



# UpSellit.com™

bring your customers back



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## Who we work with:



“UpSellit.com has been a terrific addition to LifeLock’s member and loyalty and retention strategies, has delivered excellent results, and has been very responsive to our unique needs. Working with the UpSellit.com team has truly been a pleasure.”

Eric D. Warbasse | Director of Member Marketing | LifeLock.com



UpSellit.com is the leading provider of artificial intelligence chat solutions. SmartAgent® is an automated chat agent capable of handling an unlimited number of simultaneous conversations with the personality of a real person and the accuracy and consistency of a machine.

**+ Increase Conversions**

With SmartAgent on your site you will see an increase in conversions of about 10-25%

**+ Reduce Abandonment**

Bring back abandoning customers with the completely customizable On Exit launch feature.

**+ Get To Know Your Customers**

With access to complete chat transcripts you get a unique insight into your customers.

**+ Generate Quality Leads**

In-chat forms and surveys allow you to capture quality leads and customer information.

**+ Reduce Labor Costs**

Answer questions before visitors call in, and enable live agents to handle more conversations.

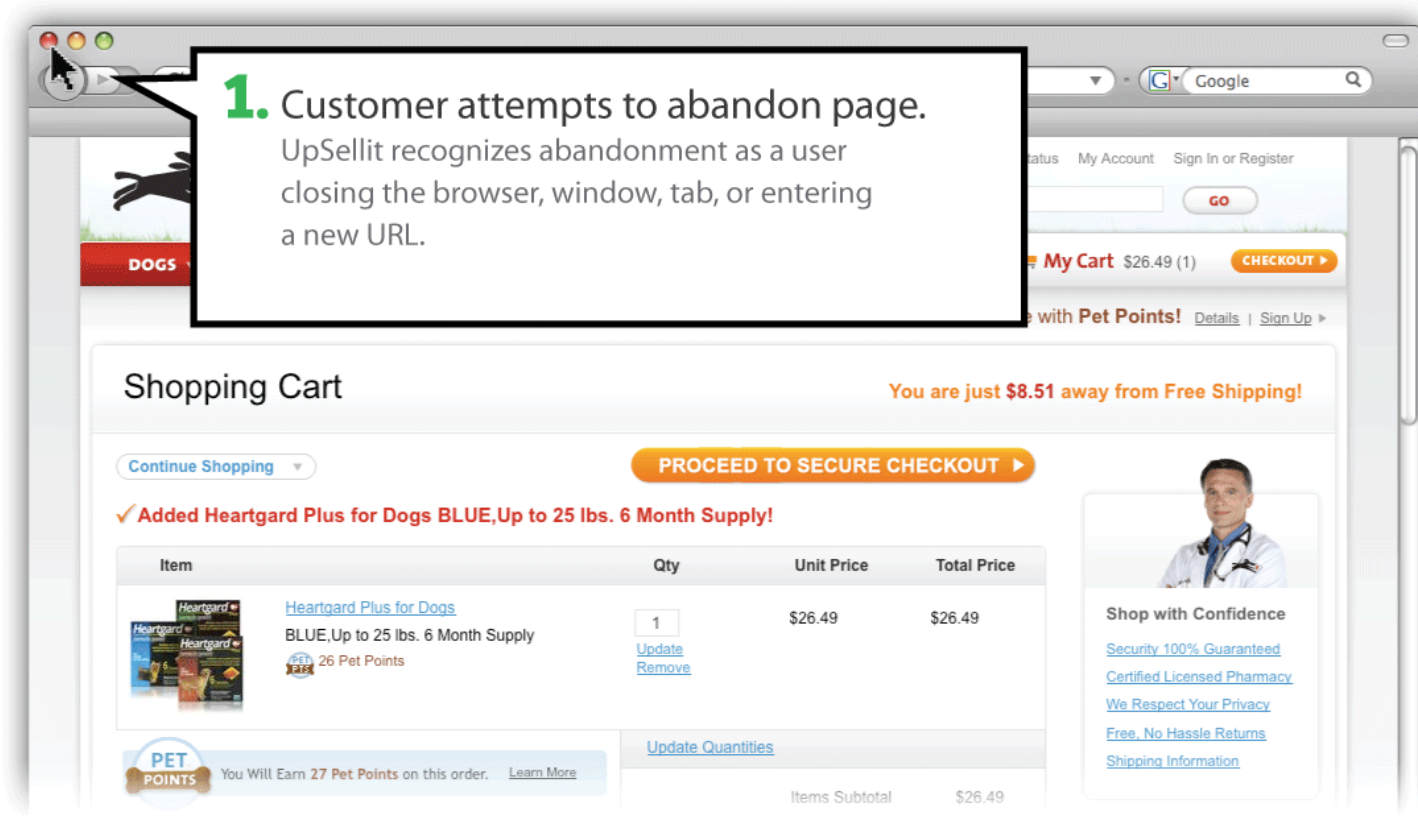
**+ Shorten Sales Cycle**

Automatically engage idle visitors and provide click-to-chat support to answer buying questions.

# Exit Acquisition Strategy

- + By engaging your potential customer when they leave your site, we suggest a page by page exit offer strategy.
- + By customizing each exit page offer, based on where they leave the site, we ensure the best possible approach to recapture the sale.

## UpSellit.com Monitors Site Visitors.



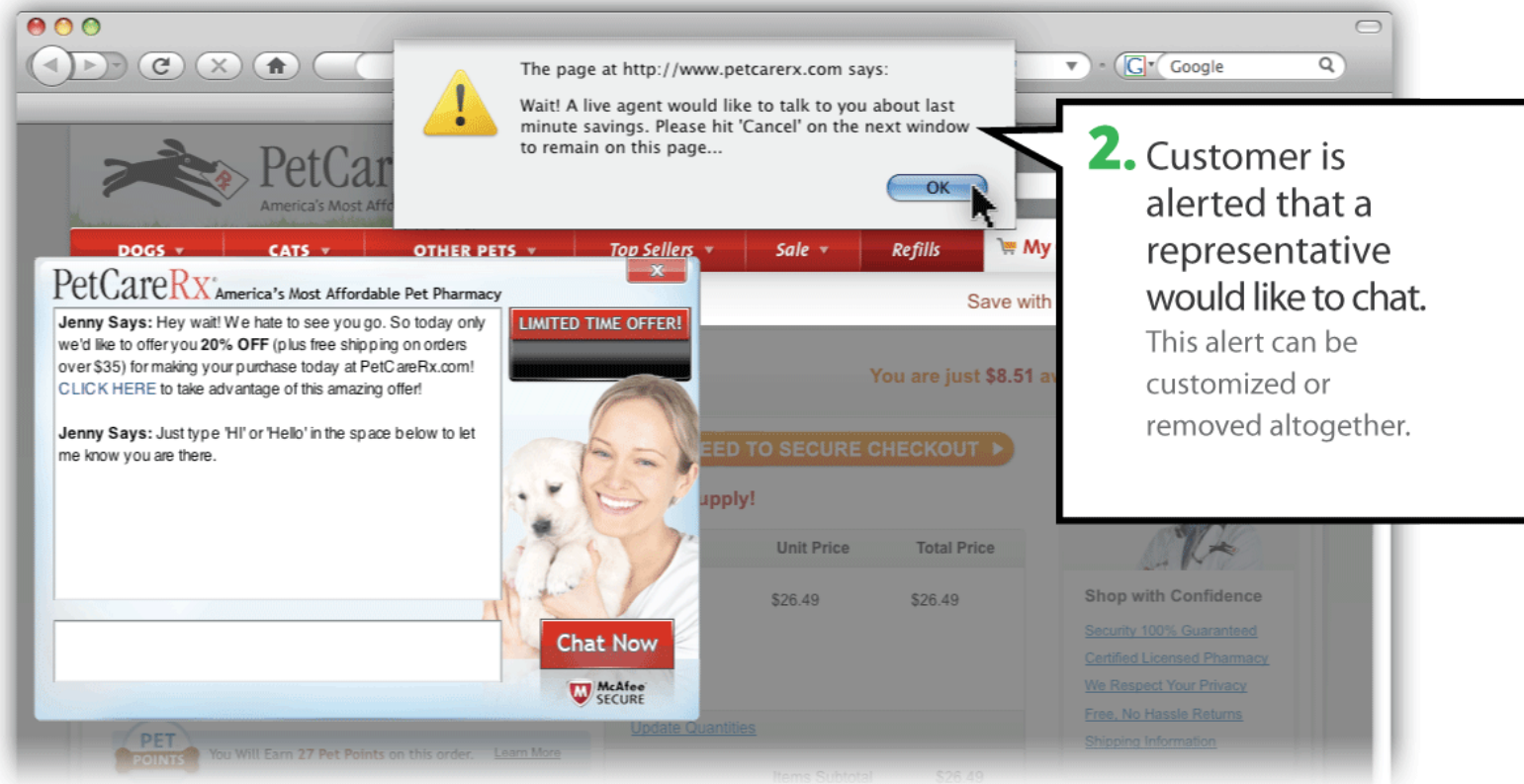
**1.** Customer attempts to abandon page.  
UpSellit recognizes abandonment as a user closing the browser, window, tab, or entering a new URL.

The screenshot shows a shopping cart page for UpSellit.com. The cart contains one item: Heartgard Plus for Dogs BLUE, Up to 25 lbs. 6 Month Supply. The total price is \$26.49. The page also displays a "Proceed to Secure Checkout" button and a "You are just \$8.51 away from Free Shipping!" message. A sidebar on the right features a "Shop with Confidence" section with links for Security, Privacy, and Shipping information.

Item	Qty	Unit Price	Total Price
Heartgard Plus for Dogs BLUE, Up to 25 lbs. 6 Month Supply	1	\$26.49	\$26.49

Items Subtotal: \$26.49

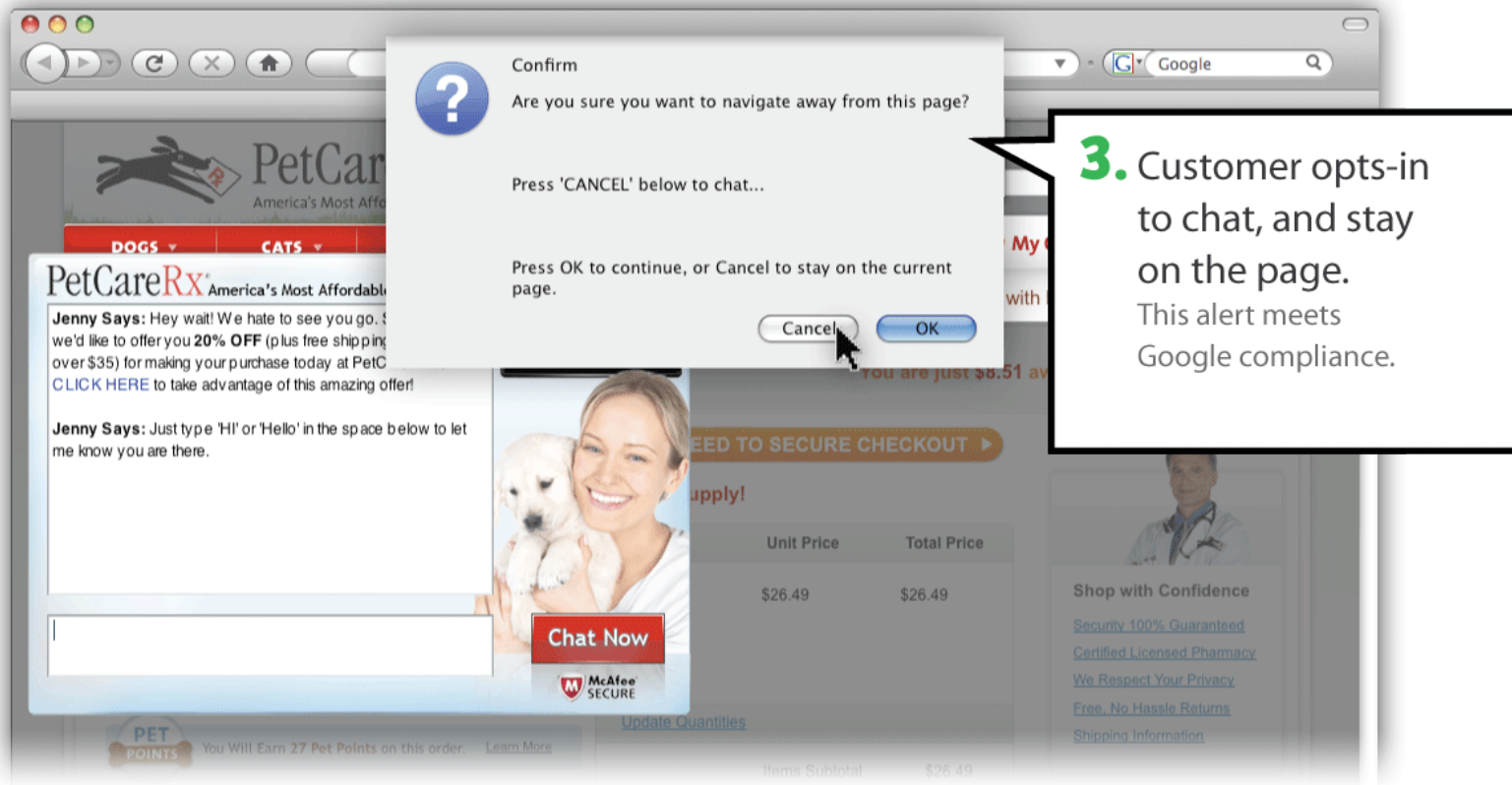
## UpSellit.com Greets Exiting Visitors.



The screenshot shows a web browser window with the PetCareRx website. A yellow warning icon and a message box are overlaid on the page, stating: "The page at http://www.petcarerx.com says: Wait! A live agent would like to talk to you about last minute savings. Please hit 'Cancel' on the next window to remain on this page..." with an "OK" button. A chat window is also open, displaying a message from "Jenny Says: Hey wait! We hate to see you go. So today only we'd like to offer you **20% OFF** (plus free shipping on orders over \$35) for making your purchase today at PetCareRx.com! [CLICK HERE](#) to take advantage of this amazing offer!" and a "Chat Now" button. A callout box points to the "OK" button with the text: "2. Customer is alerted that a representative would like to chat. This alert can be customized or removed altogether."

**2.** Customer is alerted that a representative would like to chat. This alert can be customized or removed altogether.

## Visitors Choose to Chat.

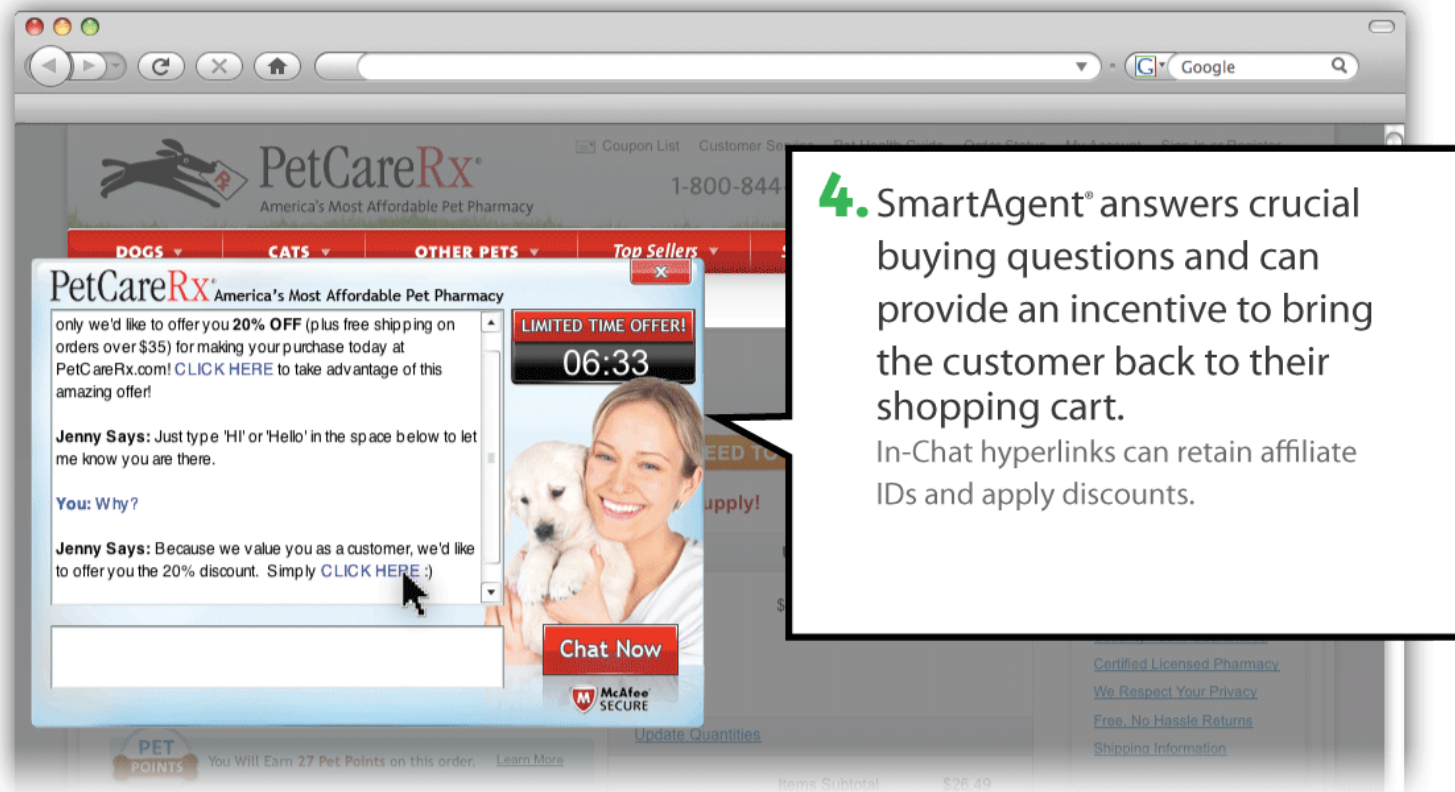


The screenshot shows a web browser window displaying the PetCareRx website. A chat window is open on the left, showing a message from 'Jenny Says' and a 'Chat Now' button. A confirmation dialog box is centered on the screen, asking 'Are you sure you want to navigate away from this page?'. The dialog has 'Cancel' and 'OK' buttons. A speech bubble points to the 'OK' button, indicating the user's choice to stay on the page.

**3.** Customer opts-in to chat, and stay on the page.  
This alert meets Google compliance.



## UpSellit.com Goes to Work.

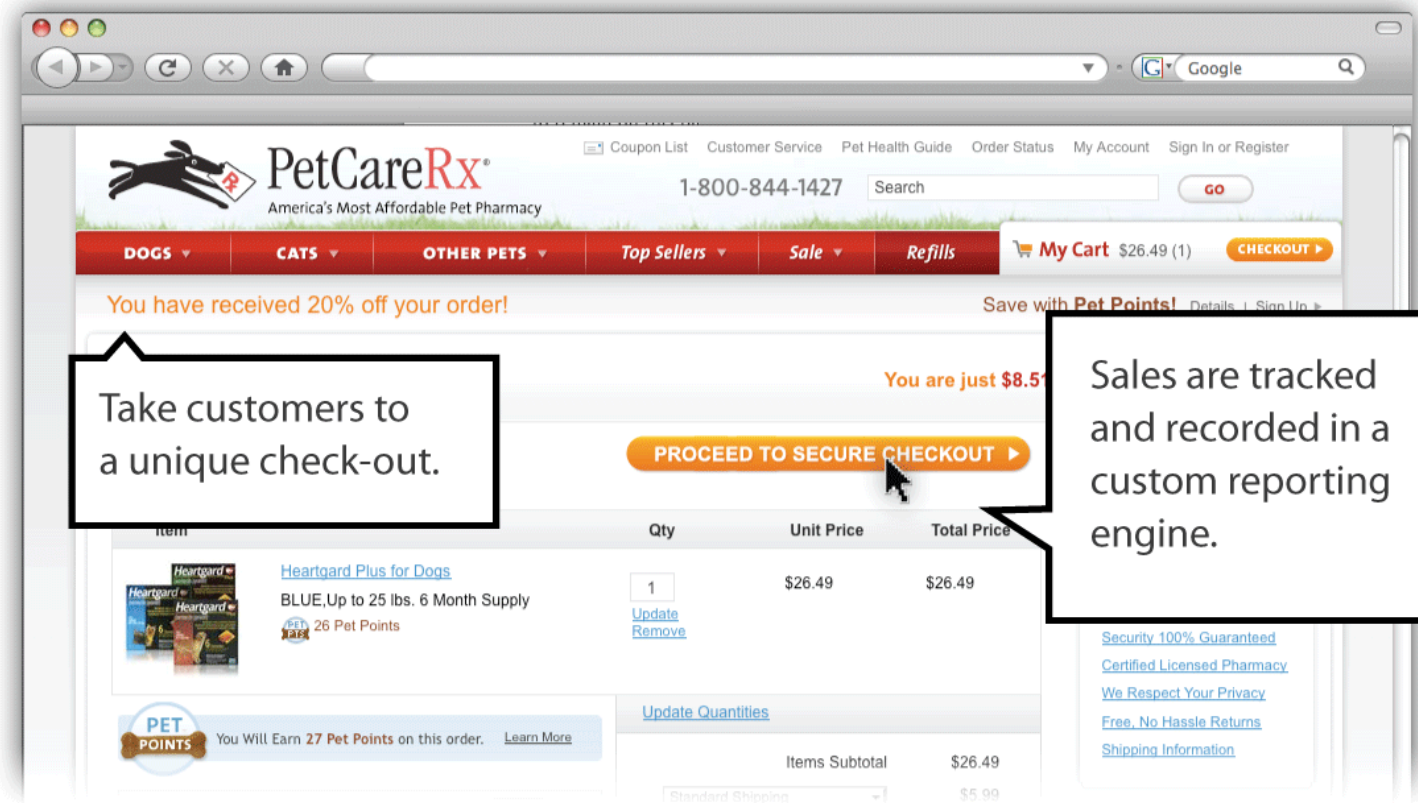


The screenshot shows the PetCareRx website interface. At the top, there's a navigation bar with links for 'Coupon List', 'Customer Service', and 'PetCareRx.com'. Below this is a red banner with 'DOGS', 'CATS', and 'OTHER PETS' categories. A 'SmartAgent' chat window is overlaid on the page. It features a 'LIMITED TIME OFFER!' banner with a clock showing '06:33'. The chat text reads: 'only we'd like to offer you 20% OFF (plus free shipping on orders over \$35) for making your purchase today at PetCareRx.com! [CLICK HERE](#) to take advantage of this amazing offer!'. Below this, a message from 'Jenny Says' asks the user to type 'Hi' or 'Hello'. The user responds with 'You: Why?'. Jenny replies: 'Because we value you as a customer, we'd like to offer you the 20% discount. Simply [CLICK HERE](#) :)'. A 'Chat Now' button is visible at the bottom of the chat window. The background website shows a shopping cart with 'Items Subtotal \$26.49' and various links like 'Certified Licensed Pharmacy', 'We Respect Your Privacy', 'Free, No Hassle Returns', and 'Shipping Information'.

**4.** SmartAgent® answers crucial buying questions and can provide an incentive to bring the customer back to their shopping cart. In-Chat hyperlinks can retain affiliate IDs and apply discounts.



## UpSellit.com Converts.

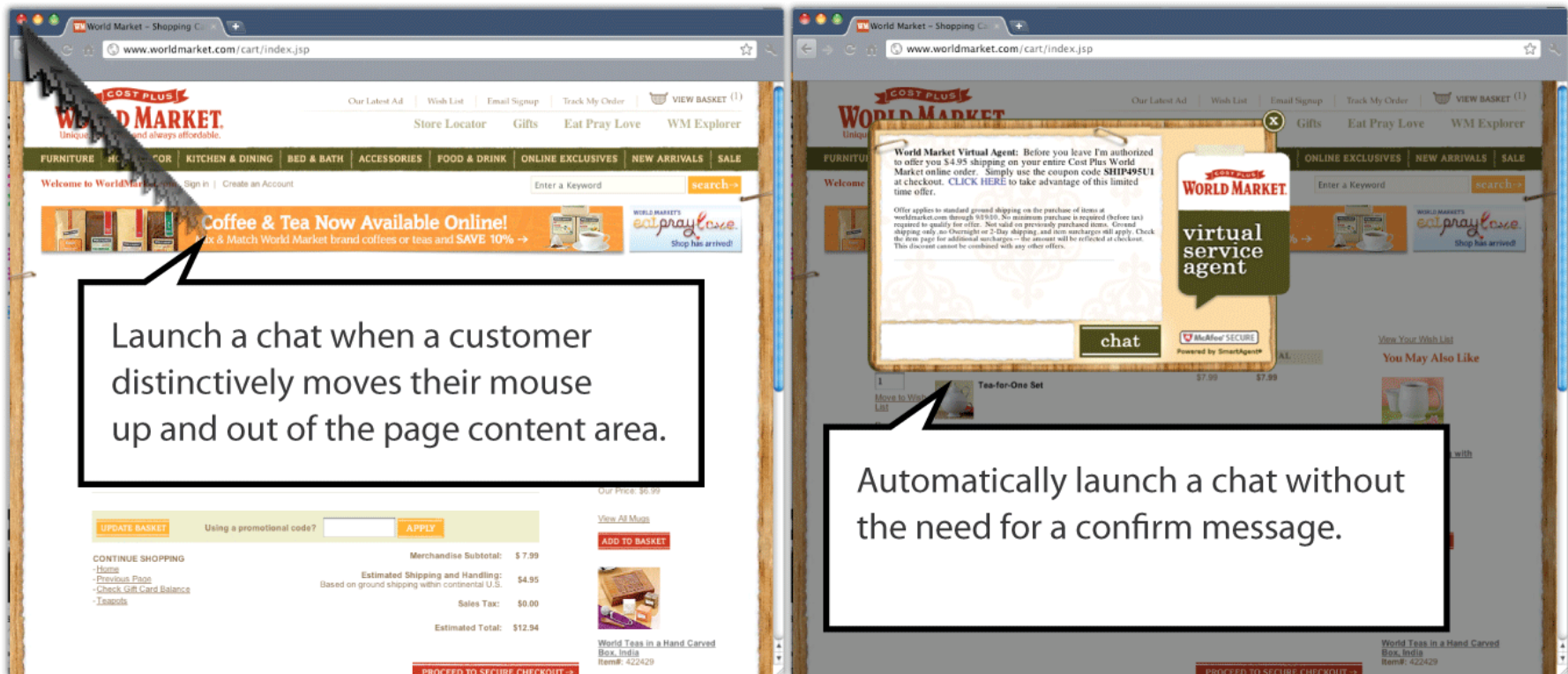


The screenshot shows the PetCareRx website interface. At the top, there's a navigation bar with links like 'Coupon List', 'Customer Service', 'Pet Health Guide', 'Order Status', 'My Account', and 'Sign In or Register'. Below this is a red navigation bar with categories: 'DOGS', 'CATS', 'OTHER PETS', 'Top Sellers', 'Sale', and 'Refills'. A search bar and a 'GO' button are also present. A banner below the navigation bar states 'You have received 20% off your order!'. The main content area shows a shopping cart with one item: 'Heartgard Plus for Dogs BLUE, Up to 25 lbs. 6 Month Supply'. The cart table has columns for 'Qty', 'Unit Price', and 'Total Price'. A callout box points to the 'PROCEED TO SECURE CHECKOUT' button, stating: 'Take customers to a unique check-out.' Another callout box points to the 'My Cart' section, stating: 'Sales are tracked and recorded in a custom reporting engine.' The bottom of the page shows a 'PET POINTS' section and a 'Standard Shipping' option.

Item	Qty	Unit Price	Total Price
Heartgard Plus for Dogs BLUE, Up to 25 lbs. 6 Month Supply	1	\$26.49	\$26.49

Items Subtotal: \$26.49  
Standard Shipping: \$5.99

## UpSellit.com Can Also Launch on Mouse Movement.



The image displays two screenshots of the World Market website's shopping cart page. The left screenshot shows a mouse cursor moving upwards and outwards from the main content area, which triggers a chat window. The right screenshot shows the chat window fully launched, displaying a 'World Market Virtual Agent' message and a 'chat' button. A speech bubble from the mouse cursor points to the chat window.

Launch a chat when a customer distinctively moves their mouse up and out of the page content area.

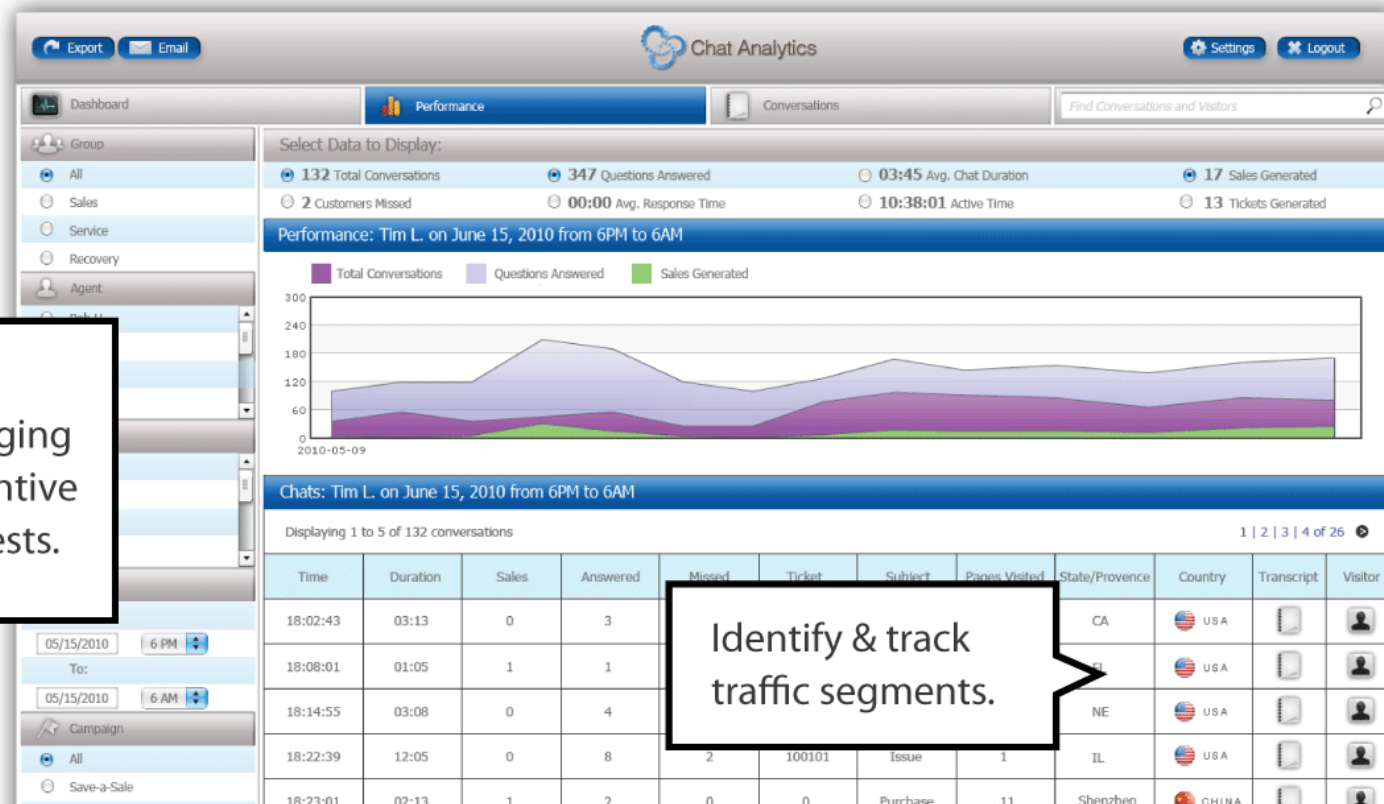
Automatically launch a chat without the need for a confirm message.



“The people at UpSellit are easy to work with, responsive, and great at what they do... UpSellit lifted overall conversions from 8% to 10%... resulting in a **25% INCREASE** in sales.”

Natalie Bonacasa, Marketing Manager, PetCareRx

## Tracking Performance is Easy.



Track messaging & incentive split-tests.

Identify & track traffic segments.



## Getting Started with UpSellit.com

### 1. Strategy Meeting

Establish campaign objectives and execution.

### 2. Custom Configuration Review

Chat script, launch, and window design reviewed and approved.

### 3. Implement

UpSellit provides one line of code to be pasted on the site.

### 4. Optimize

UpSellit maximizes performance with agent monitoring and client reviews.



To learn more please contact:

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