



Certainly.

Team

**50+ people, 28
nationalities in
Copenhagen,
Madrid & remote**



Denmark HQ



Madrid



Leadership



Henrik Fabrin
CEO & Co-founder



Dario Rodriguez
CTO & Co-founder



Michael Larsen
VP Customer Success



Beatrice Carraro
Director Brand & Comms

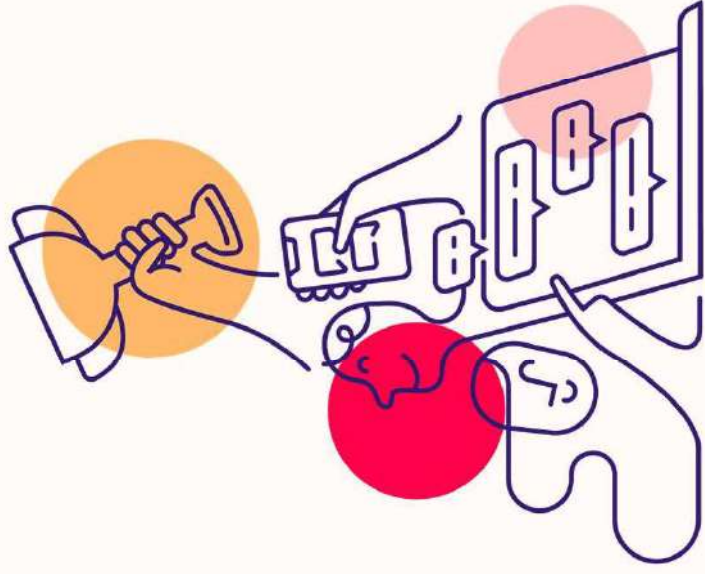


Michael Harding
VP Marketing



Mie Elmkvist Schneider (NEW)
Chief Revenue Officer





Certainly.

Mission

Fix how companies communicate digitally with people. Change it back to being on human terms.

Vision

Certainly is the default choice for the conversational web.

Strategy

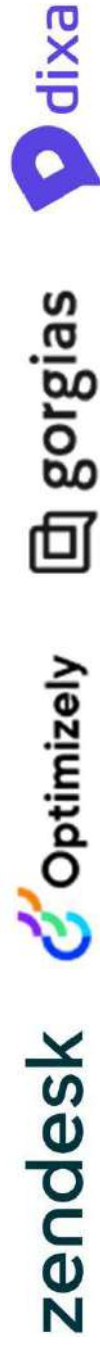
Certainly is the category leader of Conversational Commerce.

Trusted by market leaders and market challengers

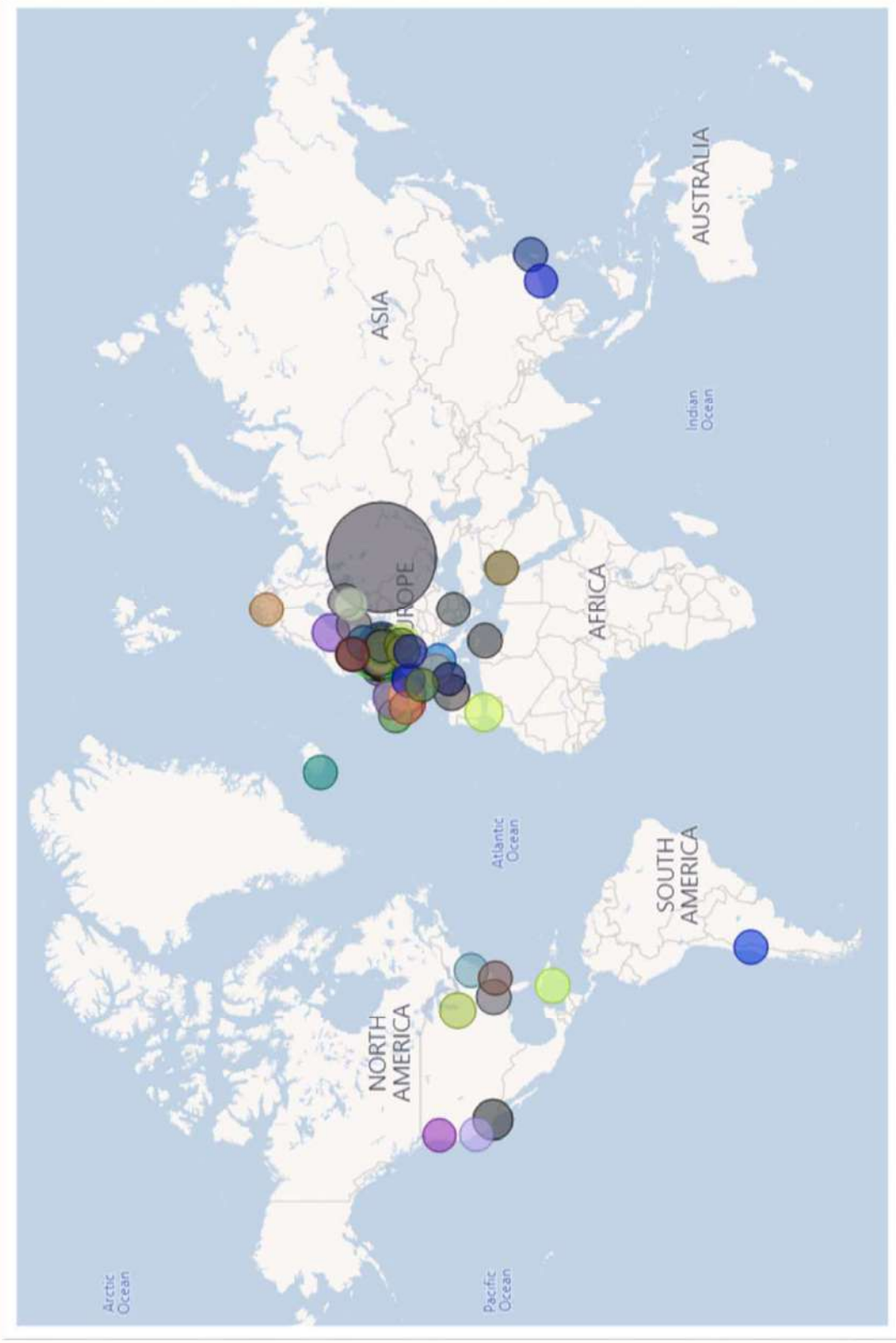


+ 25% of top Danish online retailers

Tech partner with market leaders and market challengers

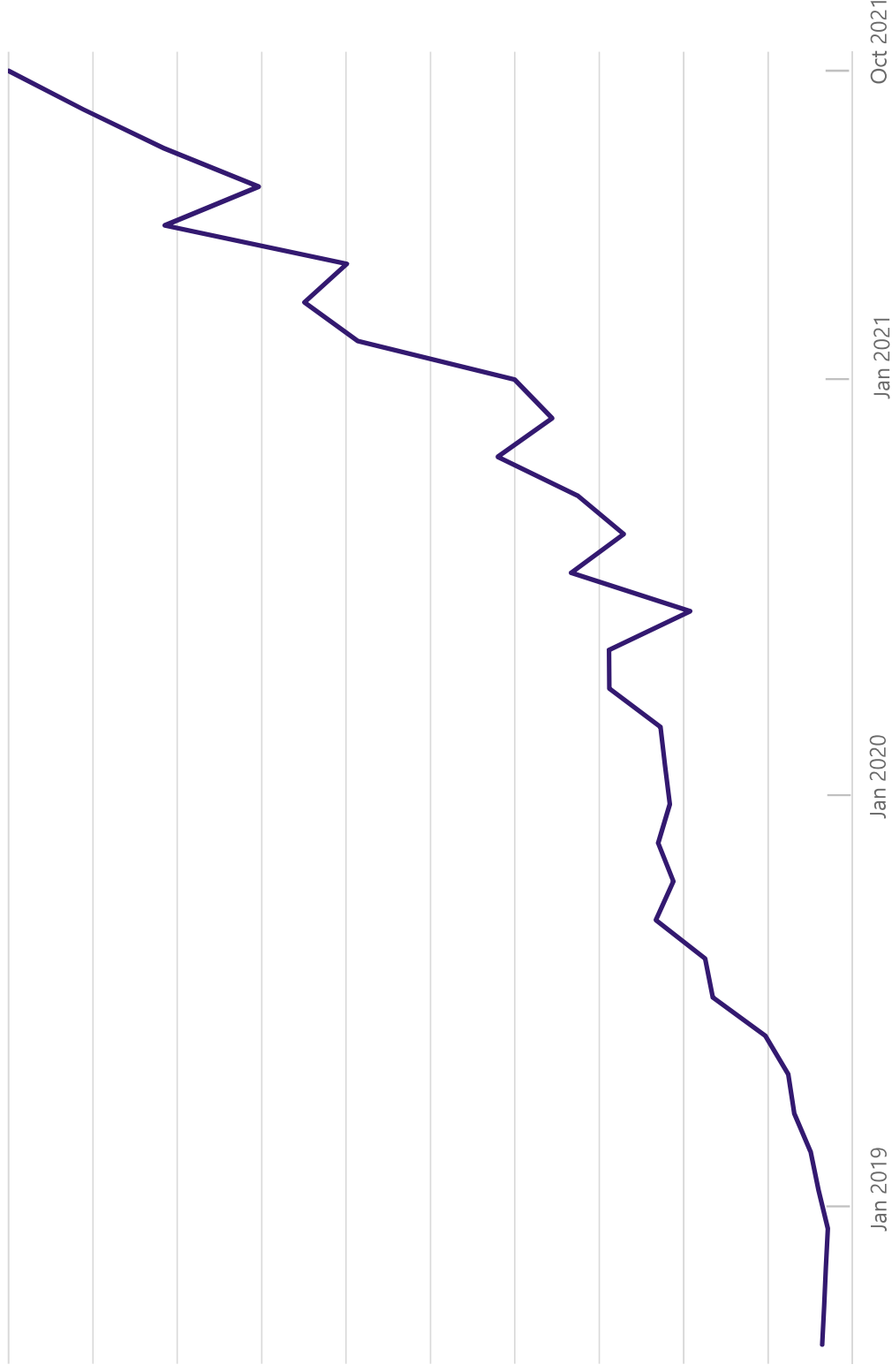


Certainly customer world map



Platform usage

Growth in conversations



Open Source

Why we did it and what we learned

Certainly.

Why open source?

1. Perfect alignment between commercial strategy and societal responsibility
2. Great for brand awareness

What we have open sourced so

far

Language models in Danish, Swedish, Norwegian & Finnish

Datasets of questions for Corona-virus in English and Danish

Unit testing libraries

Why BERT?

Why not ALBERT, RoBERTa, GPT-2, XLNet, etc.

1. **Establishing an ecosystem** in around standardized models is more important for production-systems, than minor improvements
2. **The likelihood** of commercial adoption will be bigger





The outcome so far

Language models downloaded more than 250.000 times

Language models being used in research

Language models being used commercially

Corona dataset being used by public health orgs and ministries

Brand perception as the company that's *really* good at small languages

Strategic partnerships perception as the with key industry players

Winning key customers with a need for European language
localization

The value proposition

Driving value for our customers

Certainly.

98% of visitors don't convert.

It is **guesswork** at best.





A platform for Conversational
Commerce

Is ecommerce changing?

Certainly.

More personal. More fit for humans

Clicking, ticking,
filtering



What it takes

A way to **act on** their actual
intent

A way to **tap** into the minds of the
98%

An infinitely scalable way to
understand the **individual intent**
of, and **sell to every** visitor on
your webshop.





There are 2 **major** problems.

1. Humans are not
scalable.
2. Third and first-party data is
not enough.

We are here to fill the gap.



A digital twin of your best
salesperson.

24 hours per day.

7 days per week.

An infinitely scalable way to
engage with your customers,

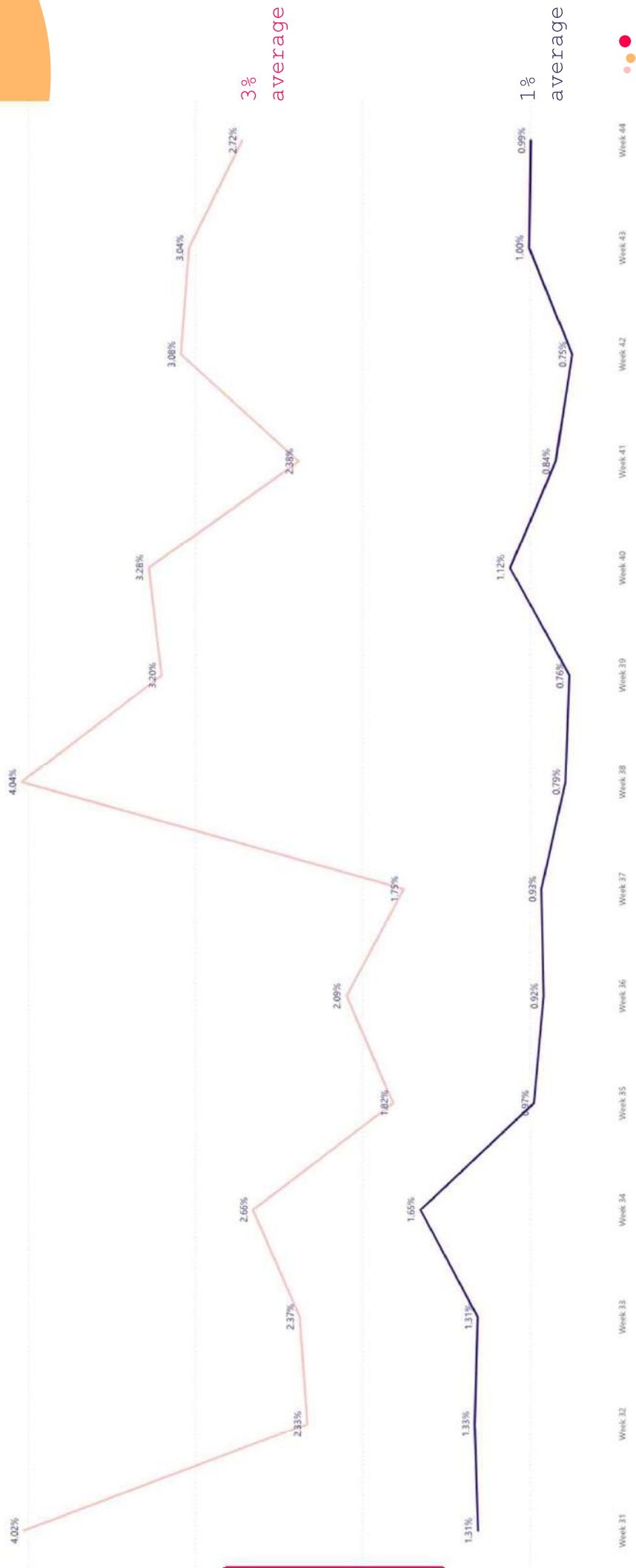
Proof Points

Driving value for our customers

Certainly.

Conversion Rates are 3x higher

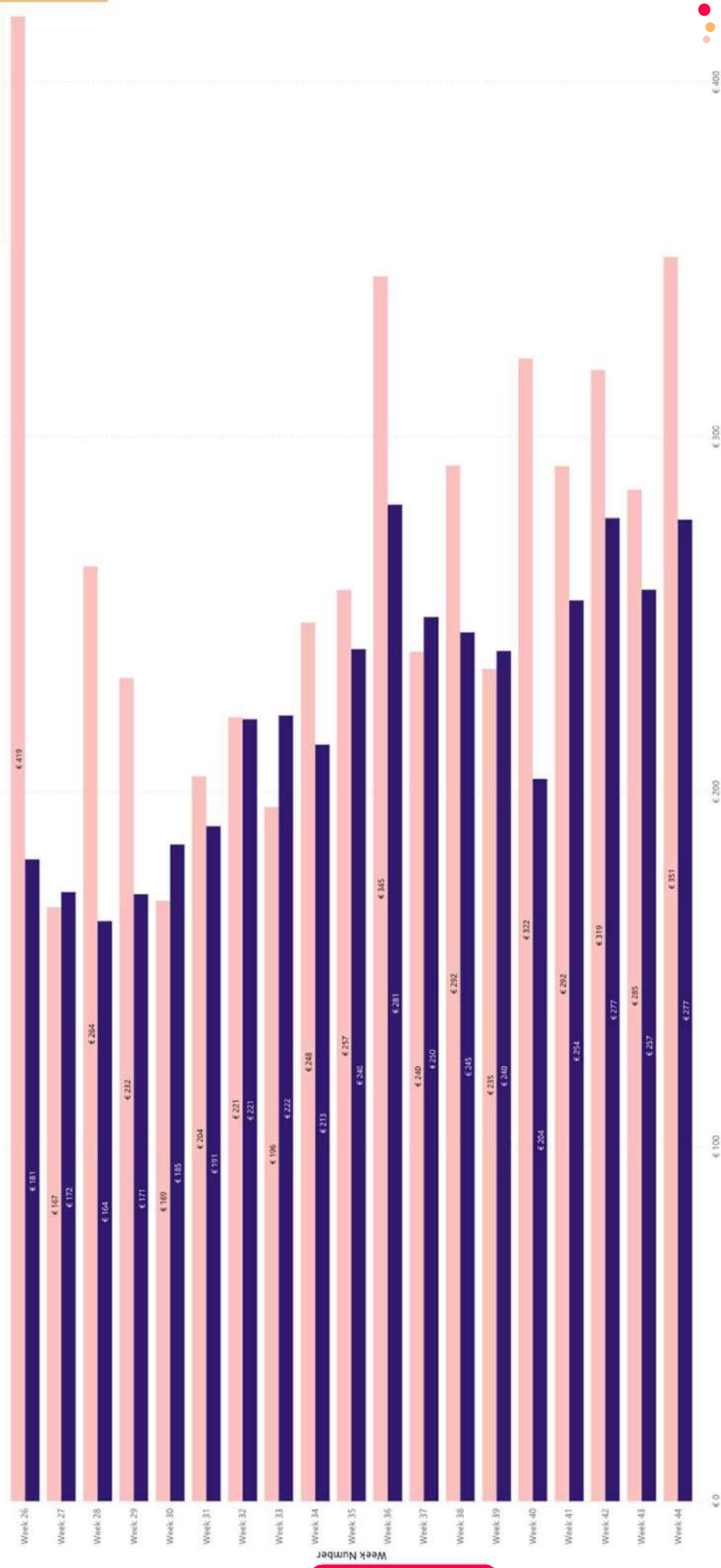
— Using Certainly vs — Not using Certainly



Based on data from across the Certainly customer community and validated by Google Analytics. Graph with exact data examples from a customer.

Average Order Value is 20% higher

— Using Certainty vs — Not using Certainty

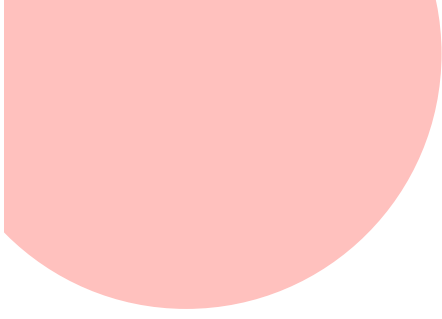


Based on data from across the Certainty customer community and validated by Google Analytics. Graph with exact data examples from a customer.



Ecommerce benchmarks

Conversational Commerce



220.000/month



Webshop visitors

+3%
2%



Conversion Rate

\$14 mil



Revenue

25%



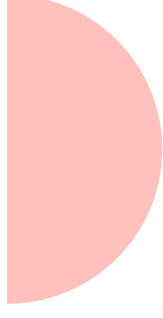
Returns

\$12 mil



Earnings

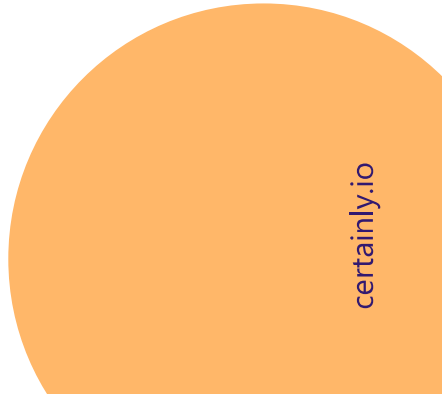




TIGER OF SWEDEN



- 70%** of all engagement happens via the bot.
- 18%** conversion rate.
- 96%** customer satisfaction.





Ecommerce. Changed.

Certainly.





Key takeaways

Open sourcing is great for brand awareness and CSR

Open sourcing can be part of a commercial strategy

You have to offer a lot of value

Certainly.



Certainly.