

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

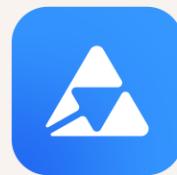
# Product intro and features



# Product intro and new features



raptor



Quable



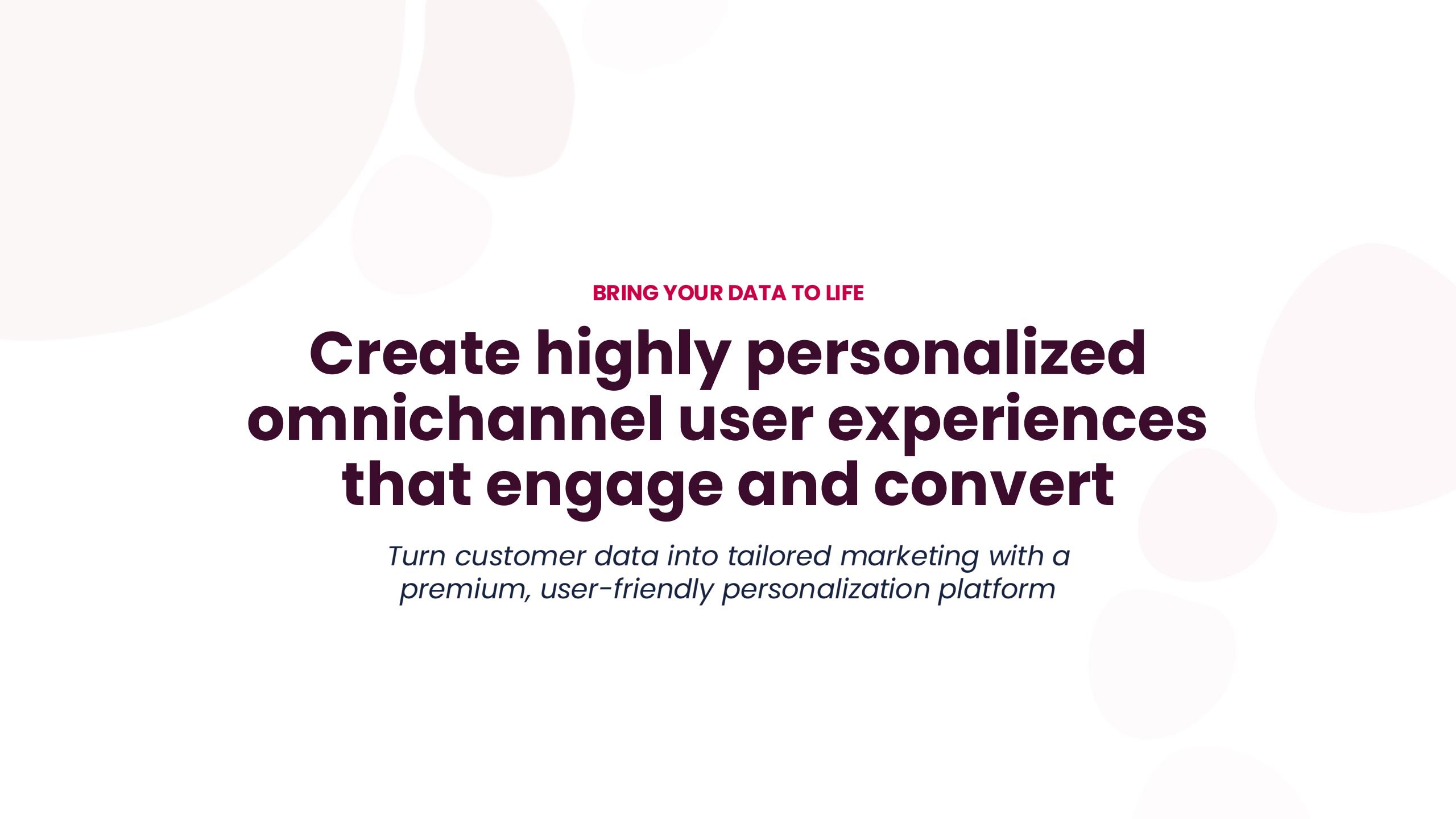
actito



Qualifio



Mads Sieron Thorsen  
*VP, Product Unit Raptor*



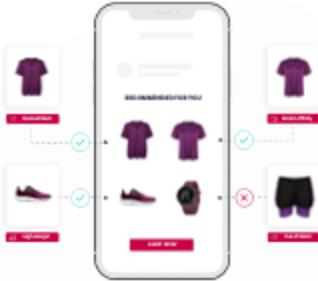
BRING YOUR DATA TO LIFE

# **Create highly personalized omnichannel user experiences that engage and convert**

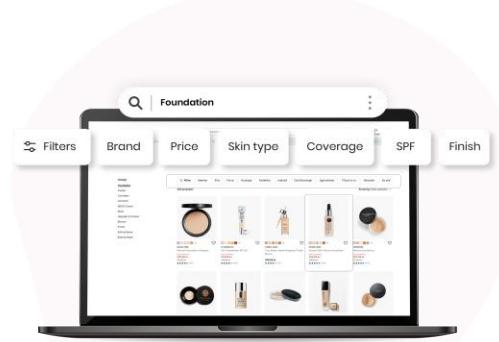
*Turn customer data into tailored marketing with a  
premium, user-friendly personalization platform*

Integrations designed to fit your tech stack

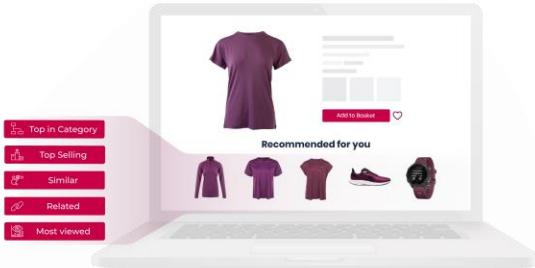
# Raptor's Personalization Platform



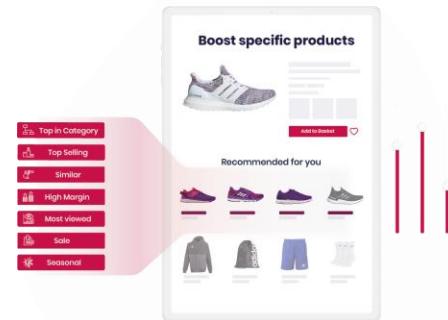
E-mail Triggers & Recommendations



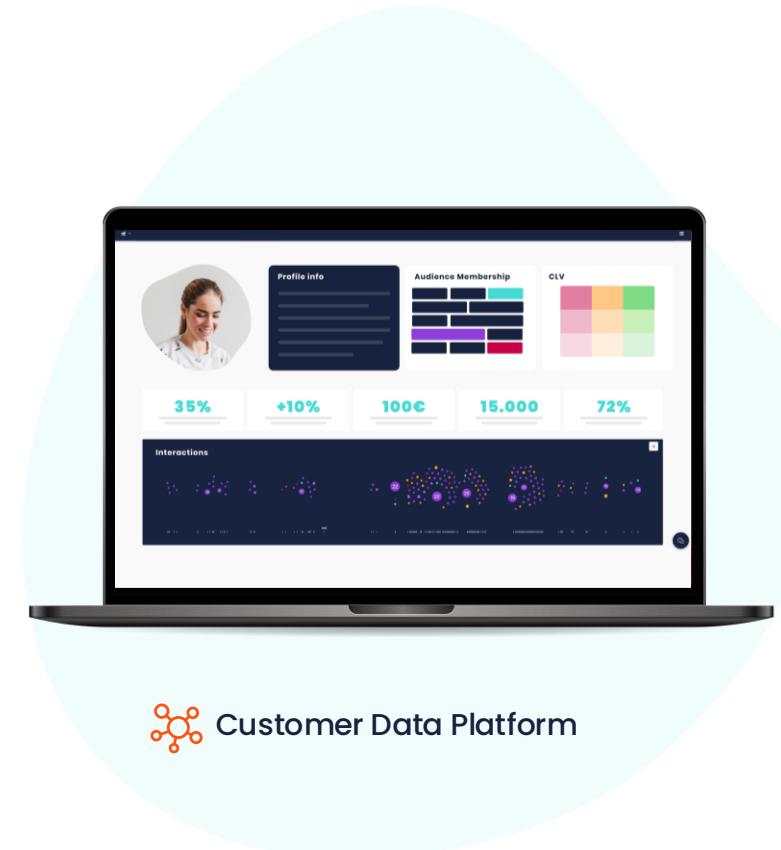
Site Search



Website Recommendations



Merchandising



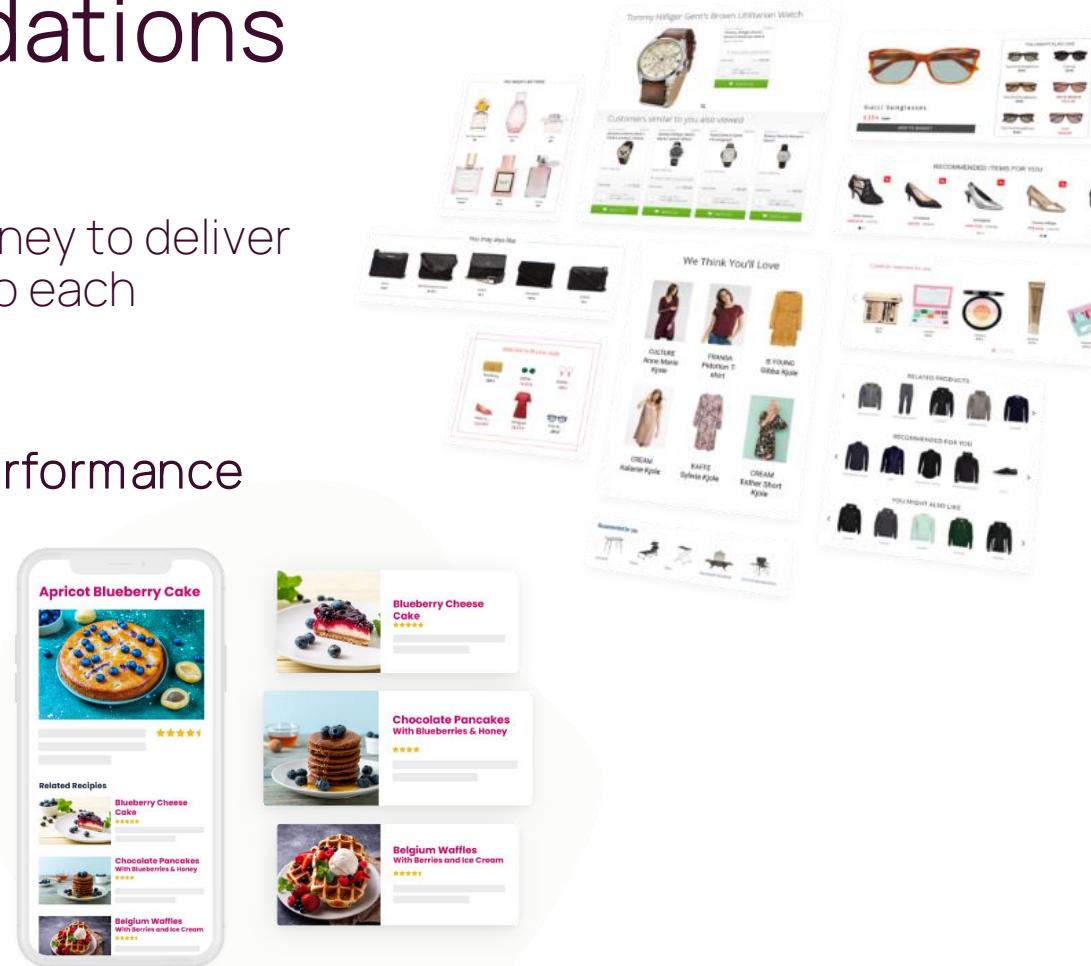
Customer Data Platform

# 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!



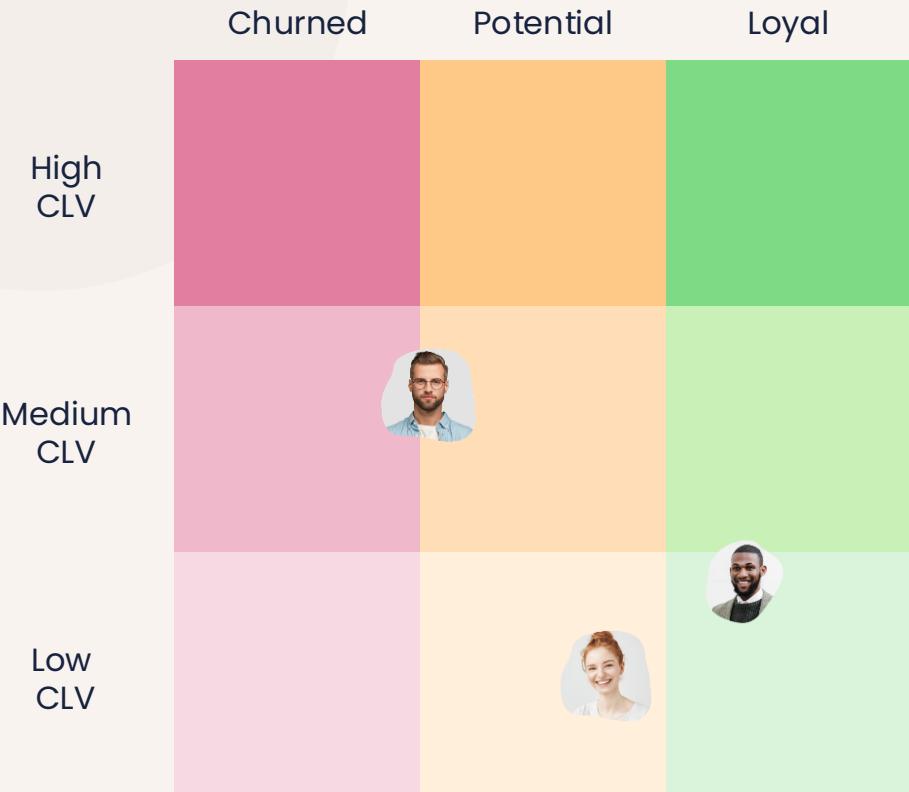
Customer Data Platform  
**The CDP**



Single Customer View  
Get to know your customers



# Customer insights



## 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"

A dark red background with a subtle, abstract circular pattern on the right side.

*Roadmap* and feature sneak peek

## Now

## Next

## Later

Centralized AUTH service (SSO)

Recommendations in DXP

Qualifio Campaign Data in CDP

Actito / Raptor Integrations Upgrade

Upgrade Trigger Masters

Ibexa Connect Activation

Integrated CDP in DXP

Harmonization of UX/UI

Localization of the Control Panel

Search Personalization

AI-suggested Conversions

Audience Builder Chatbot

AI-suggested Audiences

AI Model: Engagement Scoring

AI Model: Product Affinities

AI Profiling

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 &amp; Insights

Upgrade User Management / Permissions

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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*Feature* sneak peek

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Support Multiple Typesense Versions

## 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 

**FILTERS**

CategoryPath - Website  equal to  231521 

**and who**

Have  Reference - Qualifio persondata  equal to  Kids 

**+ Add filter**

**and who**

Have  Predicted alive (%)  greater than  - 70 + 

### Audience preview

Refresh to view updated numbers

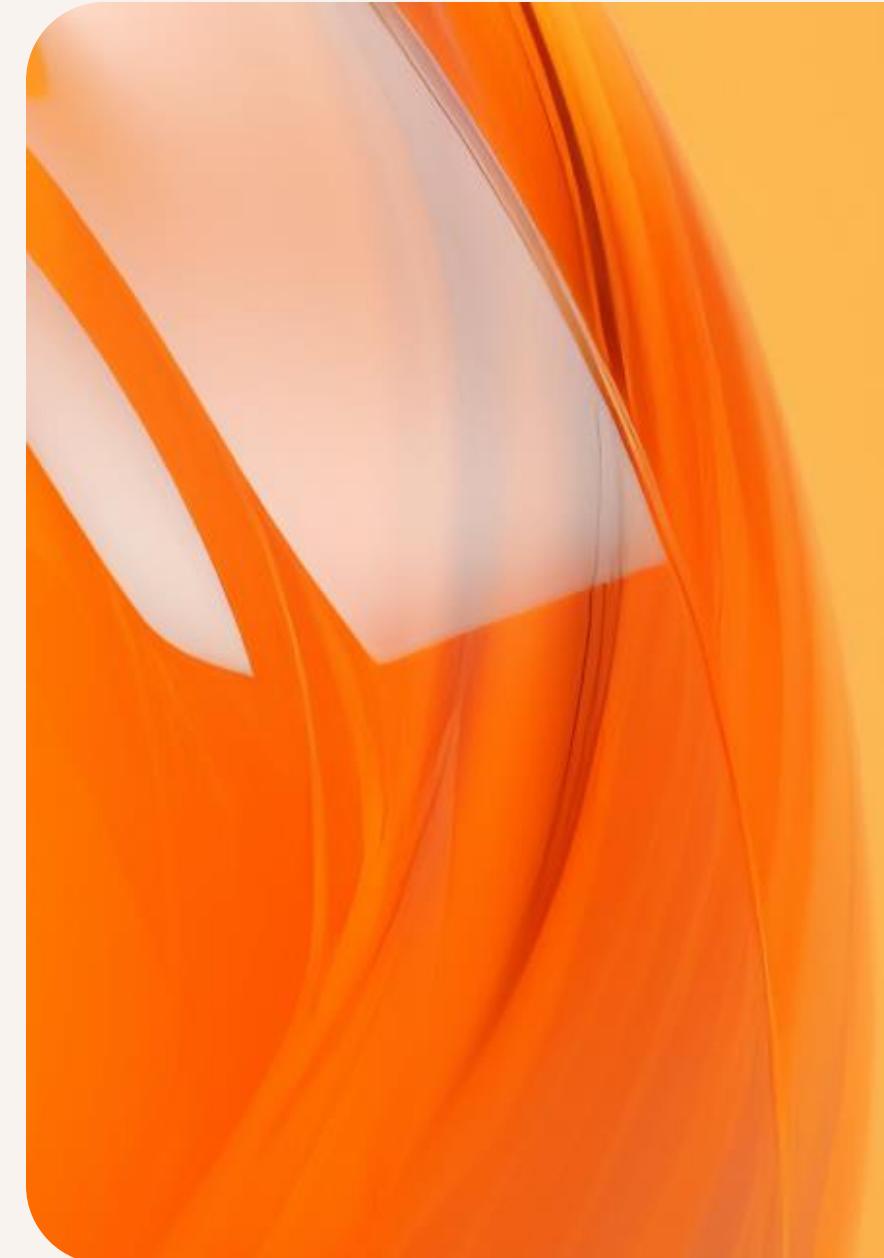
Total population	29.262.977	Profiles in audience	17.956
no (kundeid)	(0.29%)	12.370	4.322.496
coid	(0.5%)	126.018	24.985.076
email	(0.51%)	12.198	2.370.796
telefonnummer	(0.53%)	11.380	2.130.313

[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

FILTERS

CategoryPath - Website equal to 231521

and who

Have Reference Qualifio persondata equal to Kids

+ Add filter

and who

Have Predicted alive (%) greater than 70

Disable statement ▾ Show less

Disable statement ▾ Show less

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
<b>29.262.977</b>	<b>0</b>
no (kundeid)	(0%)
<b>4.322.496</b>	<b>0</b>
coid	(0%)
<b>24.985.076</b>	<b>0</b>
email	(0%)
<b>2.370.796</b>	<b>0</b>
telefonnummer	(0%)
<b>2.130.313</b>	<b>0</b>

[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](#)

Total population	Profiles in audience
<b>29.262.977</b>	<b>17.956</b>
no (kundeid) <b>4.322.496</b>	(0.29%) <b>12.370</b>
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[Export](#)[Save & Refresh](#)

## ❖ Audience Chatbot

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Do you want me to describe what characterize the audience?

Yes please.

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

## ✨ Audience Chatbot

Save & Refresh Reset ...

Need more help? [Read documentation](#)

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- High predicted alive score (in the top 25%)

Do you want me to describe what characterize the audience?

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

Total population	Profiles in audience
<b>29.262.977</b>	<b>17.956</b>
no (kundeid)	(0.29%)
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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, which 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

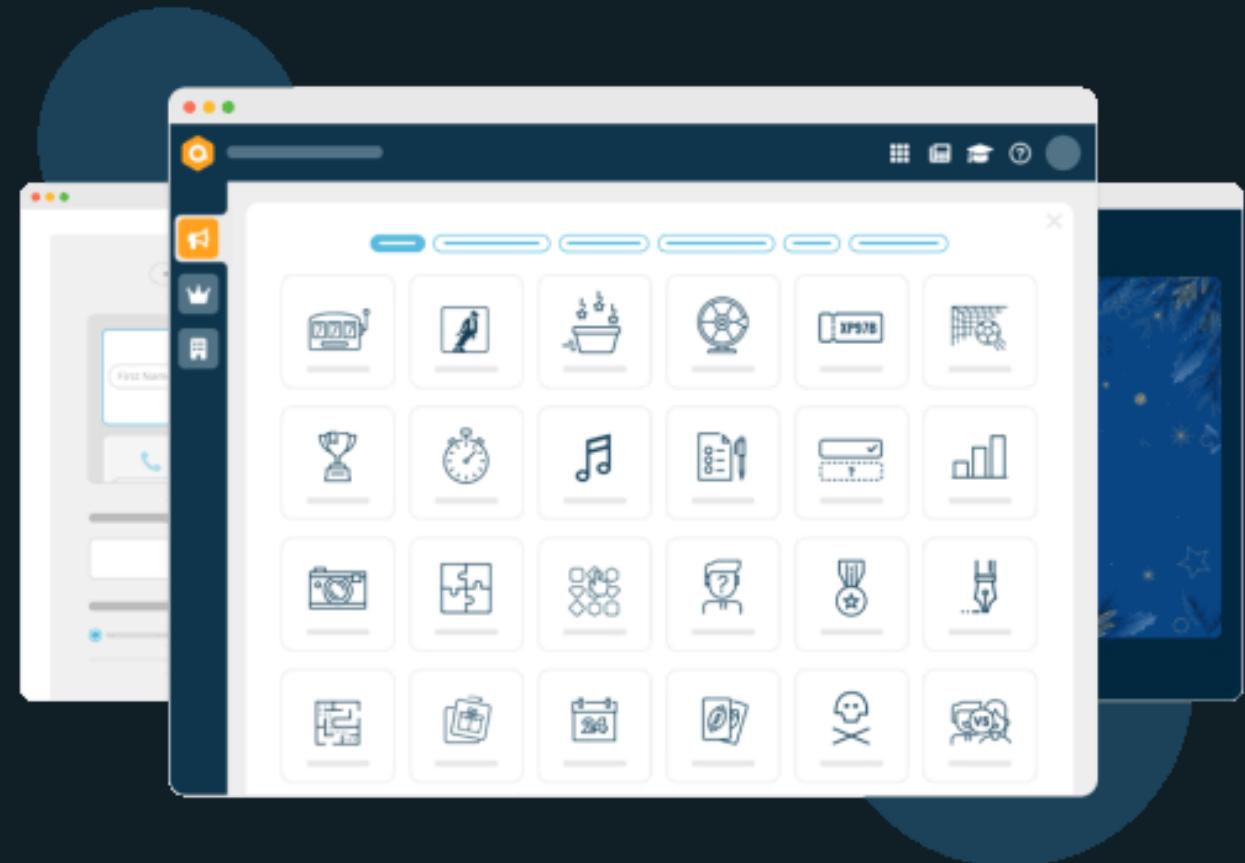
**COLLECT**

actionable data from your audience

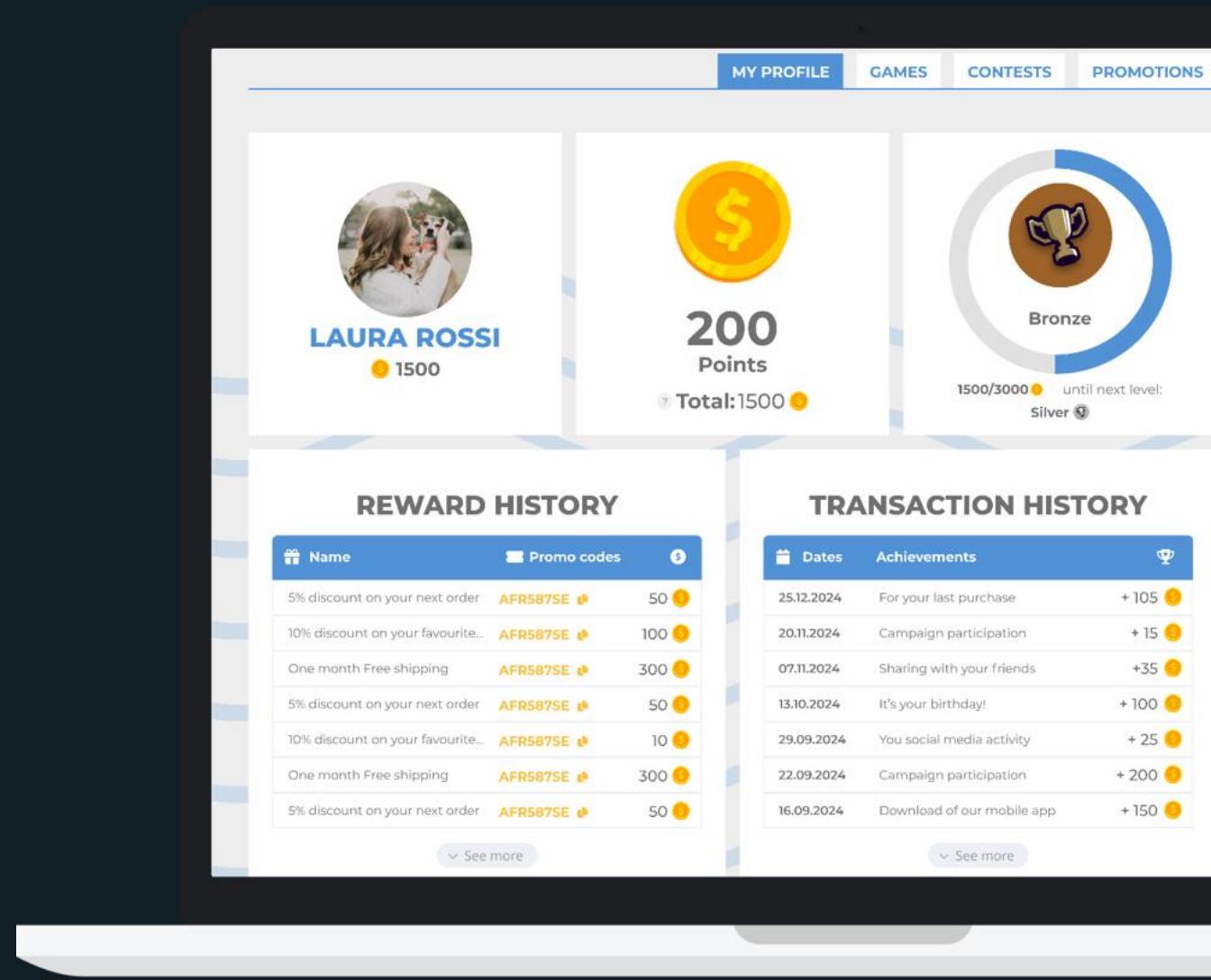
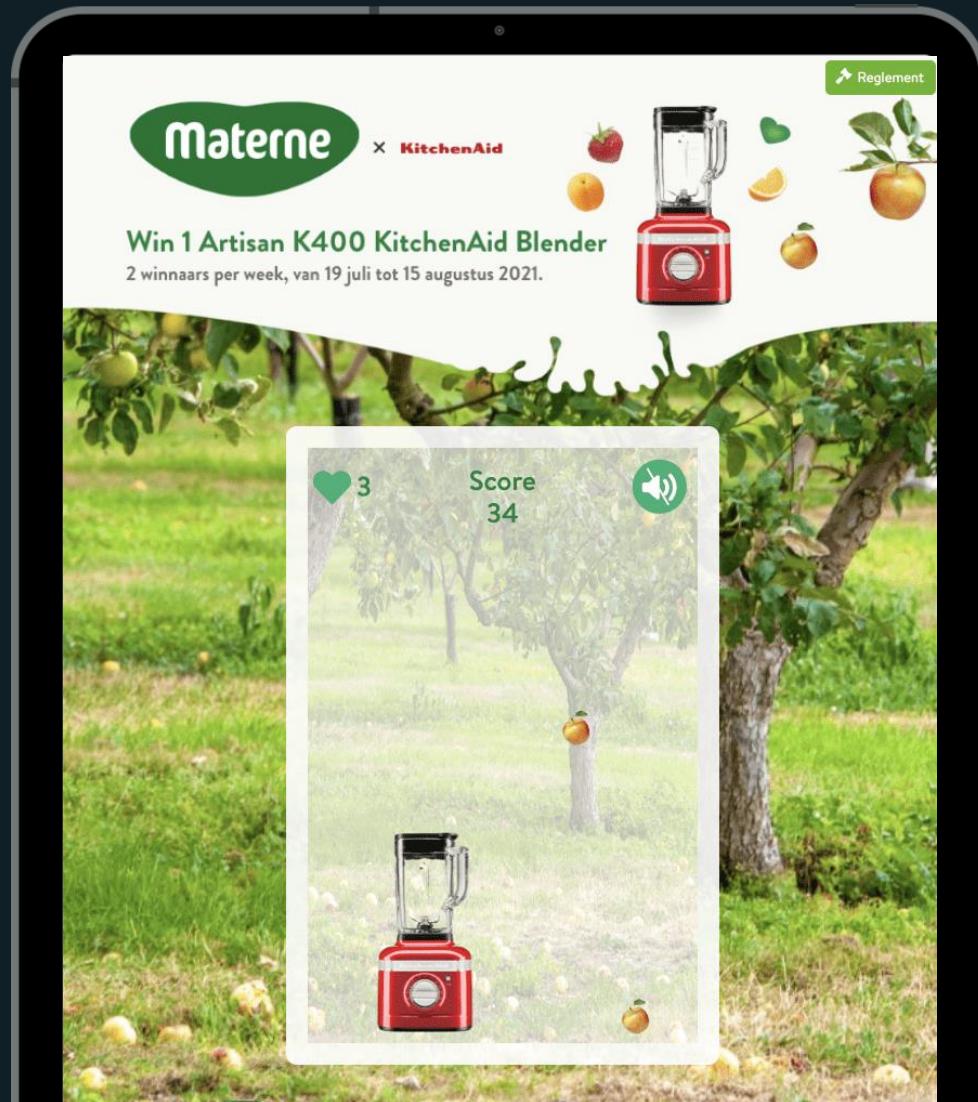
4

**ENRICH**

profiles with zero-party data



# Collect customer data continuously



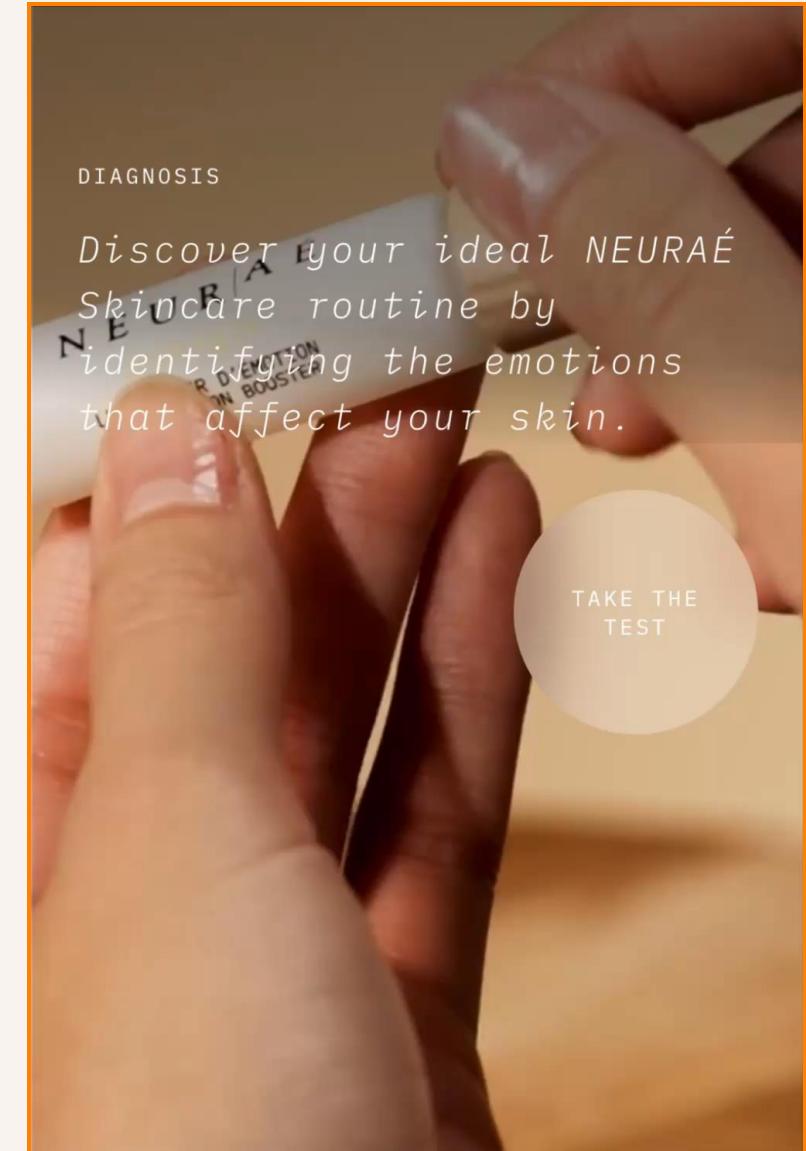
Now	Next	Later
<b>Back-office and analytics</b> Text edition with AI assistance	<b>Back-office and analytics</b> UI/UX harmonization	<b>Campaigns</b> Higher peak capacity management (10x)
<b>Campaigns</b> Scratch card as available format for all customers	<b>Campaigns</b> Product recommendations based on answers (Quable)	<b>Back-office and analytics</b> Tactical AI features
<b>Campaigns</b> Shared prize-set across several campaigns	<b>Integrations</b> Emails via external tools (SMTP)	<b>Back-office and analytics</b> Organisation-level features
<b>Compliance</b> Major accessibility release	<b>Compliance</b> Additional formats fully accessible	<b>Integrations</b> Opening up APIs/QNTM integrations
<b>Integrations</b> Qualifio SDK to deploy easily campaigns on native apps	<b>Integrations</b> SFTP Export from loyalty portals	
<b>Portals</b> Receipt recognition deeper integration with Hashting	<b>Portals</b> 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	<a href="#">View</a>
Jan 14, 2026	⌚ Pending	<a href="#">View</a>
Jan 12, 2026	⌚ Awaiting for verification	<a href="#">View</a>
Jan 10, 2026	✓ Validated	<a href="#">View</a>
Jan 9, 2026	✗ Refused	<a href="#">View</a>
Jan 8, 2026	✓ Validated	<a href="#">View</a>
Jan 5, 2026	✗ Refused	<a href="#">View</a>

Portal editor improvements for better and easier customization

Cashbacks

Rewards incentivizing

API Openness

Advanced limits on earn and burn scenarios

# Improvements on the campaigns



**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](#)

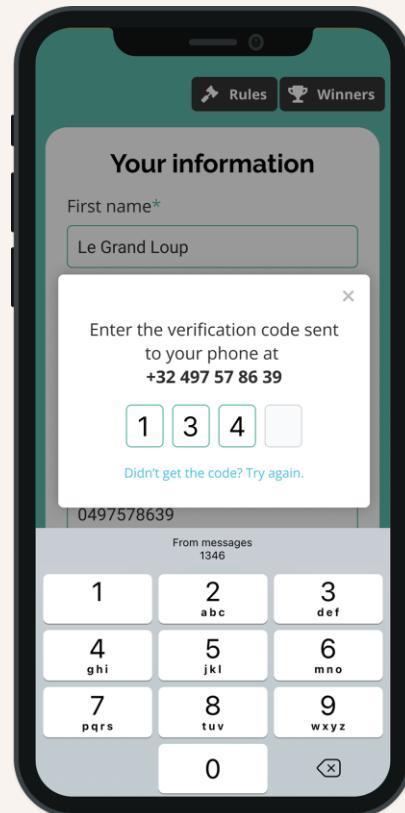
— or —

Apply a common prize list or calendar from another campaign

[Select campaign](#)

[Close](#)

[Skip this step](#)



**Simple copy**

1 2 [x](#)

Campaign name:

Language:

Form:

Translate automatically the content in french

Share a common prize list [?](#)

Share common participation limits [?](#)

[Back](#) [Duplicate](#)

**The Future of Artificial Intelligence**

Artificial Intelligence (AI) is rapidly transforming the world as we know it. From self-driving cars to personalized recommendations on streaming platforms, AI is becoming deeply integrated into our daily lives. However, as the technology advances, it raises important questions about ethics, privacy, and the future of work.

One of the most exciting developments in AI is the rise of generative models. These systems can create realistic images, compose music, and even write human-like text. This capabilities open up new possibilities for creativity and innovation.

Despite the challenges, the potential of AI is immense. By harnessing its power, we can free up humans to focus on more complex and creative endeavors. In fact, AI can help us work faster and with greater accuracy.

**AI ASSISTANT**

Improve Writing  Fix Grammar

Make Shorter  Make Longer

Professional  Casual

Translate...  Custom Prompt...



Benoit Delisse  
*VP, Product Unit Actito*

## Communication through ages



Yeah !!!  
It's a start

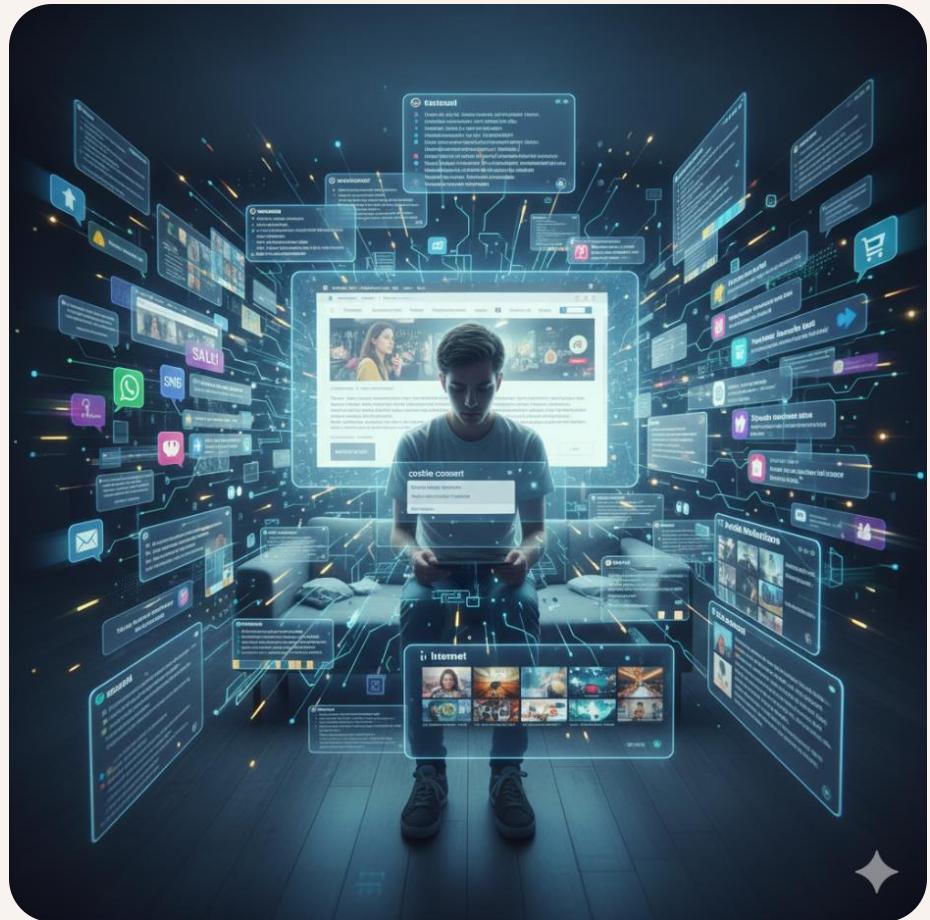


Thanks mister Gutenberg and school  
Now my reach is better



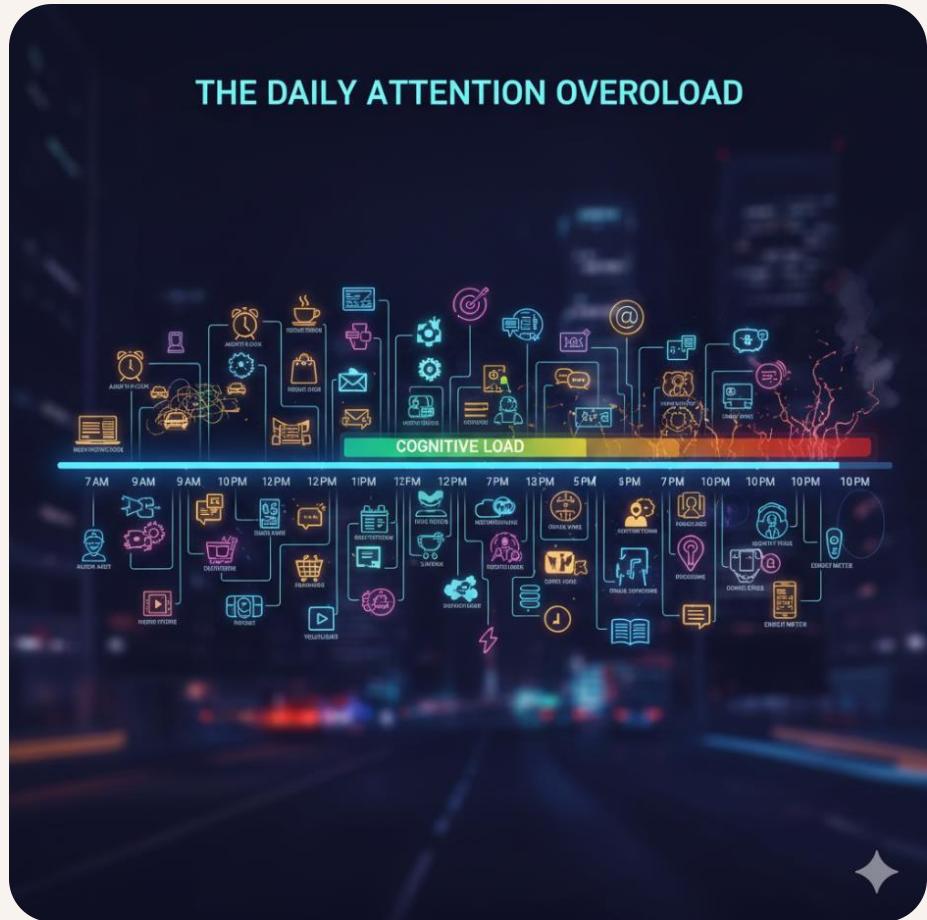
Home TV for each  
The era of mass campaign

Today



Hyper connected  
anywhere and anytime

## THE DAILY ATTENTION OVERLOAD

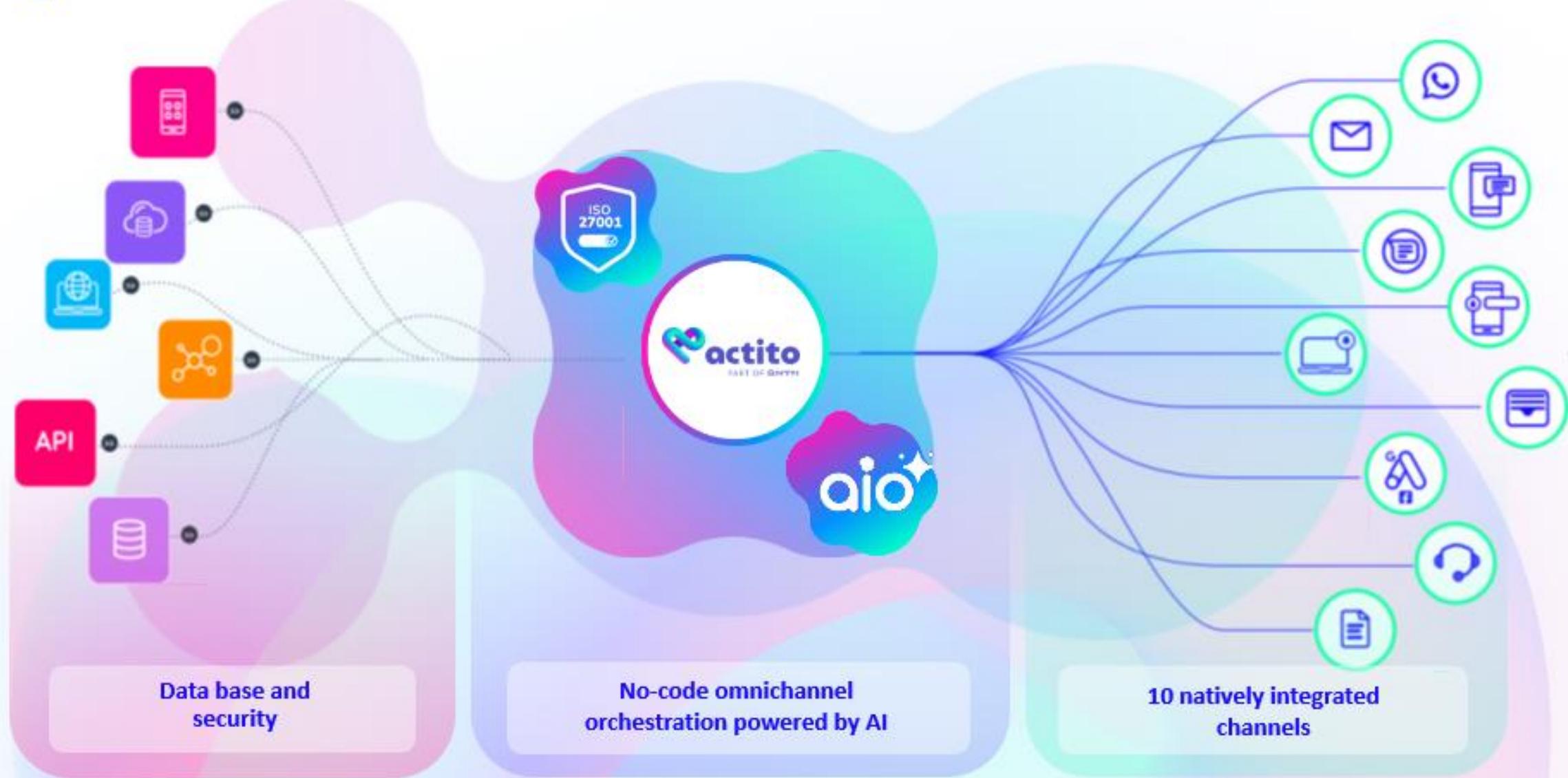


Overloaded  
Small amount of time per topic



Actito helps marketeers 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

Datamart Studio

Database: ACTITO4Travel

+ Create a table

ACTITO4Travel  
4931 profiles

Adresse e-mail \*  E-mail address

FavouriteAgency

Agency

No description

Boite aux lettres

Address box

Code postal

Address postal code

Conseiller

Adviser

No description

Tables data • Exports • Imports

EN

Actito Customer Signals

No description

Attributes

Date

ID CRM \*  ID Contact

Product ID \*  Product ID

Products

No description

ProductImage

Intent signal id \*  Integer

Brand

Marque

ProductName

# 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 ▾

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
<input checked="" type="checkbox"/>	en lastName	✓	French	Not executed	↻ -
<input checked="" type="checkbox"/>	testName testName	✗	French	Not executed	↻ -
<input type="checkbox"/>	en en	✓	English	Not executed	↻ -

A/B Interaction Actions

A/B B A/B

## Native channels & expertise

- Email deliverability
- SDK specialists
- ...

Testing group		test			
	Test profile	In target	Language	Spam	Comment
<input checked="" type="checkbox"/>	en lastName	✓	French	Not executed	↻ -
<input checked="" type="checkbox"/>	testName testName	✗	French	Not executed	↻ -
<input type="checkbox"/>	en en	✓	English	Not executed	↻ -

A/B Interaction Actions

A/B B A/B

# Orchestration

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

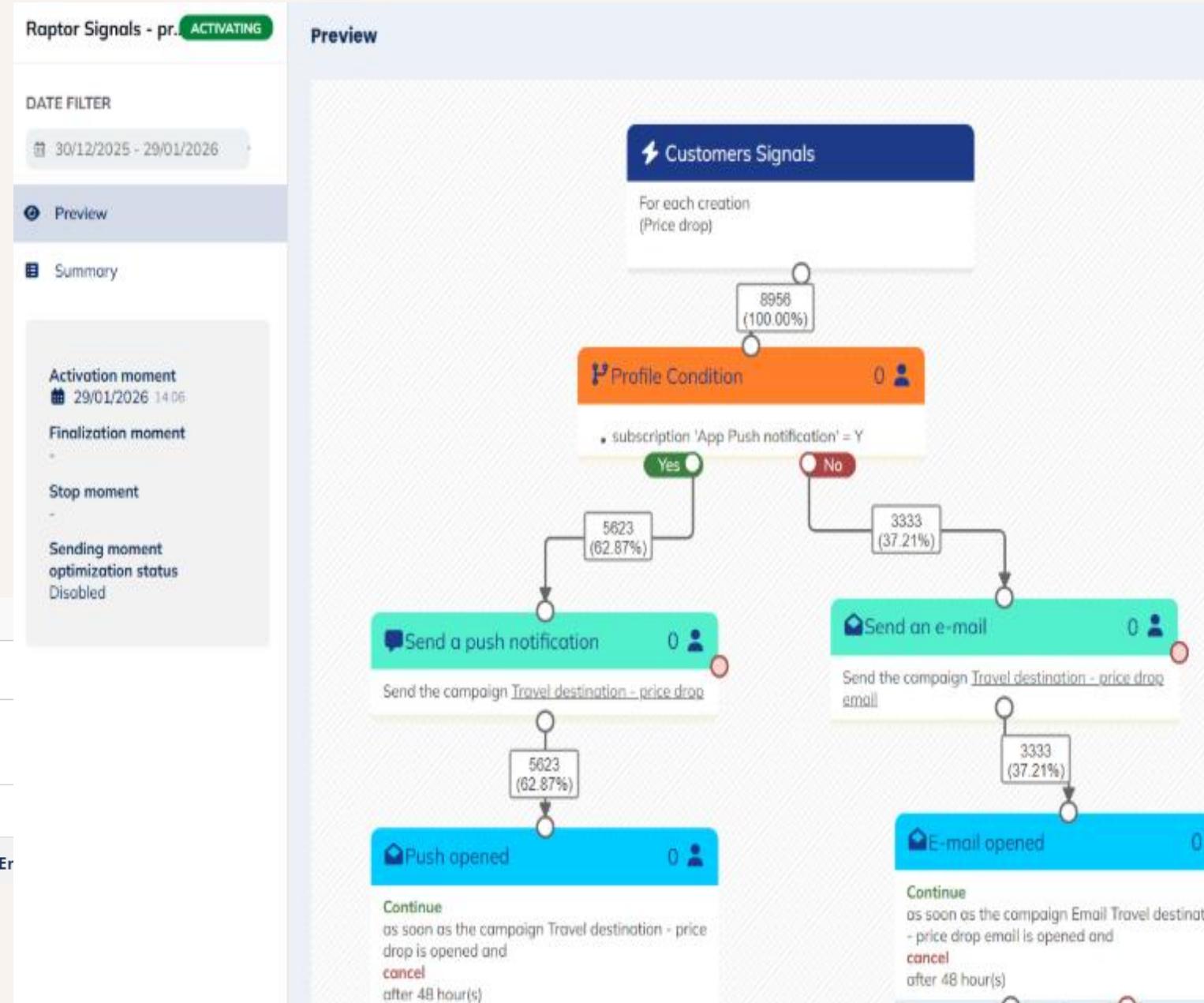
...

Attributes Segments Subscriptions

## Segmentation list

+ Add View Update Delete

Name	Type	Segments
EngagementScore		VeryGood, Good, Fair, Low, <b>NotEr</b>

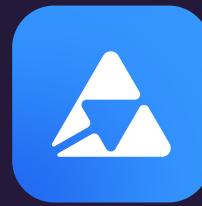


# Actito Roadmap

## 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



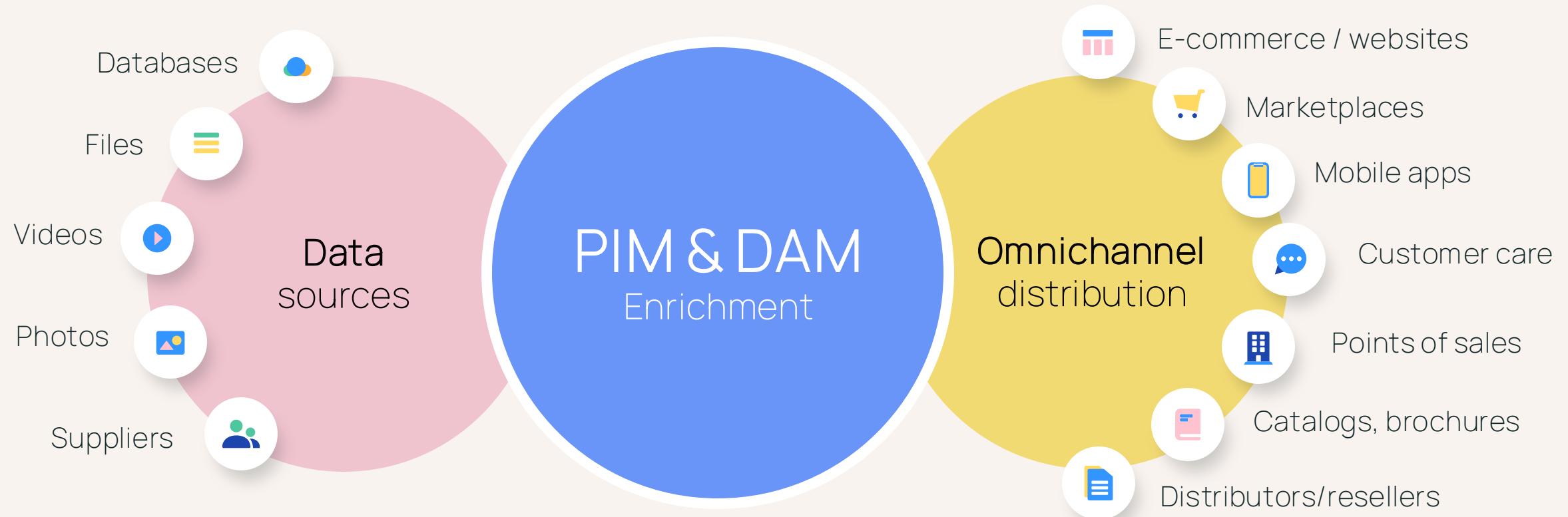
Quable



Alexandre Carlier

*Head of Product, Quable*

# PIM/DAM for omnicanal diffusion



# Roadmap 2026

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



# 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: Skyscraper productivity

Search products or assets...

Data locale  
Français (FR) 9+

## Projects

View and manage your translation projects.

+ New project

Project name	Status	Source	Target	Products	Translator	Progress	Deadline
Summer 2024 Collection Launch	In progress	French (FR)	English (UK)	23	AC Alexandre Carlier	0%	Tommorow
Fall/Winter 2024 Apparel Transl...	Completed	French (FR)	English (US)	45	Thibault Duchemin	100%	Mon. Aug. 23
New Product Line - Spring 2025	Published	French (FR)	English (UK)	2	AC Alexandre Carlier	100%	Mon. Aug. 23
Translation of 2024 Swimwear L...	Published	French (FR)	Arabic (OM)	8	AC Alexandre Carlier	100%	Mon. Aug. 23

Summer 2024 Collection Launch  
French → English 23/23

Status: Completed Synchronize

Search product

- Chanel 19 poudré - Parfum ✓
- Brisa Cubana - Parfum ✓
- Show me love - Eau de toilette ✓
- Lady Million - Eau de toilette ✓
- Yves Saint Laurent - Libre ✓
- Dior - Sauvage ✓
- Chanel - Coco Mademoiselle ✓
- Armani - Stronger with You ✓

Chanel 19 poudré - Parfum  
SKU\_543Z43434332

Translate with DeepL

	French	English
Nom	Chanel 19 poudré - Parfum	Chanel 19 poudré - Perfume
Description	Paragraph  B I U	Paragraph  B I U
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.		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.
Note de tête	fleuri-boisé-vert	flowery-woody-green
Note de cœur	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



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The screenshot displays the Ibexa DXP digital asset management interface. On the left, a sidebar shows a navigation tree under 'All assets' with categories like Marque, Logos, Charte graphique, Produits, Prêt à porter, Collections (Enfants, Adulte), Categories, Campagnes, Réseau sociaux, Presse et RP, Corporate, and Archives. The main area shows a grid of media assets: 'Binome\_course\_en\_sacs' (JPG), 'Famille\_ciré\_jaune' (JPG), 'Règlement\_retu...\_secondem...' (PDF), 'Barboteuse\_col\_matelos' (WEBP), 'Barboteuse\_col\_matelos' (JPG), 'Barboteuse\_col...' (WEBP), 'Barboteuse\_col...' (JPG), and 'Barboteuse\_col...' (JPG). A detailed view of the 'Barboteuse\_col...' asset is open, showing its 'Informations' tab with fields for Nom (Publicité\_nouvelle\_collection\_2025), Variations (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.), and Canaux prévus (Youtube, Facebook, Site, Paid ads). The 'Segments' tab lists Bébés and Enfants, and the 'Collection' tab lists 2024. A large thumbnail of the child in the outfit is shown on the right.

# DAM evolution outcome

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



Thank you for  
your time!