



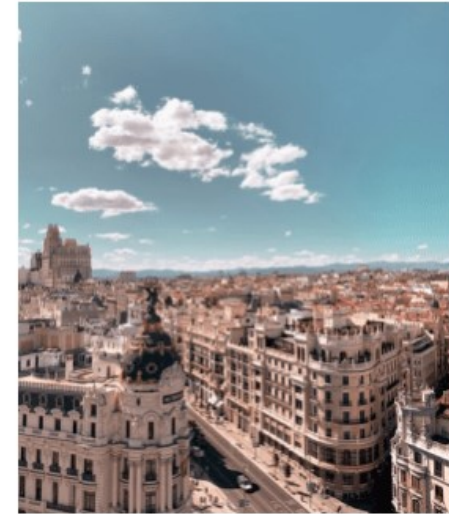
Certainly.

Team

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



Denmark HQ

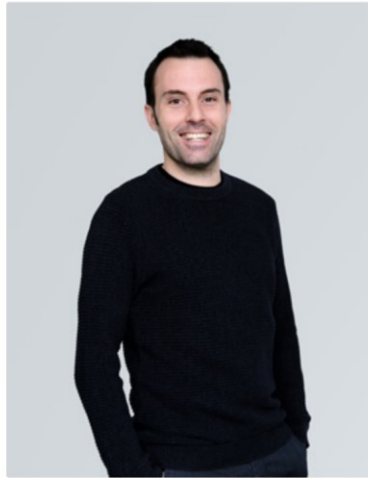


Madrid

Leadership



Henrik Fabrin
CEO & Co-founder



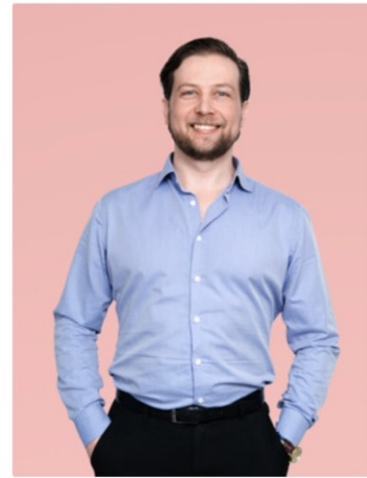
Darío Rodríguez
CTO & Co-founder



Michael Larsen
VP Customer Success



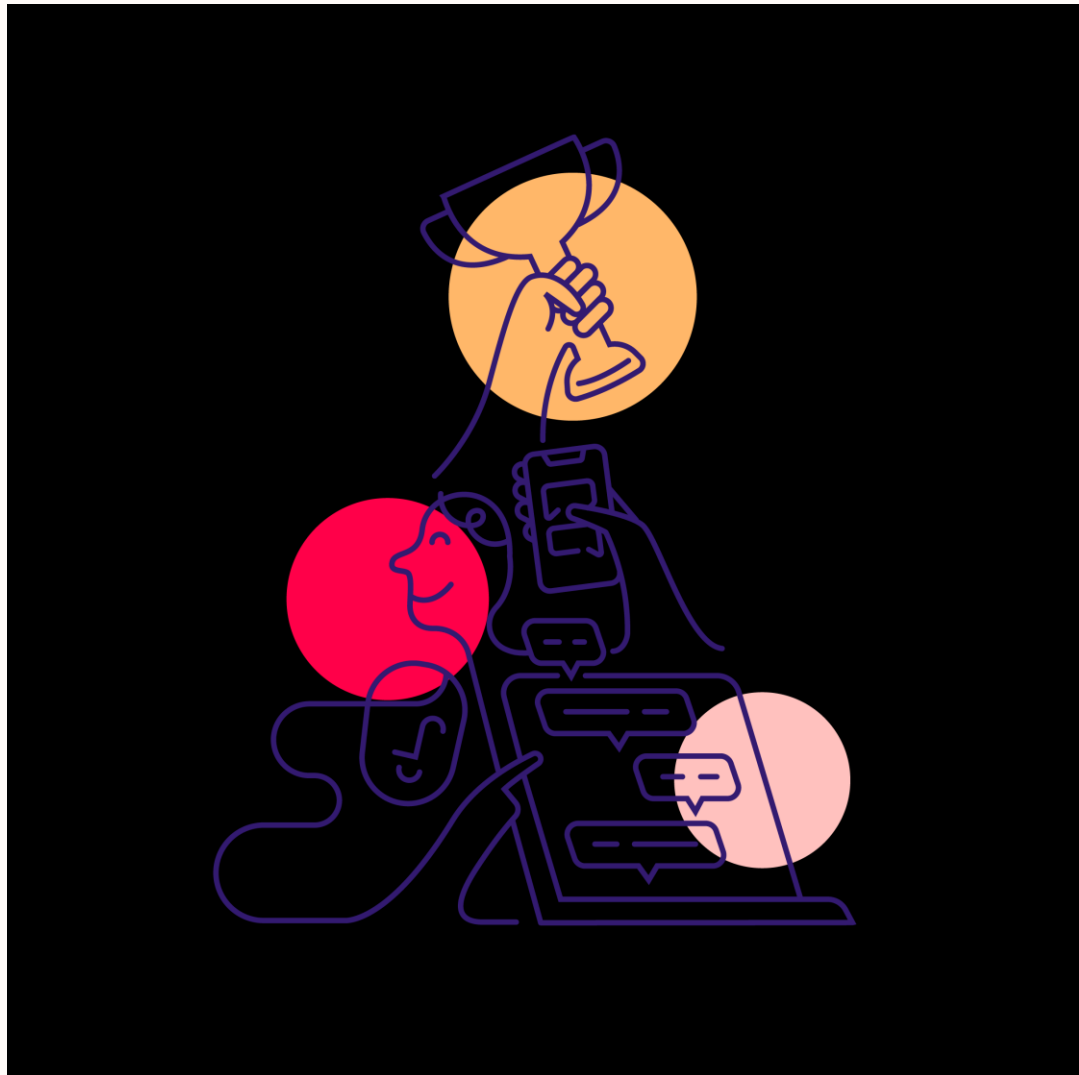
Beatrice Carraro
Director Brand & Comms



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.

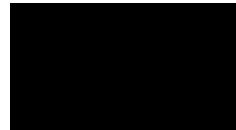
Vision

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

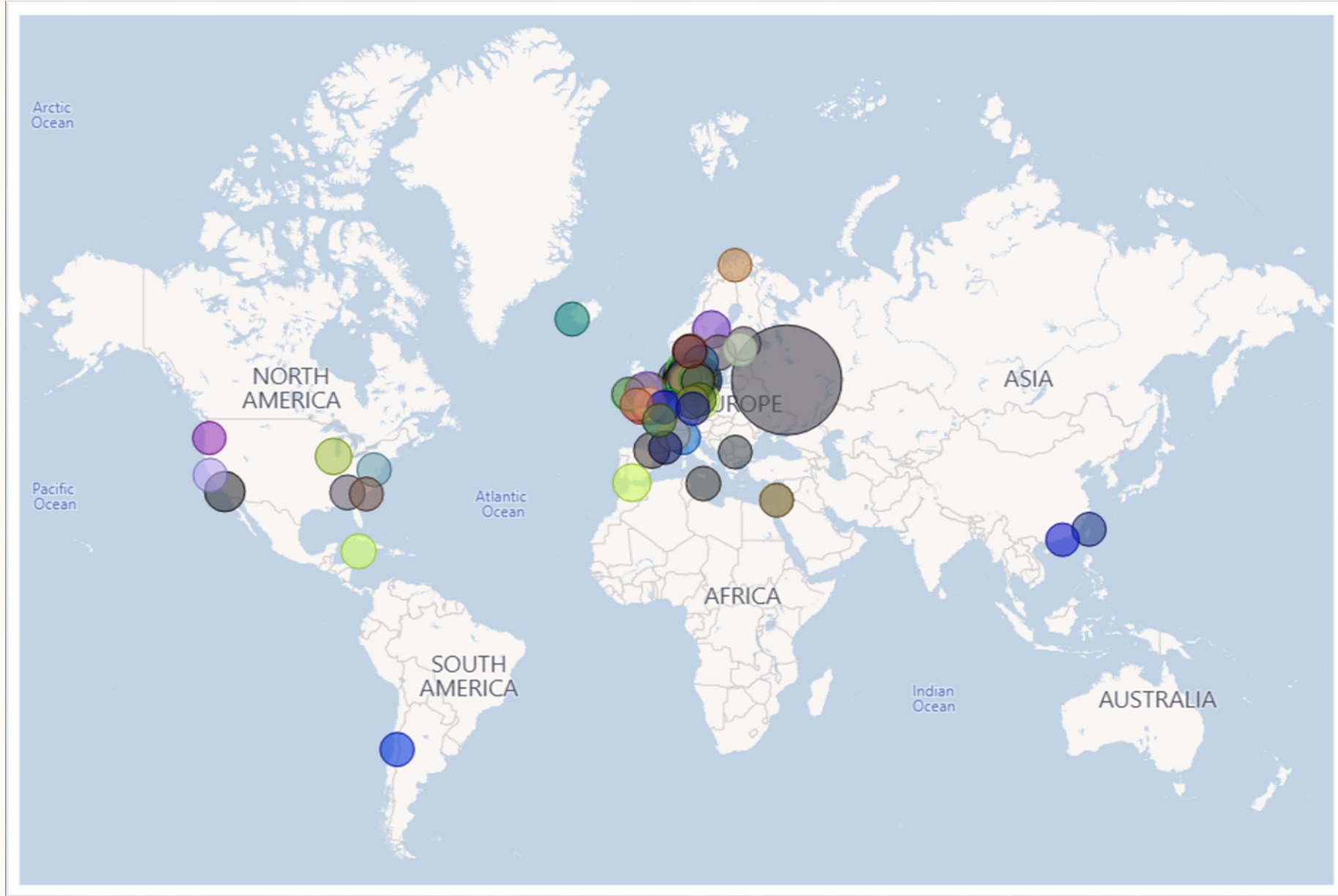


+ 25% of top Danish online retailers

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.



12.. ~~Research and programs to be~~ ~~between~~
commercial strategy and societal
responsibility

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~~ ~~guess~~ ~~work~~ ~~don't~~ ~~best~~ ~~vert.~~

A way to help you understand the individual intent of, and sell to every visitor on your webshop.

And this is a really important way to
engage with your customers,

Up to 30% off in selected items!



Fall Collection



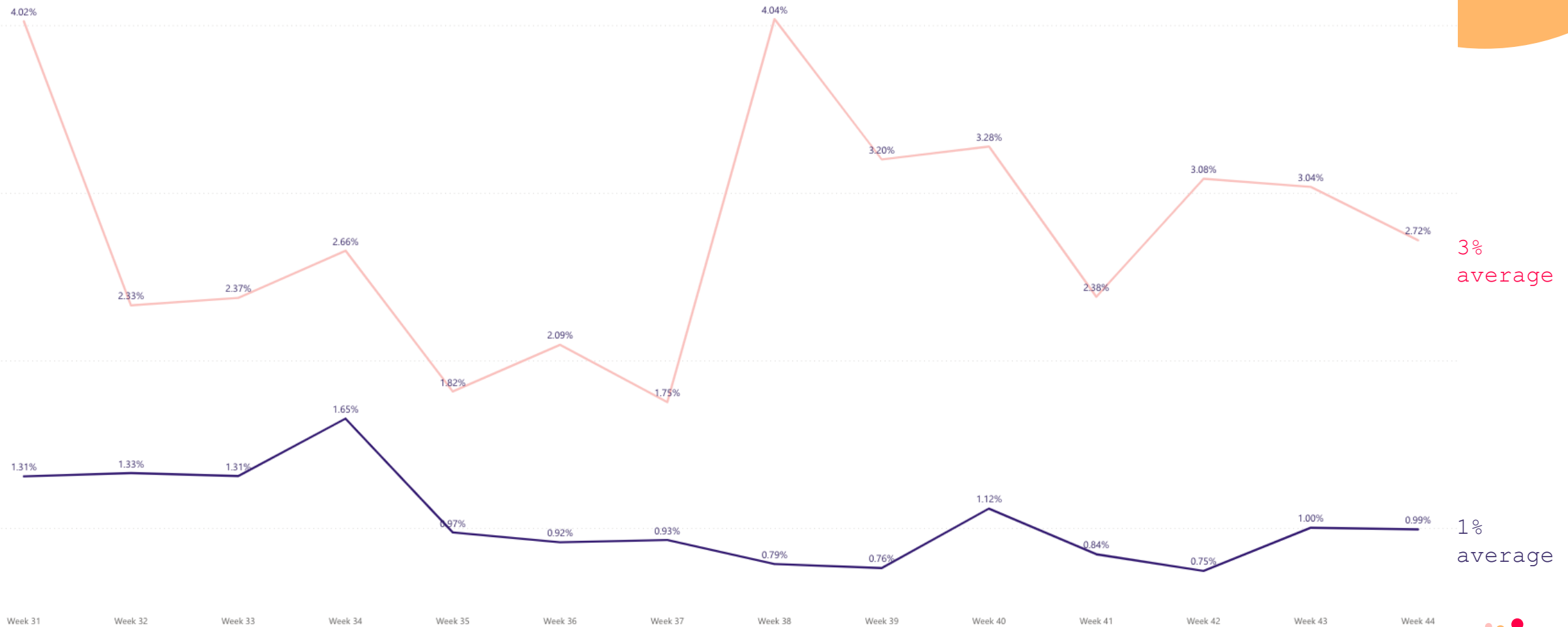
Proof Points

Driving value for our customers

Certainly.

Conversion Rates are 3x higher

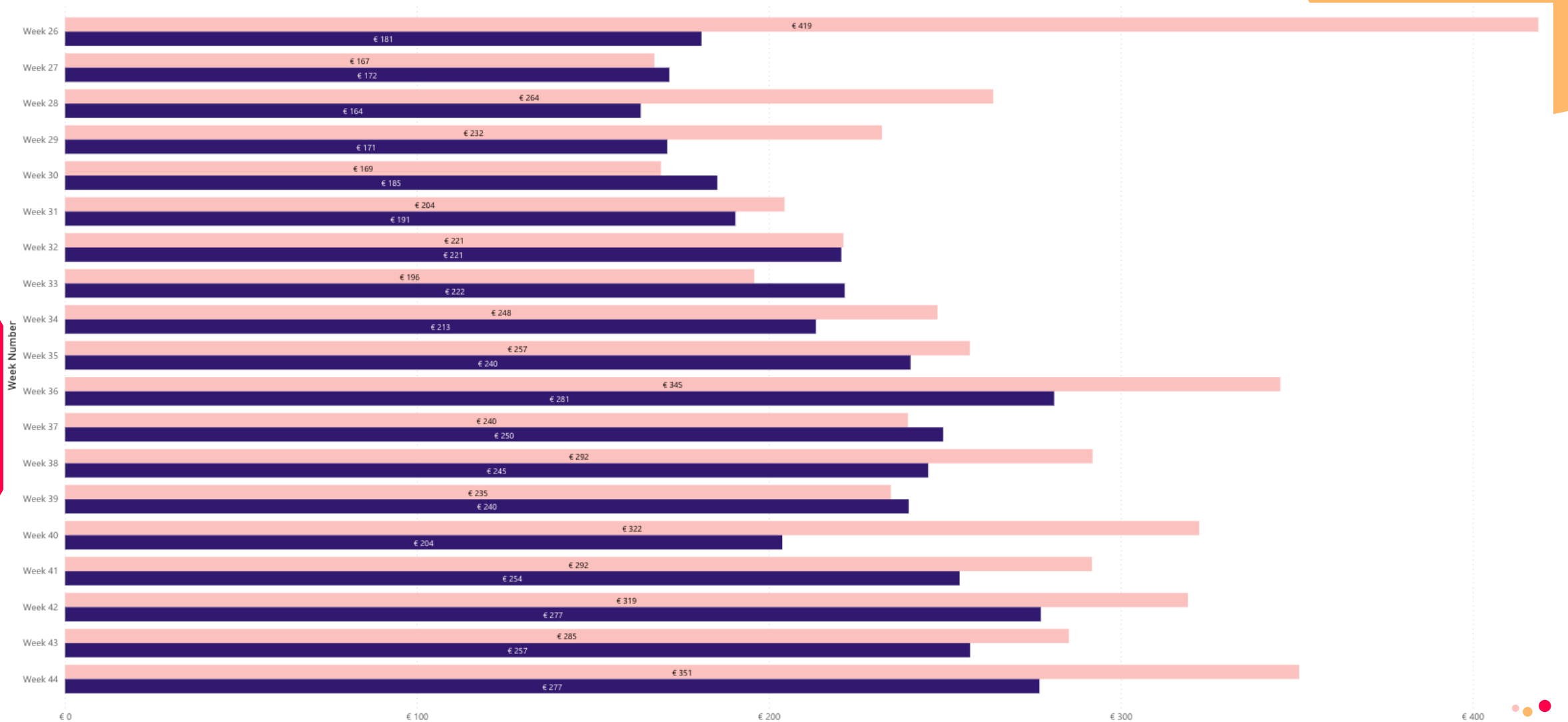
— Using Certainly vs — Not using Certainly



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

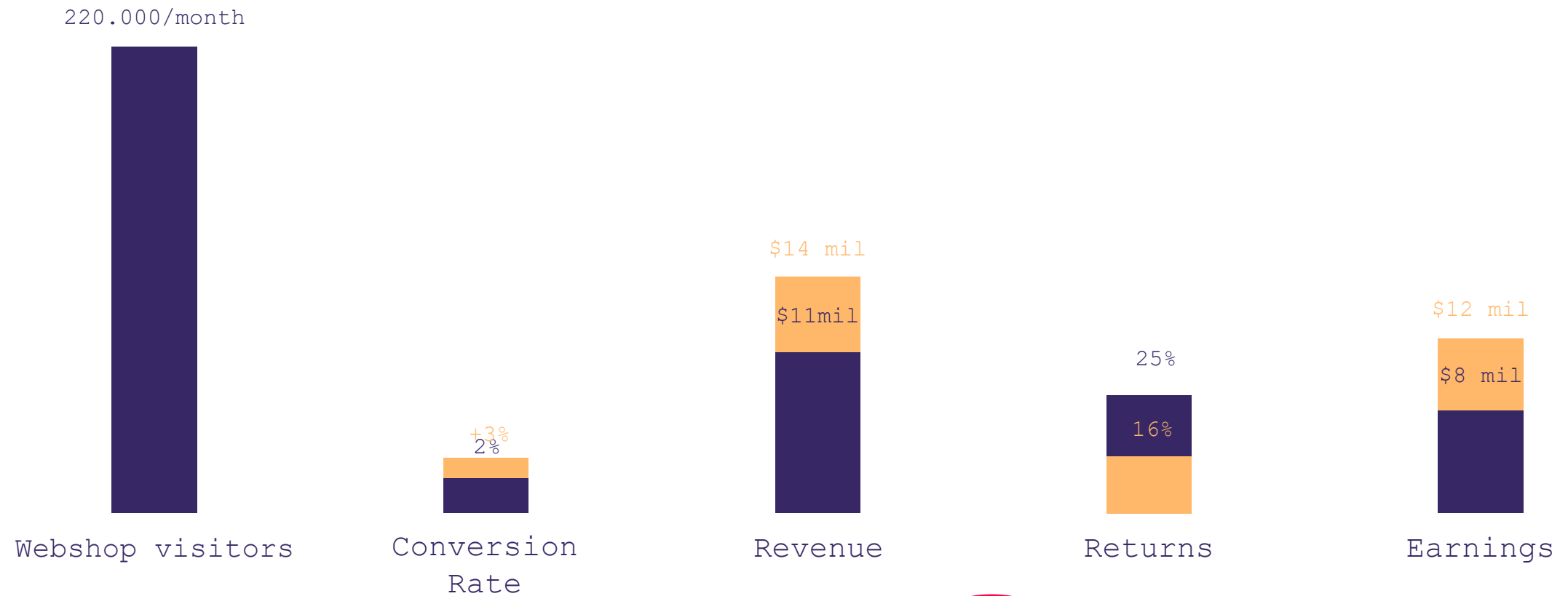
— Using Certainly vs — Not using Certainly

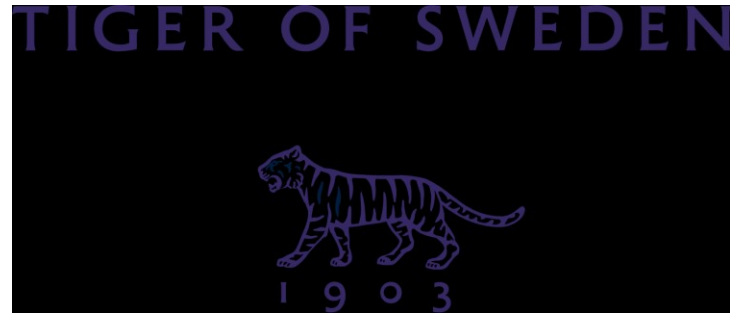


Based on data from across the Certainly customer community and validated by Google Analytics. Graph with exact data examples from a customer.

Ecommerce benchmarks

Conversational Commerce





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.