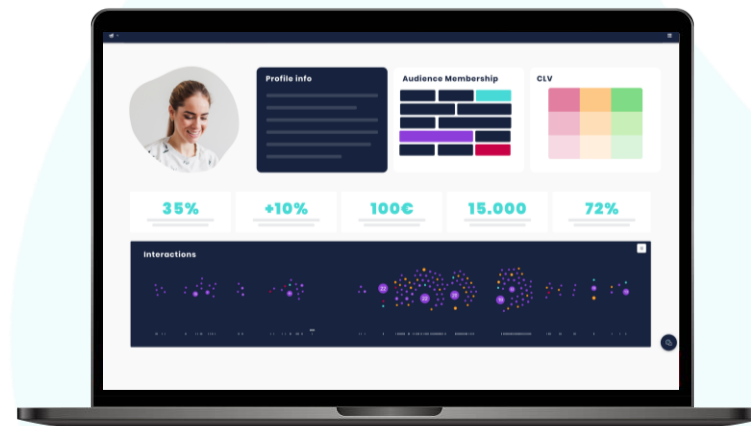
 Site Search



 Website Recommendations



 Merchandising



 Customer Data Platform

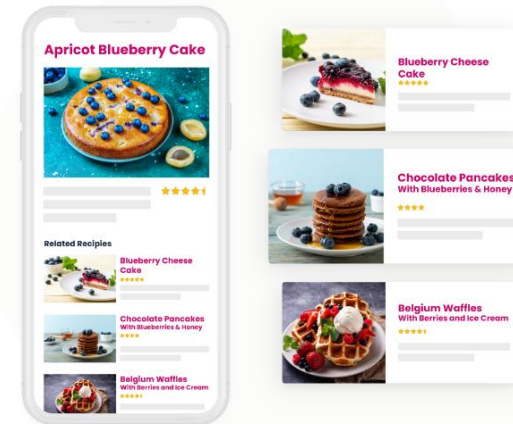
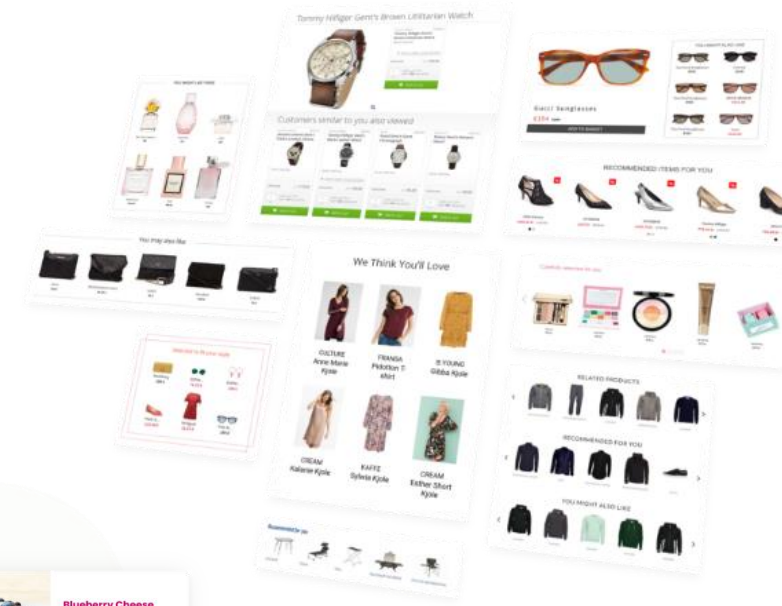


Product & Content recommendations

Use behavioral data from every step of the customer journey to deliver the most precise product or content recommendations to each individual user.

Personalization for website will improve your online performance metrics such as:

- Conversion Rate
- Average Order Value
- Revenue per Visit
- Time Spent on Site
- and many others!





Customer Data Platform

The CDP



Single Customer View

Get to know your customers



8%
Churn Risk



€51
Average Order Value



Sales Lover
Audience Membership



€362
Predicted Lifetime Value






3,19
Predicted Order 365 Days



Asics Lover
Audience Membership

Customer insights

	Churned	Potential	Loyal
High CLV			
Medium CLV			
Low CLV			

Example...

Give bonuses to highly valued customers. If a customer spends €1000 in a year, they will receive 10% of that amount as an annual bonus – i.e. €100"



Roadmap and feature sneak peek

Now

Next

Later

Premium Integrations

Centralized AUTH service (SSO)

Recommendations in DXP

Qualifio Campaign Data in CDP

Actito / Raptor Integrations Upgrade

Integrated CDP in DXP

Upgrade Trigger Masters

Ibexa Connect Activation

Harmonization of UX/UI

Localization of the Control Panel

AI

Search Personalization

AI-suggested Conversions

Audience Builder Chatbot

AI-suggested Audiences

AI Profiling

AI Model: Engagement Scoring

AI Model: Product Affinities

Raptor Features

Relation Data Schemas

Merchandising: Select audiences on CDP account + Clone Campaign to sister acc.

Person Data Export API

Upgrade Calculated Attributes

Merchandising: Multiple Campaigns in same module: Multi-campaign support

Remake Analytics & Insights

Upgrade User Management / Permissions

Maintenance

Image proxy caching

Upgrade Triggers and Tracking to .net core

Upgrade to Typesense v. 30

ID Alignment across Products

Migration to Vue.js 3

Zero-searches fix

Support Multiple Typesense Versions

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Winter Jackets

Kids segment [Edit](#)

[Save & Refresh](#) [Reset](#) [...](#)

Audience Builder Audience Insights

Need more help? [Read documentation](#)

Select or add tags to filter by

Pre-sale

Kids

Profiles who

Did

Buy orderline w...

at least

at most

exactly

1

time

within

between

All Time

Disable statement

Show less

FILTERS

CategoryPath - Website

equal to

231521

and who

Have

Reference - Qualifio persondata

equal to

Kids

Disable statement

Show less

[+ Add filter](#)

and who

Have

Predicted alive (%)

greater than

- 70

Disable statement

Show less

Audience preview
Refresh to view updated numbers

Total population	Profiles in audience
29.262.977	17.956
no (kundeid)	(0.29%)
4.322.496	12.370
coid	(0.5%)
24.985.076	126.018
email	(0.51%)
2.370.796	12.198
telefonnummer	(0.53%)
2.130.313	11.380

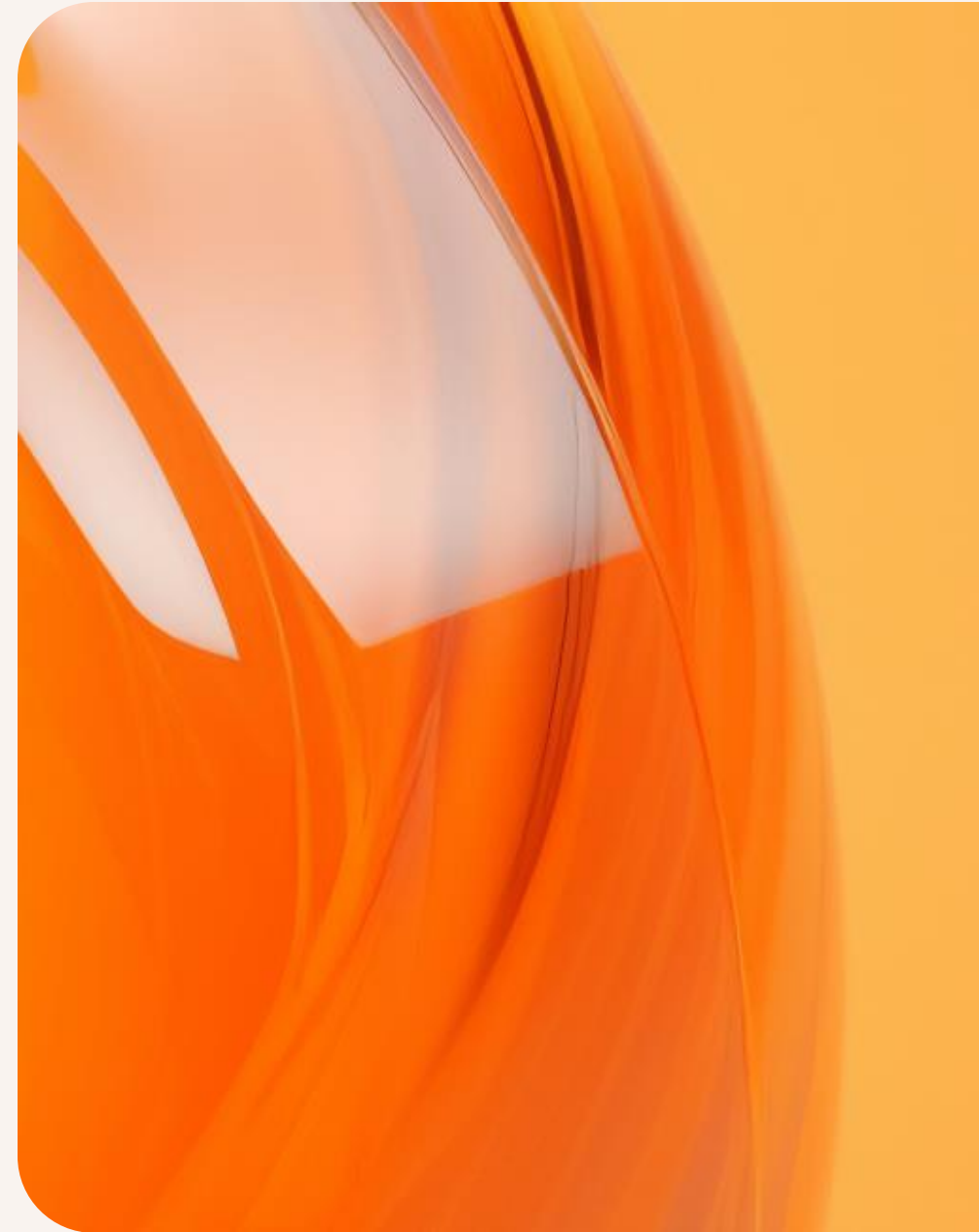
[Export](#) [Save & Refresh](#)



Current challenges:

Audience Builder

- Blank canvas
- Deep knowledge of data models, events, and fields
- Steep learning curve - limits adoption
- Low inspiration and limited discovery



Profiles who

Did

Buy orderline w...

at least

at most

exactly

1

time

within

between

All Time

☐ Disable statement

^ Show less

FILTERS

CategoryPath - Website

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231521

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☐ Disable statement

^ Show less

+ Add filter

and who

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- 70 +

☐ Disable statement

^ Show less



Why a Audience Builder Chatbot

- Start with natural language
- Enables self-service for non-technical teams
- Drives broader adoption and greater CDP value
- Faster time-to-audience and higher user confidence



🌟 Audience Chatbot

[Save & Refresh](#)[Reset](#)[Need more help? Read documentation](#)

Can you find me the persons who are most likely to buy a winter jacket for kids?

Audience preview

Refresh to view updated numbers

Total population	Profiles in audience
29.262.977	0
no (kundeid)	(0%)
4.322.496	0
coid	(0%)
24.985.076	0
email	(0%)
2.370.796	0
telefonnummer	(0%)
2.130.313	0

[Export](#)[Save & Refresh](#)

What can I help you with?





❖ Audience Chatbot

Save & Refresh Reset ...

Need more help? [Read documentation](#)

Can you find me the persons who are most likely to buy a winter jacket for kids?

I found the 17,956 persons who are most highly likely to buy a winter jacket in the Kids category:

- Historically purchased or viewed winter jackets
- Have previously bought product from the kids category or have kids (based on person data)
- High predicted alive score (in the top 25%)

Do you want me to describe what characterize the audience?

Audience preview	
Refresh to view updated numbers	
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<div>Export Save & Refresh</div>	





❖❖ Audience Chatbot

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Reset



Need more help? [Read documentation](#)

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Yes please.

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📄 Export ↻ Save & Refresh

➤



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Save & Refresh Reset ...

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Yes please.

Okay. This audience primarily consists of **men aged 35-40** and **women aged 28-45**, with a strong interest in **lower- to mid-priced brands**. They typically shop for family-related products and show high responsiveness to **value-driven promotions and seasonal offers**.

They **convert more often online than offline** (70% online only), compared to the rest of the customer base. Main channel for contact is recommended to be **Email & Instagram**.

Audience preview

Refresh to view updated numbers

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Export Save & Refresh



How is it done?

- Based on product information and user behaviour
- Vectorized and mapped into a shared embedding space
- LLM model understands both semantic context and user intent
- Customers, whose behavior in the embedding space most closely aligns with the products are selected



Audience Builder Chatbot

Outcome

- Faster activation, fewer mistakes, and audience creation accessible to everyone



Olivier de Lamotte
VP, Product Unit Qualifio

What is Qualifio?

1

CREATE

interactive marketing campaigns

2

PUBLISH

across all your digital channels

3

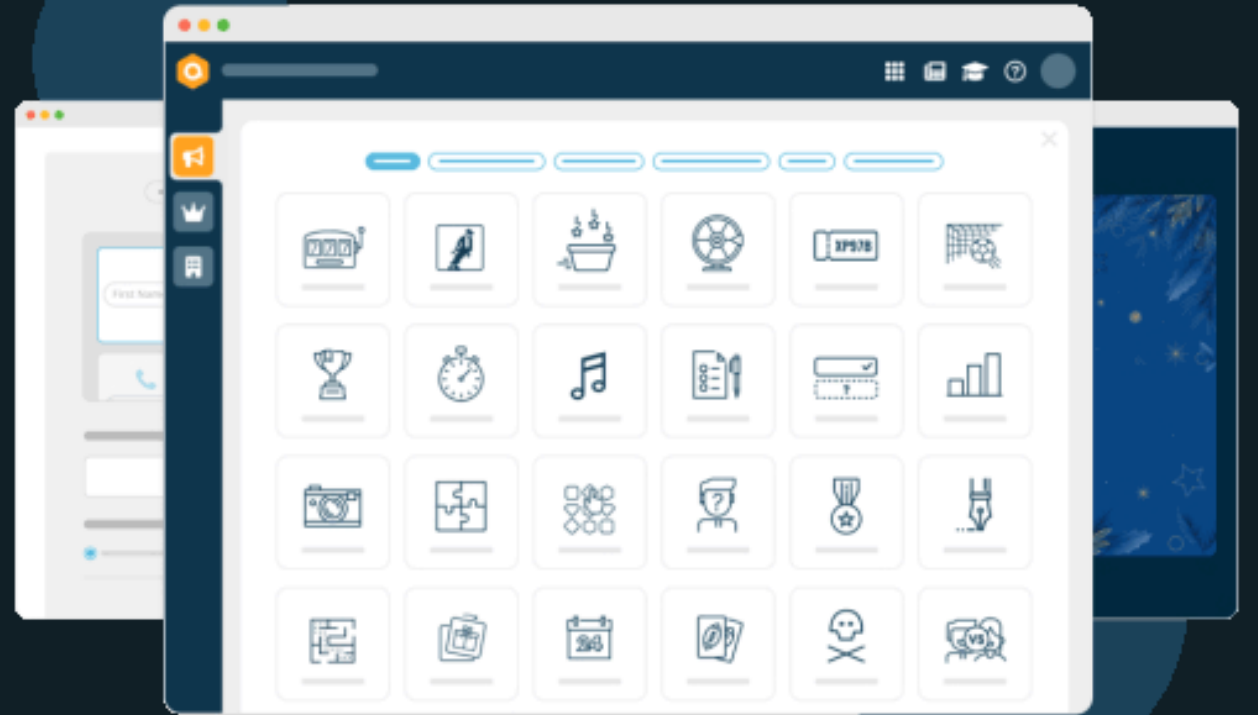
COLLECT

actionable data from your audience

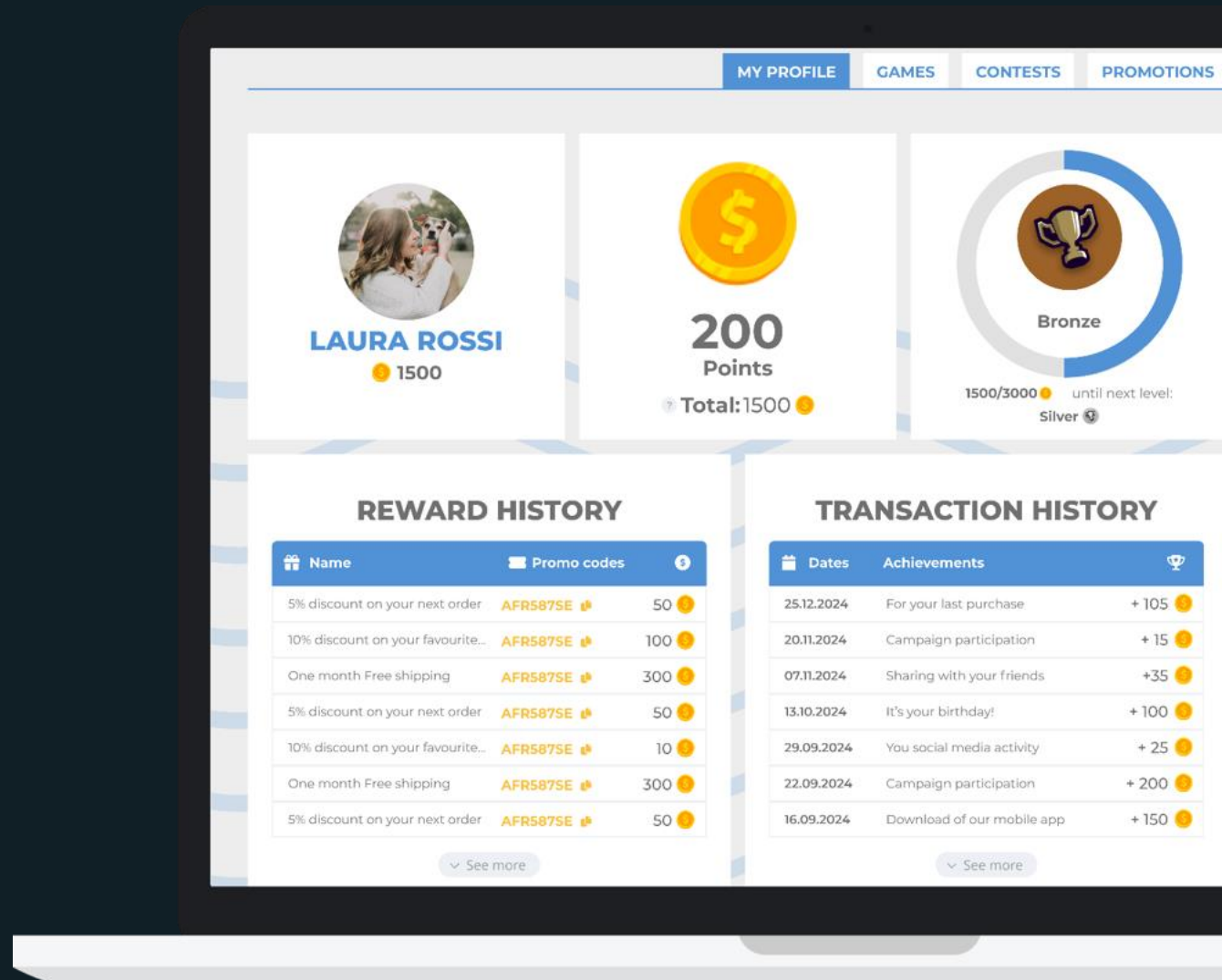
4

ENRICH

profiles with zero-party data



Collect customer data continuously



Now	Next	Later
Back-office and analytics Text edition with AI assistance	Back-office and analytics UI/UX harmonization	Campaigns Higher peak capacity management (10x)
Campaigns Scratch card as available format for all customers	Campaigns Product recommendations based on answers (Quable)	Back-office and analytics Tactical AI features
Campaigns Shared prize-set across several campaigns	Integrations Emails via external tools (SMTP)	Back-office and analytics Organisation-level features
Compliance Major accessibility release	Compliance Additional formats fully accessible	Integrations Opening up APIs/QNTM integrations
Integrations Qualifio SDK to deploy easily campaigns on native apps	Integrations SFTP Export from loyalty portals	
Portals Receipt recognition deeper integration with Hashting	Portals Advanced customization of portals designs	

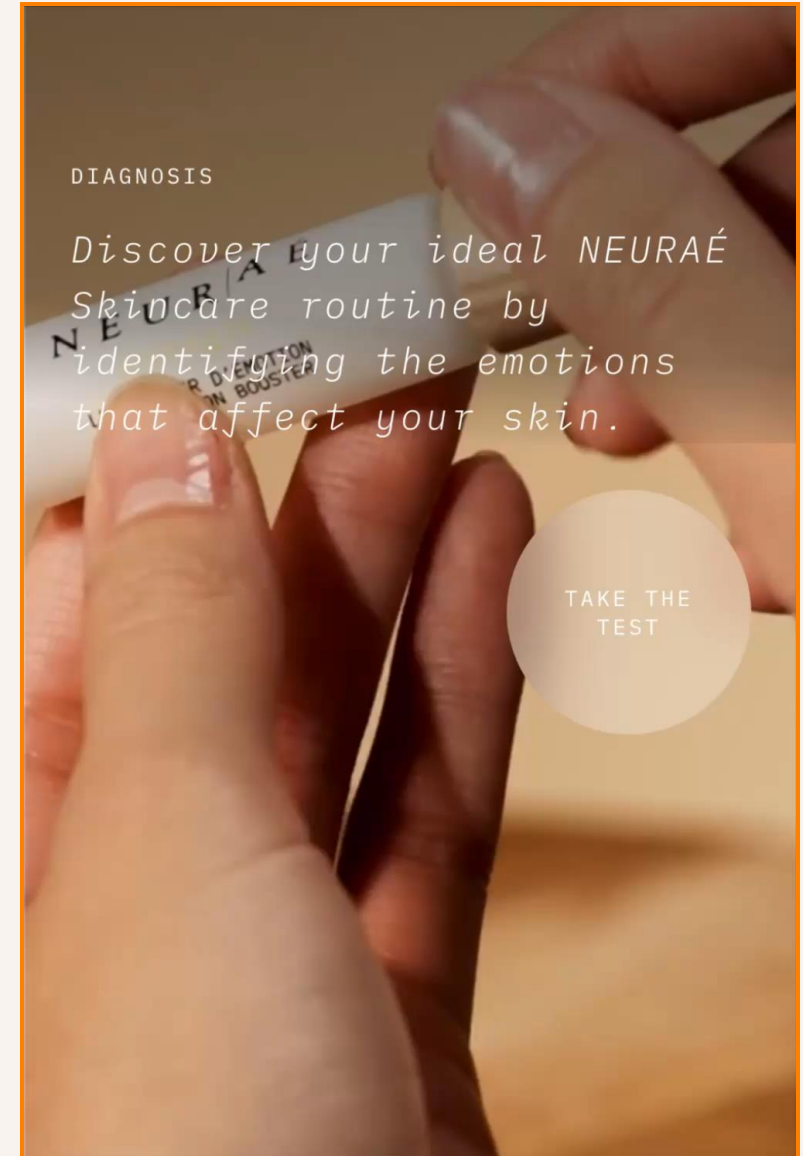


Interaction-based product recommendation

Quable & Raptor

Display personalised product recommendations for participants at the end of your campaigns.

- Refine recommendations based on participant answers
- Refine recommendation in rewards programs based on profile
- Connect your campaigns to your product catalogue (PIM or e-commerce): Quable, Shopify, etc.





Further improvements on our interaction-based loyalty programs

Date	Activity / Status	Receipt
Jan 15, 2026	✔ Validated	View
Jan 14, 2026	⌚ Pending	View
Jan 12, 2026	⌚ Awaiting for verification	View
Jan 10, 2026	✔ Validated	View
Jan 9, 2026	✘ Refused	View
Jan 8, 2026	✔ Validated	View
Jan 5, 2026	✘ Refused	View
<div>< 1 2 3 ></div>		

Cashbacks


Rewards incentivizing

API Openness

Advanced limits on earn and burn scenarios

Portal editor improvements for better and easier customization





Prize

Using prizes in a campaign motivates people to participate.
Add and manage the details of your prizes in this section.

+ Create a first prize

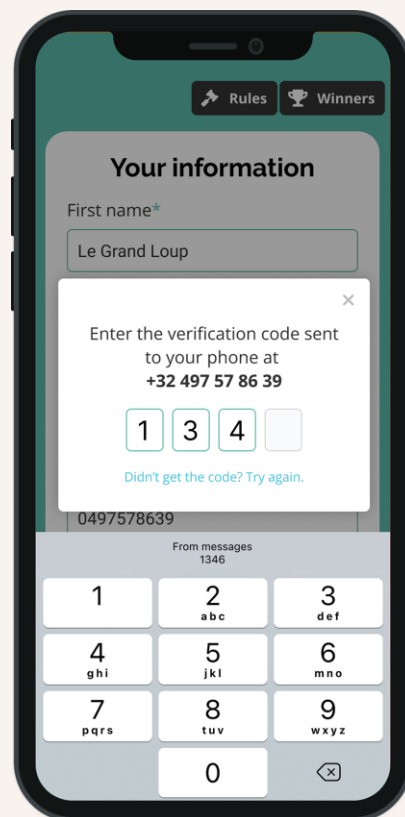
or

Apply a common prize list or calendar from another campaign

> Select campaign

X Close

> Skip this step



1

2

Simple copy

Campaign name

Guitar Helix contest - EN (1)

Language

French

Form

Choose a form...

☒

Translate automatically the content in french


☒

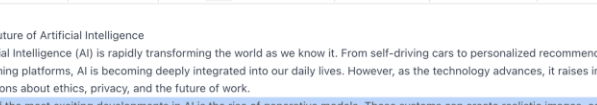
Share a common prize list ?

☒

Share common participation limits ?

< Back

 Duplicate



The screenshot shows the ChatGPT web interface. At the top is a toolbar with various icons for text formatting and editing. Below the toolbar is a text input area containing the text: "The Future of Artificial Intelligence". Below the input area is a dropdown menu with several options, each with a corresponding icon: "Improve Writing" (pencil icon), "Fix Grammar" (checkmark icon), "Make Shorter" (scissors icon), "Make Longer" (plus icon), "Professional" (document icon), "Casual" (speech bubble icon), "Translate..." (globe icon), and "Custom Prompt..." (square icon).



Benoit Delisse
VP, Product Unit Actito

Communication through ages



Yeah !!!
It's a start

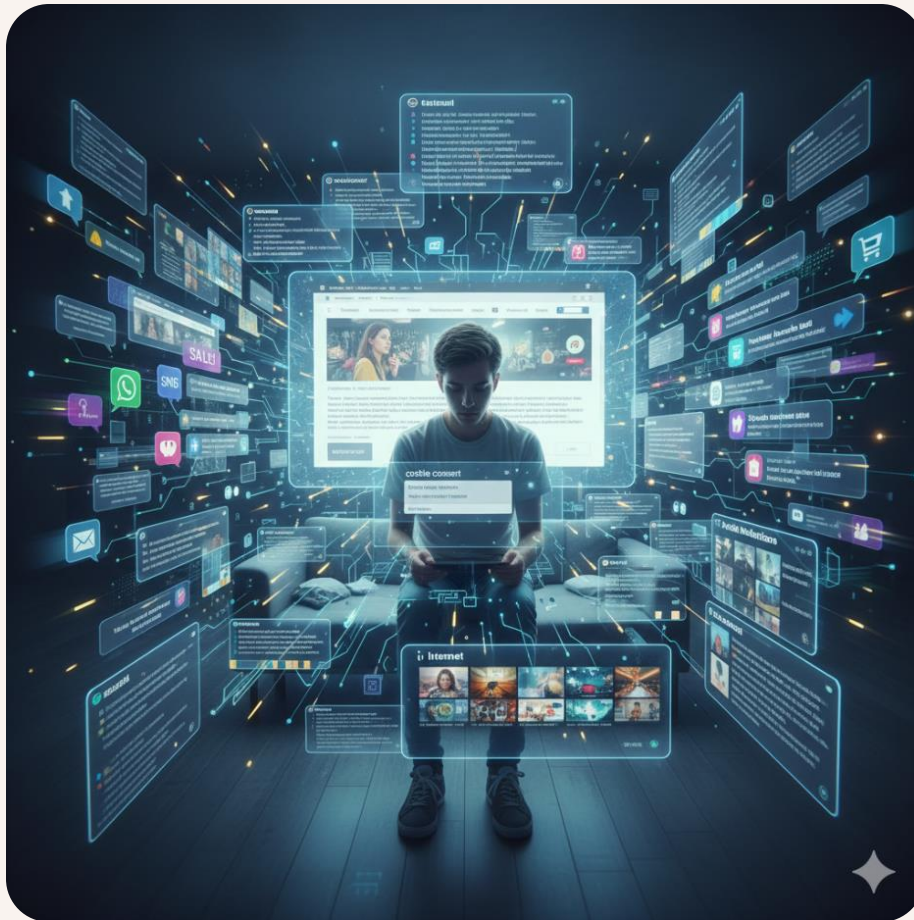


Thanks mister Gutenberg and school
Now my reach is better

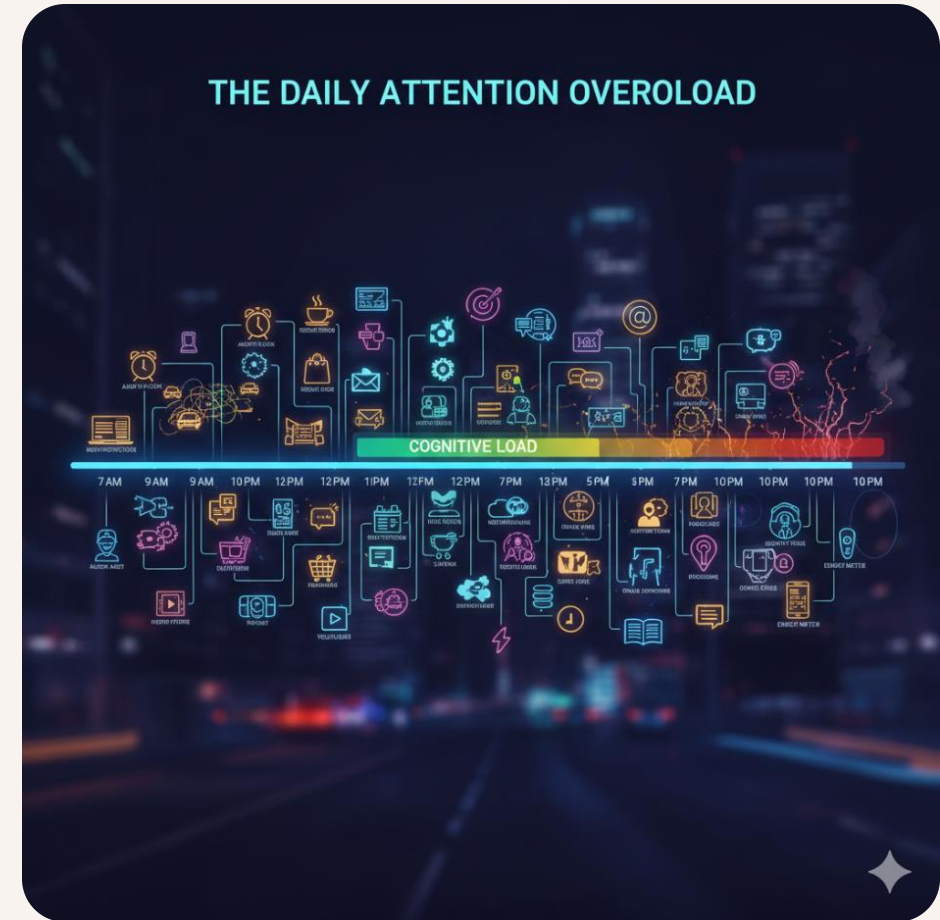


Home TV for each
The era of mass campaign

Today



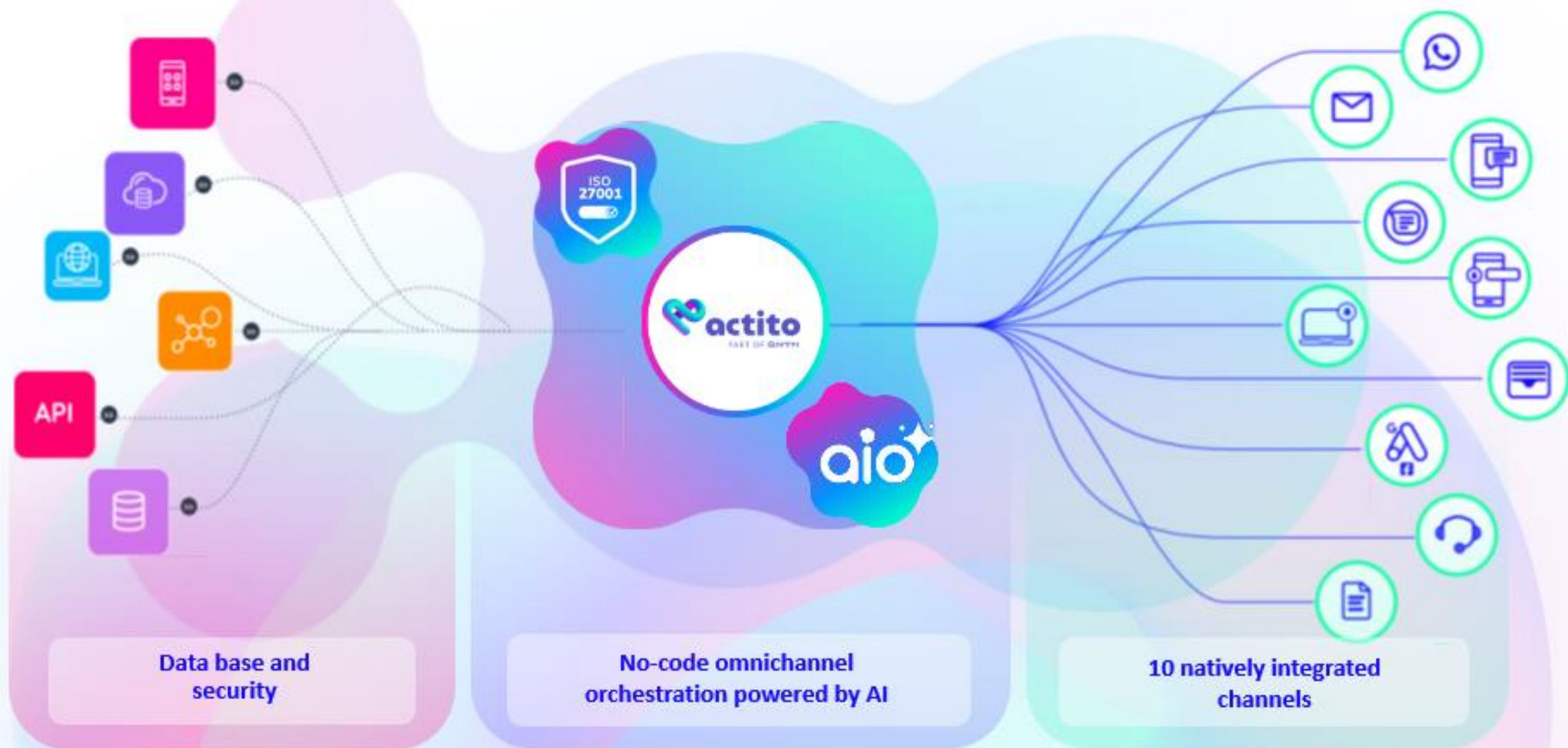
Hyper connected
anywhere and anytime



Overloaded
Small amount of time per topic

Actito helps marketers to deliver the right message, with the right personalization, to the right person, at the right time, through the right channel.

Why choose us?



A rich data model

Build for marketing

- Star model centered on Profile
- Reasonable granularity, history
- Rely on segmentation

Accessible everywhere in Actito

- Targeting
- Personnalisation
- Scenarios

The screenshot displays the Datamart Studio interface for the ACTITO4Travel database. On the left, a vertical sidebar lists various marketing and data management tools: E-mail campaigns, SMS campaigns, Push campaigns, WhatsApp campaigns, Forms and pages, Print campaigns, Call center campaigns, Audience, and Scenarios. The central area shows a detailed view of the 'ACTITO4Travel' database, which contains 4931 profiles. This view is structured as a form with fields for 'Adresse e-mail', 'FavouriteAgency', 'Boite aux lettres', 'Code postal', and 'Conseiller'. Each field has a corresponding data type (e.g., Text, Integer) and a small icon indicating its role in the data model. Below these fields, there are sections for 'Agency' and 'Advisor', each with a 'No description' label and a set of icons for data manipulation. On the right, a 'Actito Customer Signals' section lists attributes such as 'Date', 'ID CRM', 'Product ID', 'ProductImage', 'Intent signal id', 'Brand', and 'ProductName', each with a data type and a small icon. The bottom of the interface features a navigation bar with 'Tables data', 'Exports', and 'Imports' options.

A seamless experience across all channels



1 General data — 2 Target group — 3 Message — 4 Check and test — 5 Sending

Create the message of the new e-mail campaign

[Editor](#) [Create new message](#) [Personalizations](#) [Check links](#) [More](#)

Native channels & expertise

- Email deliverability
- SDK specialists
- ...

1 General data — 2 Target group — 3 Message — 4 Check and test — 5 Sending

Check and test

Testing group: test

Test profile	In target	Language	Spam	Comment	A/B	Interaction	Actions
<input checked="" type="checkbox"/> en lastName	✓	French	Not executed	🔄 -	A/B	-	👁
<input checked="" type="checkbox"/> testName testName	✗	French	Not executed	🔄 -	B	-	👁
<input type="checkbox"/> en en	✓	English	Not executed	🔄 -	A/B	-	👁

Orchestration

Journey builder
A/B testing
Best sending moment
Engagement scores
External signals
...

Attributes

Segmentations

Subscriptions

Segmentation list

+ Add

View

Update

Delete

Name	Type	Segments
EngagementScore		VeryGood, Good, Fair, Low, NotEr

Raptor Signals - pr. **ACTIVATING**

DATE FILTER
30/12/2025 - 29/01/2026

Preview

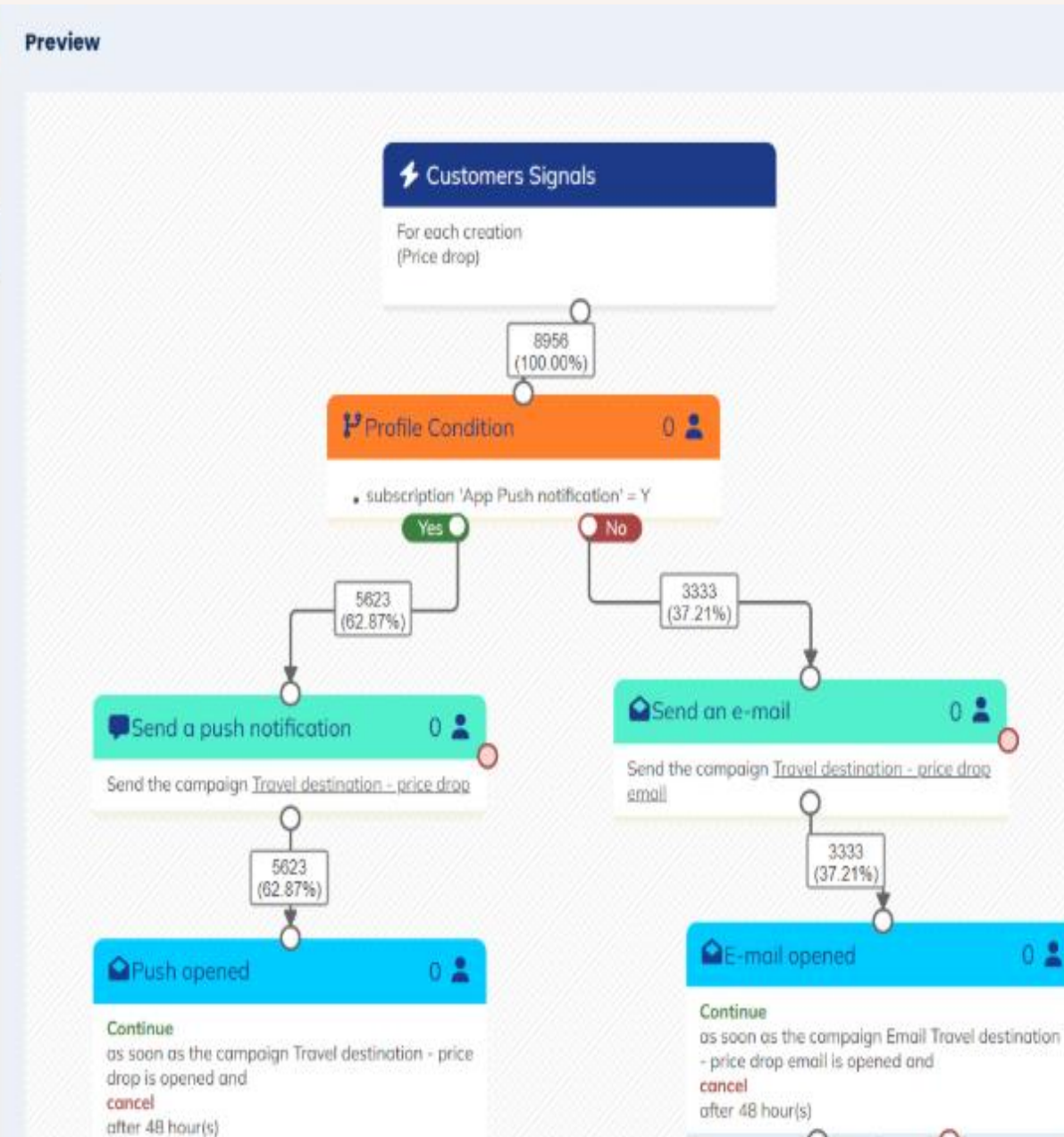
Summary

Activation moment
29/01/2026 14:06

Finalization moment
-

Stop moment
-

Sending moment
optimization status
Disabled



Actito Roadmap

FOCUS

- Channel coverage
- AI to improve productivity and decision-making
- Partners & integrations

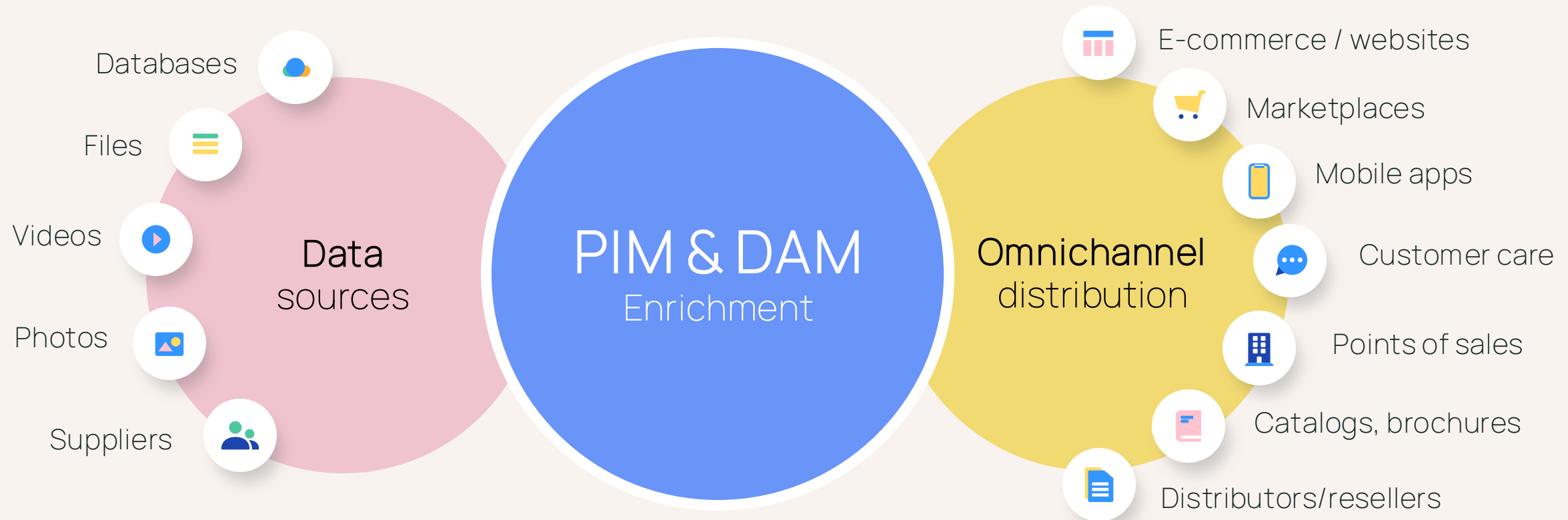
NOW	NEXT	FUTURE
AI – Workflow Designer Assistant	AI – Campaign Analyst Assistant	AI – Prompt for Targeting
Channel – WhatsApp Transactional & API	Orchestration – Alert Center enhancements	AI – Multi-Channel Content Adaptation
Channel – In-App > Basic workflow	Channel – In-App > Advanced features	Orchestration – Check and Test, Correct a Scenario
Channel – Flexible Email Templates	Channel – Flexible Email Templates for Advanced Personalization	Orchestration – Best channel
Data – Mobile Native Data Model > Tags	Channel – New Push channel features	Channel – RCS
Data – App Events	Data – Custom Events > Web & Mobile	Channel – Advanced Email Editor Customization
UX – Dashboard > Customization	UX – Dashboard > Drafts shortcuts	Data – Location-based Marketing
		Data – Seamless Web & App behavior tracking








Alexandre Carlier

Head of Product, Quable

PIM/DAM for omnichannel diffusion



Roadmap 2026

	NOW	NEXT	LATER
 AI	<ul style="list-style-type: none">• Bulk AI enrichment - LIVE• AI asset tagging	<ul style="list-style-type: none">• AI Orchestration	
 UX	<ul style="list-style-type: none">• Rework Channels• Rework Downloads• Rework Navigation		
 Channel		<ul style="list-style-type: none">• Live data update	
 Global	<ul style="list-style-type: none">• Quable ↔ Ibexa premium integration	<ul style="list-style-type: none">• Ibexa app switcher• ERP update• Upgrade Symfony 7	<ul style="list-style-type: none">• Join + Mapping export• Offer simplification
 Product			<ul style="list-style-type: none">• Quality score• Improved completeness• Improved variants



Automation: Skyrocket productivity

NOW - Discovery

NEXT - Key Initiatives



Translation Automation

- Translation project creation
- Bulk translation processing
- Streamlined workflow management



AI-Powered Quality

- AI project creation
- AI bulk proof-reading
- Intelligent content validation

LATER - Future Enhancements

- Automatic link improvement - Intelligent relationship mapping



Automation: Skyrocket productivity



🇫🇷 Data locale
Français (FR)



Projects

View and manage your translation projects.

+ New project

Project name	Statut	Source	Target	Products	Translator	Progress	Deadline	
Summer 2024 Collection Launch	🔄 In progress	🇫🇷 French (FR)	🇬🇧 English (UK)	23	AC Alexandre Carlier	<div><div></div></div> 0%	Tomorrow	⋮
Fall/Winter 2024 Apparel Transl...	✅ Completed	🇫🇷 French (FR)	🇺🇸 English (US)	45	Thibault Duchemin	<div><div></div></div> 100%	Mon. Aug. 23	⋮
New Product Line - Spring 2025	🔄 Published	🇫🇷 French (FR)	🇬🇧 English (UK)	2	AC Alexandre Carlier	<div><div></div></div> 100%	Mon. Aug. 23	⋮
Translation of 2024 Swimwear L...	🔄 Published	🇫🇷 French (FR)	🇸🇦 Arabic (OM)	8	AC Alexandre Carlier	<div><div></div></div> 100%	Mon. Aug. 23	⋮



Summer 2024 Collection Launch

French → English

23/23

Status Completed

Synchronize

- Chanel 19 poudré - Parfum ✅
- Brisa Cubana - Parfum ✅
- Show me love - Eau de toilet... ✅
- Lady Million - Eau de toilet... ✅
- Yves Saint Laurent - Libre ✅
- Dior - Sauvage ✅
- Chanel - Coco Mademois... ✅
- Armani - Stronger with Yo... ✅



Chanel 19 poudré - Parfum

SKU_543Z43434332

Translate with DeepL



	French	English
Nom	Chanel 19 poudré - Parfum	Chanel 19 poudré - Perfume
Description	<div>Paragraph ▾ B I U </div> <p>L'interprétation poudrée et soyeuse de la composition originelle de N°19. Un fleuri-poudré-vert où les notes poudrées de l'iris rencontrent la douceur des muscs blancs.</p>	<div>Paragraph ▾ B I U </div> <p>A silky, powdery interpretation of the original N°19 composition. A powdery-green floral where the powdery notes of iris meet the softness of white musk.</p>
Note de tête	fleuri-boisé-vert	flowery-woody-green
Note de coeur	galbanum	galbanum
Note de fond	iris pallida	iris pallida
Conseils d'utilisation	L'eau de parfum en vaporisateur pour un geste ample et	Eau de Parfum spray for a full, supple scent on skin or clothes.

Automation outcome

- Up to 90% daily recurring tasks automated
- Turning a repository to a smart publication tool



DAM: Expand its reach

NOW - Discovery



Global Enhancement

Comprehensive improvements to DAM features, performance, and user experience across all modules.

NEXT - Strategic Evolution



Create a standalone DAM offer inside Quable

- Independent deployment and scaling
- Dedicated optimization and enhancement plans
- Native and flexible integration capabilities



Assets > Collections > Bébés > Publicité_nouvelle_collection_2025

Informations

Variations

Liens

Historique

Méta-données

Commentaires

Informations

Nom

Publicité_nouvelle_collection_2025

Thumbnail

photo_extrait_video.jpeg

Description

Bienvenue à bord de la chaîne officielle de Petit Bateau !
🔥
Depuis 130 ans, on milite pour une mode qui traverse le temps. Chez Petit Bateau, ce sont les enfants qui nous inspirent. Alors on crée, on innove, on invente, tout le temps, pour faire des vêtements pour toute la famille.

Canaux prévus

Youtube X Facebook X Site X Paid ads X

Segments

Bébés X Enfants X

Collection

2024

Annuler Sauvegarder

DAM evolution outcome

- Move from 40% → ~80-90% Gartner mandatory coverage
 - Integrates natively with Ibexa ecosystem
 - Increase market reach



**Thank you for
your time!**