



Engage

Individualized Offers

ES Engage improves customer lifetime value with individualized offers for e-commerce websites that are margin-aware to ensure promotions are optimized.

In Market Results



Generates Incremental Revenue:

Double digit lift in revenue, margin and orders



Creates High Value Customers:

15% improvement in lifetime spend



Protects healthy profit margin:

2X higher return on promo spend

Evidenced by a clear attribution model, using client-verified, rigorous test & control measurement.

Optimizing Promotional Spend

Customer personas have varying sensitivity to incentives. ES Engage identifies the persona of each shopper in real-time and applies offer tactics, designed to convert and improve profitability.

“William Wealthy”

- Arrives direct to website
- Rarely browses clearance / sale categories
- Selects non-discounted, mid-price, mid-margin items

→ **Treatment:** Motivated buyer. Knows what they need and will buy at regular price. No need to present offer and waste incentive spend.

“Charlie Cherry Picker”

- Arrives via paid channels (e.g. affiliate)
- Browses for deals / clearance
- Selects highly-discounted, high-price, high-margin items

→ **Treatment:** Likely to buy if they get a deal; focus on basket stretch and increase incentive amount where margin allows.



Real-Time Offers, Privately Messaged

Identifies propensity and intent, then engages with individualized, margin-aware offers to drive incremental & profitable sales.



100+ Data Points Analyzed
in Real-time

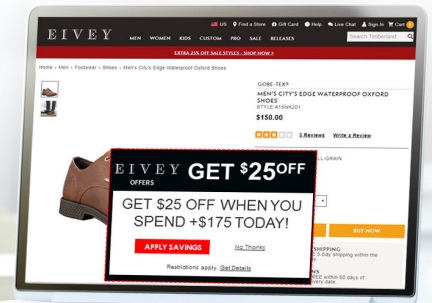
- 1 Behaviour Recognition
- 2 Intelligent Rules
- 3 Machine Learning



Reward
(Tailored based on
Propensity & Cart Margin)



Perform
(Convert, Spend ↑,
Category, Frequency)



Getting Started is as Easy as 1...2...3...

1 Install a Tag

2 Allocate Space for Offer Message

3 Set Up Promo Codes

Pay-per-performance pricing, we only make money when our clients do.

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