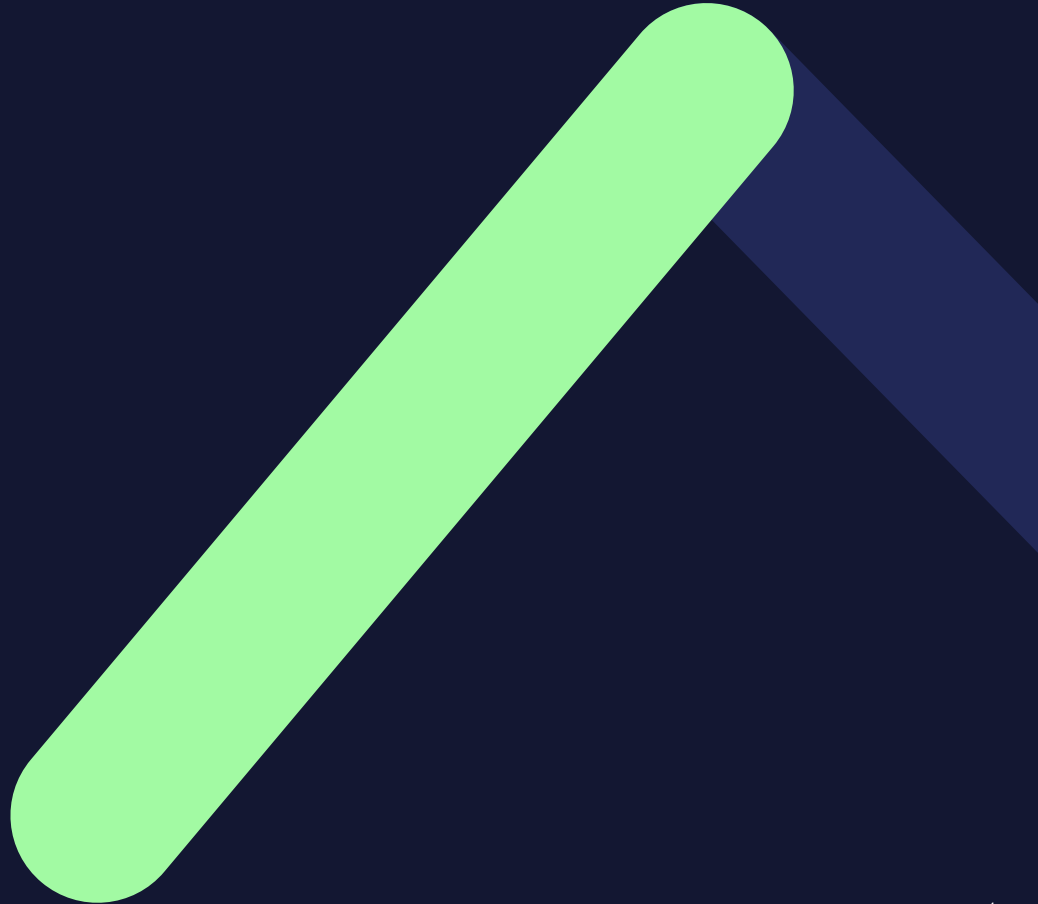


Creating Standout Content

2026 | September



What was the challenge?

- **Static** campaigns, not tailored to the location or preferences of users.
- Heavy **dependency** on design leading to high workload for the team.
- **Inconsistent** messaging across app and CRM channels.

What did we do the solve this?



What did we develop to personalize our emails and comms?



Deals Recco system

- Personalized deals recommendation engine
- Integrated with different service to enrich our CRM emails
- Powered by different strategies to tailor the message according to the user preference



AI Content Creator

- Minimal effort to create the CRM copies
- Dynamic system prompt to match the desired segment and objective
- Fully integrated with Braze to use it as plug and play
- Powering all the CRM channels not only emails



Global Templating system

- Standardize our email template across all the brands
- Fully integrated with Braze to ensure smooth template creation
- Easy and smooth usage to lower the dependency on the designers for Adhoc campaigns

Personalized deals? Yes please

Personalizing not only the content, but also the deals and incentives

Churned Users

Last order 63-137 days ago

Status Quo

Vendor Funded Deal

Relevant
VFD available?



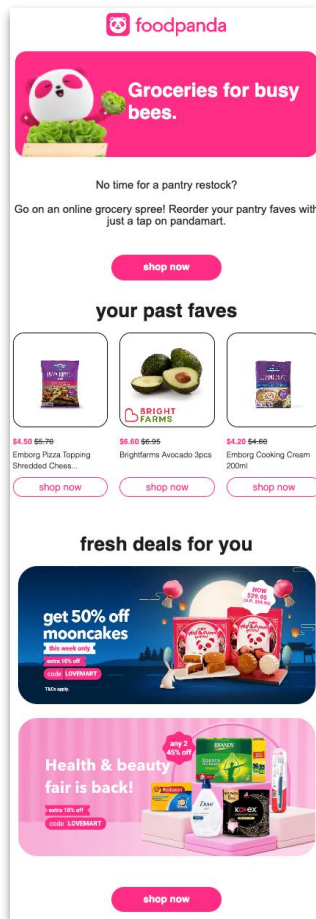
VFD Content

Voucher

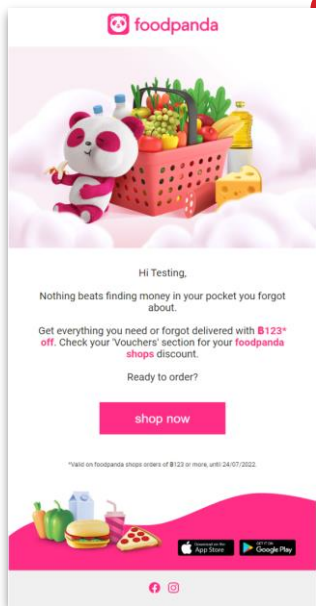
Voucher



Success metrics	Uplift
iGMV Proportion	+37%
iOrder Proportion	+7.5%
iCPO	-12%



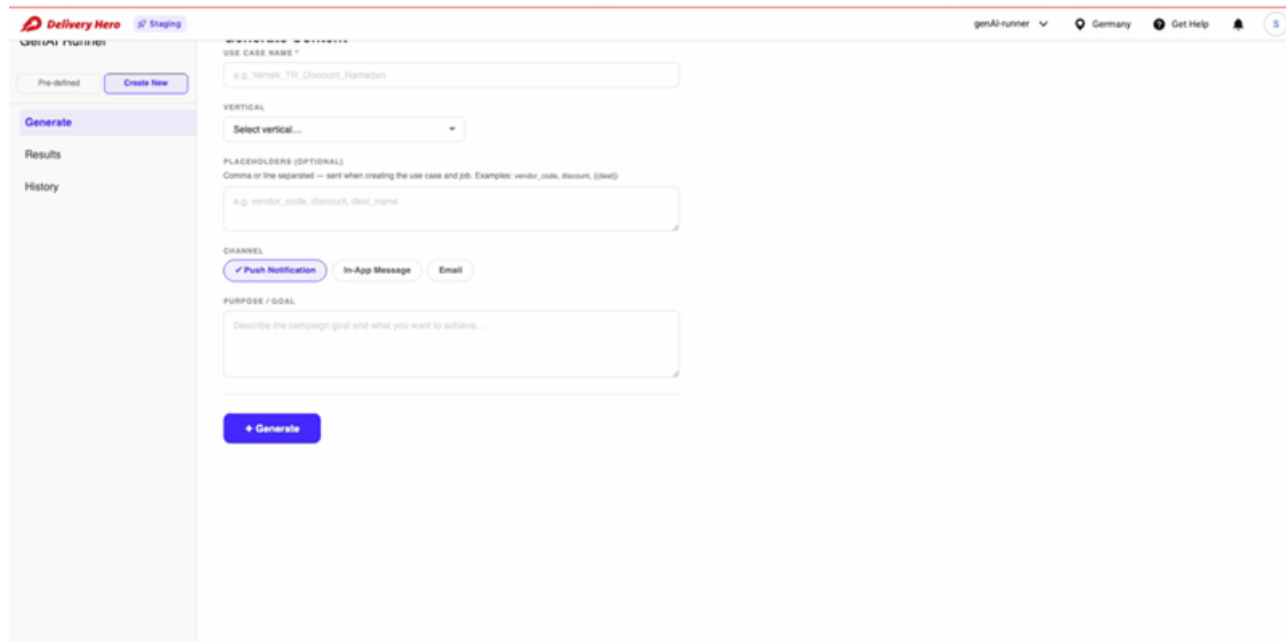
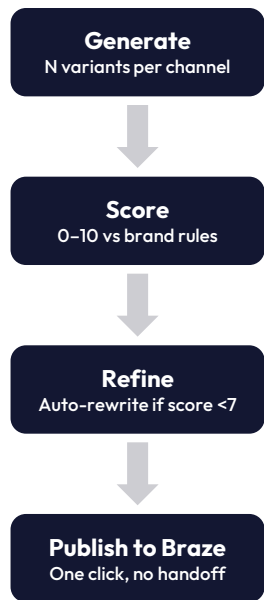
Personalized



Non Personalized

Fresh Personalized copies with less effort

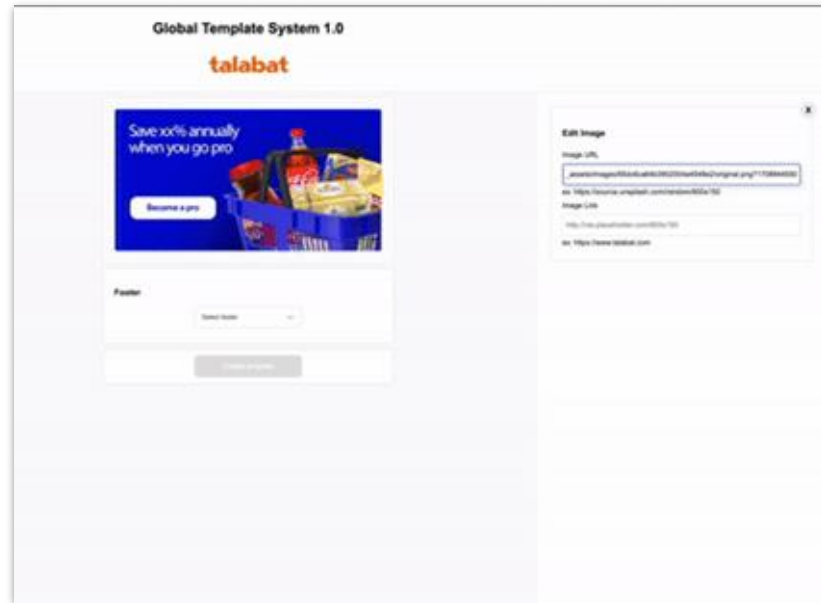
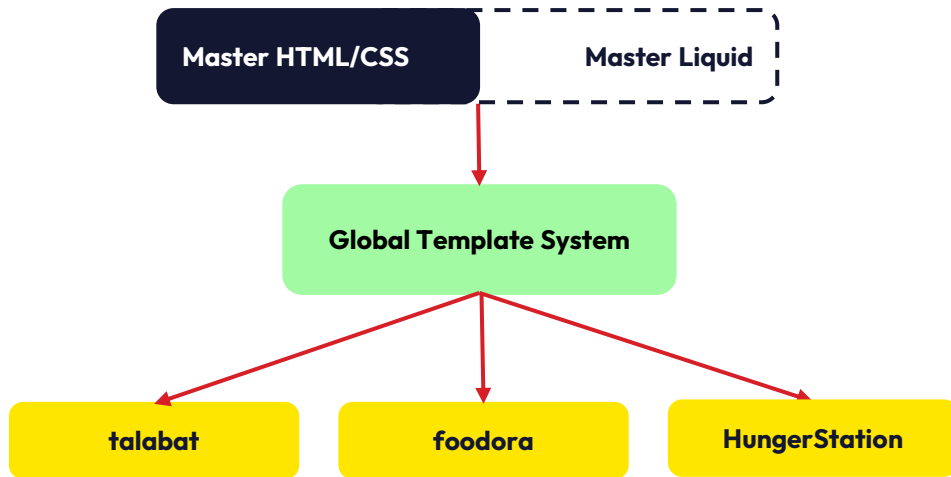
AI powered copy generation tool that drive engagement



The screenshot shows the 'Delivery Hero' AI-powered copy generation tool interface. The top navigation bar includes the 'Delivery Hero' logo, a 'Strategic' tab, and user information (genAI-runner, Germany, Get Help, and a profile icon). The main interface is divided into a left sidebar and a main content area. The sidebar has a 'Generate' button and a 'Results' section. The main content area has a 'USE CASE NAME' field with the example 'e.g. Yemek_TK_Discount_Ramadan'. Below this is a 'VERTICAL' dropdown menu with the option 'Select vertical...'. The 'PLACEDHOLDERS (OPTIONAL)' section has a text area with the example 'e.g. vendor_code, discount, deal_name'. The 'CHANNEL' section has three radio buttons: 'Push Notification' (selected), 'In-App Message', and 'Email'. The 'PURPOSE / GOAL' section has a text area with the placeholder 'Describe the campaign goal and what you want to achieve...'. At the bottom of the main content area is a '+ Generate' button.

Standardized email templates using GTS

One product powering all brands



we  **are**

This is a goodbye slide

Do you have any questions?