

PELORAN

// SALES INTELLIGENCE ENGINE

**See the customer. Understand the product. Read the sale.
Understand the motivation behind a purchase.**

Contextual intelligence for better ecommerce decisions.

PLATFORM STRATEGIC OVERVIEW
COMMERCIAL INTELLIGENCE MANIFESTO | V2.4

ECOMMERCE DECISIONS WITH INCOMPLETE CONTEXT

Addressing the fragmentation that blocks commercial intelligence.



Customer Behavior

Intent & Hesitation Signals
Session Behavior Data



Product Performance

Repeated Views & Interests
Collection Affinity



Sales History

Purchase Frequency
Revenue & Cadence Context



Promotions

Discount Sensitivity
Offer Response History

Merchants can see these signals — but decisions are often made from only one layer of context. A valuable repeat buyer viewing one product repeatedly means something different than a first-time visitor doing the same.

The problem is not lack of data. The problem is lack of contextual decision intelligence.

Incomplete context leads to blanket discounts, missed recovery opportunities, and eroded margins.

THE STRATEGIC DIFFERENCE

Commercial Context as the Primary Competitive Advantage

CUSTOMER-LED APPROACH

Most tools see the customer in isolation.

 Customer Layer



 Static Segment



 Generic Campaign

PELORAN CONTEXT

Peloran understands the commercial context.

CUSTOMER

PRODUCT

SALES

DISCOUNT

 Contextual Commercial Decision

Measurable Action & Causal Measurement

Intelligence synthesized into a single decision loop: Understand → Decide → Act → Measure.

FOUR INTELLIGENCE LAYERS

One commercial decision



Customer Intelligence

Intent · Hesitation · Value Orientation · Churn Risk · Demography · CLV · Behavioral Signals



Product Intelligence

Product Interest · Stock Consistency · Conversion Gaps · Collection Affinity · Cross-Sell



Sales Intelligence

Purchase History · Repurchase Timing · Order Value · Revenue Context · Repeat Buyer



Discount Intelligence

Discount Sensitivity · Offer Response · Subsidy Risk · Full-Price vs Discounted Behavior

CONVERGE INTO ONE DECISION

CONTEXTUAL
COMMERCIAL
DECISION

Together, these signals create the **context behind the decision** — not a segment, not a campaign trigger.

CUSTOMER INTELLIGENCE

Turning behavioral signals into predictive decision inputs.

Intelligence as a Dynamic Decision Input

Peloran turns session behavior and customer history into actionable customer intelligence. Unlike static profiles, Behavioral Intelligence provides a real-time pulse on commercial opportunity.

ACTIONABLE · REAL-TIME · CONTEXTUAL

Leveraging **Churn Prediction** to identify risks before they materialize, and **Behavioral Intelligence** to capture intent the moment it happens.

Customer Intelligence is a decision input, not a static profile.



Hesitation

Identifying conversion friction and browsing pauses in real-time.



Intent

Quantifying the probability of purchase based on active session depth.



Value Orientation

Discerning between bargain-seekers and premium-value buyers.



Churn Risk

Predictive modeling of customer exit probability based on silence.



CLV

Customer Lifetime Value projections to prioritize high-impact users.



Purchase Behavior

Mapping the frequency, timing, and cadence of commercial events.



Identity

Unifying cross-device behavioral signals into a single commercial view.



Behavioral Signals

Granular tracking of micro-interactions that signal commercial shift.

PRODUCT INTELLIGENCE

Turning customer interest into product-specific commercial opportunities.



High Intent Signals



Repeated Views



Product Context

ACTIONABLE OUTPUT

**Product-Specific
Opportunity**

■ Collection Affinity

Identifying specific interest clusters and brand loyalty within product categories.

■ Conversion Gaps

Spotting where high-interest products fail to convert due to friction or price.

■ Cross-Sell Logic

Mapping relationships between products based on historical commercial outcomes.

■ Demand Context

Analyzing real-time interest spikes vs. inventory and merchant policy.



PRODUCT INTELLIGENCE



OPPORTUNITY ENGINE

| SALES INTELLIGENCE AND COMMERCIAL HISTORY

Mapping customer-product relationships through purchase frequency, repurchase timing, and revenue context.

Making Commercial History Legible

Behavior tells you **what** is happening.
Sales history tells you **what it means**.

Peloran transforms raw transaction logs into commercial signals, identifying overdue repurchase cadences and high-value customer relationships.

 **Customer × Product Relationship**



PURCHASE HISTORY

Full historical record of item-level transactions and lifecycle interactions.



PURCHASE FREQUENCY

Analysis of how often a customer engages to define baseline engagement levels.



REPURCHASE TIMING

Predictive modeling of when a specific product should be repurchased by a user.



ORDER VALUE

Monitoring variations in basket size and composition relative to historical averages.



REPEAT BUYER

Distinguishing between first-time visitors and established, high-loyalty advocates.



REVENUE CONTEXT

Linking behavior to actual revenue contribution and long-term customer value.

DISCOUNT INTELLIGENCE AND MARGIN PROTECTION

Evaluating commercial justification for incentives to protect margins.

Commercial Signals

Discount Sensitivity

Historical responsiveness to price reductions.

Offer Response

Behavioral reaction to specific promotion types.

Intent + Hesitation

Real-time session signals of friction or desire.

Purchase Context

Inventory levels, CLV, and repurchase timing.



INTELLIGENCE ENGINE

DISCOUNT

Commercially justified incentive to bridge the conversion gap for high-hesitation, discount-sensitive visitors.

NO DISCOUNT

Protects margin where intent is high and sensitivity is low, or where an incentive violates merchant policy.



Peloran evaluates whether an incentive is commercially justified instead of treating discounts as a universal conversion lever.

FROM SIGNALS TO COMMERCIAL DECISIONS

The decision emerges from the intersection of signals, moving from blanket actions to targeted interventions.

STRATEGIC MARGIN PROTECTION

-  CUSTOMER INTELLIGENCE
High intent + High hesitation
-  PRODUCT INTELLIGENCE
Repeated product engagement
-  DISCOUNT INTELLIGENCE
No discount justification



DECISION

Product-Specific Intervention

Trigger content-led conversion aid, not a margin-eroding blanket discount.

PROACTIVE RETENTION

-  SALES INTELLIGENCE
High-value repeat customer
-  TEMPORAL CONTEXT
Overdue purchase cadence
-  BEHAVIORAL CONTEXT
Recent product family interest



DECISION

Repeat Purchase Opportunity

Deploy high-value loyalty signal across messaging channels.

PRECISION RECOVERY

-  SALES INTELLIGENCE
High intent abandoned cart
-  DISCOUNT INTELLIGENCE
High sensitivity identified
-  COMMERCIAL CONTEXT
Relevant offer context available



DECISION

Targeted Recovery Offer

Apply dynamic incentive only to the segment where conversion lift is causal.

FROM INTELLIGENCE TO ACTION

JOURNEY ORCHESTRATION AND AI ASSISTED ACTIVATION

Connecting intelligence to execution through Journey Orchestration, AI Assistant, and Peer Playbooks across live offers, messaging, and advertising signals.

Intelligence is useful only when it can act.



Decision



Journey



On-site Experience



Messaging



Advertising



Measurement

EXECUTION SURFACES



Live Offers

Contextual incentives delivered in real-time during the active session.



Email

Triggered messaging based on commercial context and intent signals.



WhatsApp

High-engagement direct messaging for recovery and repeat purchases.



Web Push

Browser-level notifications to re-engage hesitant or high-value visitors.



Smart Content

Dynamic on-site elements that adapt to individual product affinity.



Advertising Signals

Passing intelligence to ad platforms for precise audience suppression or bidding.



AI Assistant

Proactive support and guidance aligned with commercial objectives.



Peer Playbooks

Battle-tested strategies automated via Peloran's Journey Orchestration.

| MEASURING INCREMENTAL IMPACT

Measuring the loop from understanding to action using deterministic holdout groups.

Deterministic Holdout Groups

Peloran uses **causal measurement** to isolate the true impact of commercial decisions. By maintaining rigorous control groups, we move beyond simple engagement metrics to verify the **actual revenue lift** generated by the platform.

This ensures every action—from a discount offer to a personalized journey—is justified by measurable commercial outcomes rather than vanity clicks or coincidental conversions.



UNDERSTAND



DECIDE



ACT



MEASURE

CAUSAL REVENUE LIFT

MEASURED INCREMENTAL IMPACT

Real-time comparison between exposed groups and holdouts to identify true revenue contribution.

INCREMENTAL REVENUE

INCREMENTAL REVENUE

Connecting Peloran's decisions directly to revenue that would not have occurred otherwise.

MARGIN PROTECTION

OPTIMIZED YIELD

Measuring the reduction in unnecessary discounting by only subsidizing hesitant, high-intent buyers.

ENTERPRISE-GRADE INTELLIGENCE WITHOUT ENTERPRISE-SCALE BARRIERS

Useful intelligence, even when local data is limited.

Limited Local Evidence



Confidence Check



Relevant Peers



Contextual Prior



Context-Aware Intelligence

AS THE NETWORK GROWS



More Behavioral Patterns

More Peer Relationships

More Product Relationships

More Contextual Priors



RICHER INTELLIGENCE

**BUILT FOR SPARSE DATA.
STRENGTHENED BY
NETWORK SCALE.**

Built for small merchants. Designed to scale to enterprise.

2-Minute Setup

\$39/month

PLUG-AND-PLAY IMMEDIATE DATA INGESTION SMALL → MID-MARKET → ENTERPRISE

FROM BEHAVIORAL DATA TO AI-POWERED DECISIONS

Peloran transforms high-volume ecommerce events into real-time commercial intelligence.

RAW ECOMMERCE EVENTS

Sessions, Product interactions,
Purchases, Cart events, Offers,
Customer history



BEHAVIORAL REPRESENTATION

Session signals, Customer
signals, Product relationships



PREDICTIVE INTELLIGENCE

Intent, Hesitation, Churn,
Value, Discount sensitivity



CAUSAL MEASUREMENT

Holdout, Incremental Revenue,
Margin Impact



REAL-TIME ACTION

Journeys, Offers, Messaging,
Advertising



CONTEXTUAL DECISION ENGINE

Customer, Product, Sales,
Discount

| FROM BEHAVIORAL DATA TO AI-POWERED DECISIONS

Peloran transforms high-volume ecommerce events into real-time commercial intelligence.



ERSAN ERTURK

Founder & CEO / Product & Technology

Ersan Erturk is a digital entrepreneur with 26 years of professional experience in the internet industry, specializing in B2B marketing, SaaS, e-commerce and digital growth. Over the years, he has advised Turkey's leading chambers of industry, exporters' associations and popular brands on digital transformation, B2B marketing and international growth, while building and leading multiple digital ventures.

AYOSEM VENTURES, LLC

MODS GLOBAL DANISMANLIK & PAZARLAMA LTD STI