

# IKASI

## INDIVIDUALIZED INCENTIVES WITH CAUSAL AI



QUANTIFY THE VALUE OF EACH CUSTOMER AND OPTIMIZE THAT VALUE WITH KASI'S PATENTED AI TECHNOLOGY.

- We create personalized, constantly evolving, predictive and reinforcement learning AI for large enterprise companies
- We provide digital marketing and loyalty teams with immediate PnL impact.
- Founded in 2013 by an experienced team of data scientists

GENERATE NEW REVENUE WHILE REDUCING UNNECESSARY MARKETING SPEND.

- Our algorithms continuously monitor and optimize - down to the end user level - client acquisition, retention, and growth.
- Personalize pricing, promotions, and investment.
- Integrating seamlessly along side your technology stack with APIs.



**+13%**

Total Customer Transactions



**+ 5-7%**

Increase in Profits



Integration and results in

**DAYS, NOT MONTHS**

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