



Strategic Abandonment Recovery



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Pay-for-Performance Online Customer Recovery Solutions

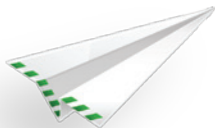
About UpSellit

Founded in 2005, UpSellit specializes in creating custom engagement solutions that engage abandoning consumers to reduce abandonment and provide actionable business insight. To date, UpSellit has successfully convinced almost 10 million abandoning shoppers to return to the site and complete the conversion. Working with over 200 eBusinesses across a wide range of online verticals, UpSellit partners with clients to develop completely custom strategies that extend client branding and integrate with the desired user experience to deliver campaign objectives.



SmartAgent® Automated Chat

Increase overall site conversions 10-25% with UpSellit's Abandonment Chat Solution. Custom programmed to answer FAQs and address your customers' concerns, SmartAgent® works 24-hours-a-day to convince abandoning consumers to complete the conversion.



DataHound® Lead Recovery ReMarketing

Increase overall site conversions 5-15% with UpSellit's Email ReMarketing Solution. DataHound® Lead Recovery works to capture pre-submit consumer contact information to build robust remarketing databases. UpSellit's email & mobile remarketing then sends targeted messages that bring abandoned consumers back to convert.



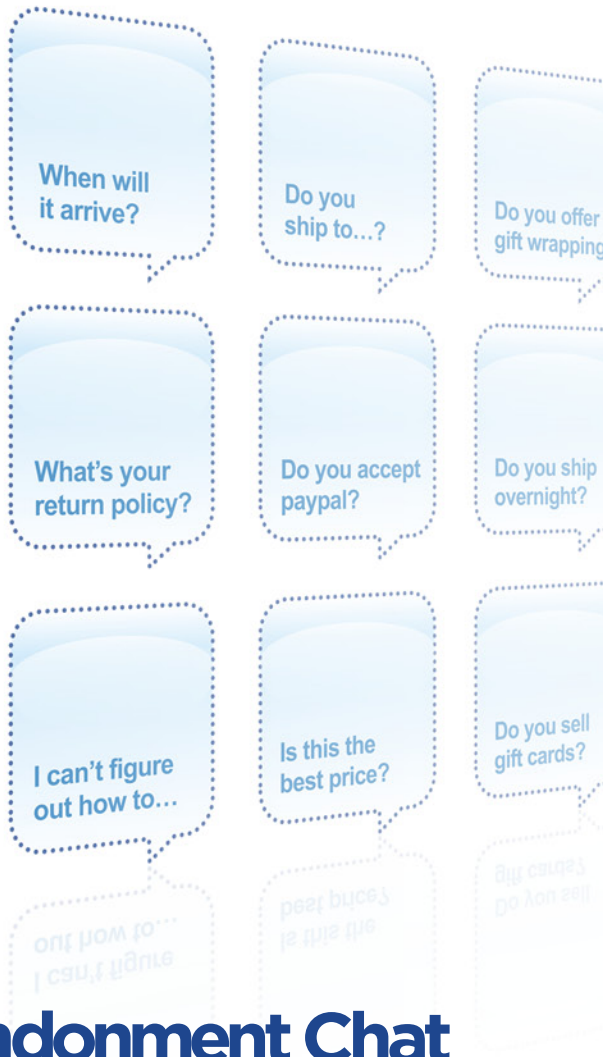
Dynamic Abandonment Survey

Increase overall site conversions 1-5% while capturing valuable non-customer insight with UpSellit's Dynamic Abandonment Surveys. Using a sophisticated question logic, UpSellit's Exit Surveys react to user's responses in order to address concerns, recommend products or services, or capture very detailed customer insight.



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Abandonment Chat

PROVIDE ASSISTANCE. INCREASE CONVERSIONS.

UpSellit's Abandonment Chat Solution increases site conversions by engaging abandoning site visitors in an automated chat conversation that answers FAQs, gathers reMarketing data, and can offer an incentive for the visitor to return and convert. Without any setup or maintenance costs, UpSellit's **pay-for-performance pricing** model provides you with a fully customized solution that immediately drives incremental revenue gains and actionable data.



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Abandonment Chat answers FAQs and addresses consumer concerns to increase conversions 10-25%

YOUR NEXT TOP SALESPERSON

Imagine hiring a salesperson who works 24-hours a day, can assist millions of prospective customers simultaneously, who never has a bad day, always follows protocol, and is ONLY paid on commission. UpSellit's Abandonment Chat solution makes this dream employee a reality with SmartAgent® automated chat technology.

SmartAgent® is a sophisticated Natural Language Parsing chat program that has been in development for almost 10 years and has been employed by hundreds of sites for over last six years. Over the course of millions of chat conversations, UpSellit has developed extensive personalities that serve as the foundation for the automated chat agents. UpSellit then builds a custom knowledge base on top of the personality that enables SmartAgent® to answer specific FAQs, address common concerns, provide relevant site links, and reinforce brand messaging. Every SmartAgent® is in a constant state of education as UpSellit's Client Services Team performs regular audits, reviewing chat transcripts and adding necessary information to the knowledge base. After three to six months of optimization, SmartAgent® accurately answers 90-95% of consumer questions and increases conversions 10-25%.

INTELLIGENT ENGAGEMENT

UpSellit offers two primary abandonment engagement techniques, the Predictive Method and the Preventative Method. The Predictive Abandonment Detection is a proprietary technology that monitors a user's mouse movements to proactively initiate an in-page chat conversation moments before a visitor abandons. UpSellit's Preventative Method launches a browser alert when the visitor either closes the browser, tab, or types a new URL and presses enter. The browser alert informs the visitor that a representative would like to chat, and invites them to return and chat or to continue abandoning the page. Each engagement method has unique advantages and UpSellit has optimized both methods to deliver a seamless, positive user experience that delivers impressive results.

Whichever engagement method the client prefers, custom business rules offer complete control over which abandoning site visitors are engaged in a chat. From previous site visits to specific cart values, UpSellit can accurately target specific segments of abandoning traffic. Over the last six years, UpSellit has built a list of vertical-specific best practices for engagement rules that serve as a starting point for campaign optimization. No matter how aggressive, conservative or specific a client is about who they wish to engage, UpSellit has a business rule configuration that will meet their needs.



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DataHound Lead Recovery & Email ReMarketing

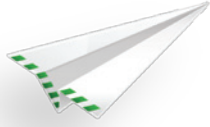
CAPTURE MORE LEADS. DRIVE MORE CONVERSIONS.

UpSellit's Email ReMarketing solution utilizes DataHound® Lead Recovery technology to capture customer information the instant it's typed. *Pre-submit* customer information is then segmented and can either be delivered to the client for their own remarketing purposes or UpSellit can manage the remarketing with custom targeted email or SMS messages. Without any setup fees or recurring costs, UpSellit's **pay-for-performance pricing** model provides you with a fully customized solution that immediately drives incremental revenue gains.



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Email ReMarketing with DataHound Lead Recovery captures more visitor details to drive 5-15% more conversions.

RECOVER MORE LEADS THAN EVER BEFORE

Traditional email remarketing programs rely on the customer data you are already collecting on your website. These programs work especially well for eBusinesses with a multi-page conversion process. DataHound® collects the consumer's contact information on the first page and if the visitor doesn't abandon until the subsequent page, typically the payment page, that customer information is saved and entered into a remarketing database. UpSellit's DataHound® Lead Recovery technology does not rely on a multi-page conversion flow, and it doesn't even rely on the visitor submitting the information. DataHound® is keystroke capture technology that saves and securely stores specified visitor information the very instant it's typed.

Just as traditional email remarketing programs provide a notification of terms and conditions, UpSellit's best practice is to provide a link to terms and conditions on the DataHound-enabled page to inform visitors that any information provided is immediately captured. UpSellit's secure reporting updates in real-time to provide clients an easily managed list of all specified consumer information collected, along with complete session data for intelligent segmenting. DataHound clients are then given the option to choose a cost-per-lead pricing structure, or they can utilize UpSellit's automated email remarketing system to engage abandoned shoppers with custom targeted email or mobile messages to increase overall conversions 5-15%.

SEGMENT, TARGET & SEND CUSTOM MESSAGES

UpSellit offers an advanced, fully hosted and managed email and mobile remarketing solution. As with all of UpSellit's strategic abandonment solutions, all planning, design, messaging, execution and analysis is performed and managed by UpSellit's Client Services Team with client review and approval at every step. As a pay-for-performance solution, UpSellit continually optimizes campaigns with ongoing A/B split tests to optimize conversion rates and average order values.

UpSellit maintains a remarkably high delivery rate by adhering to good email marketing practices. All email campaigns feature custom headers and CAN-SPAM compliant footers. UpSellit's list management protocol automatically removes duplicate or incomplete addresses and can compare against suppression lists. All messages sent conform to both the Sender Policy Framework (SPF) and DomainKeys Identified Mail (DKIM). UpSellit also offers the ability for clients to dedicate IPs and Private Domains for complete control. Client's branding of the email is also maintained throughout the entire message including the 'from address,' domain in mail-headers and links in the message. UpSellit does everything possible to ensure abandoned visitors are re-engaged, but even the highest deliverability rates will not guarantee significant lifts in conversions; it is UpSellit's six years of experience in bringing abandoned consumers back that delivers the incremental lifts in revenue.



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Abandonment Survey

GATHER NON-CUSTOMER INSIGHT. BUILD BRAND LOYALTY.

UpSellit's Abandonment Survey increases site conversions by engaging abandoning site visitors in a dynamic experience that not only gathers actionable business intelligence but also addresses customer concerns, promotes social media, and collects remarketing information. Without any set-up or optimization fees, UpSellit's **100% pay-for-performance pricing** model provides you with a fully custom solution that provides both short and long-term value.



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Abandonment Surveys teach you how to increase your website conversions while promoting brand loyalty.

NOT YOUR TYPICAL FEEDBACK SURVEY

Traditional consumer surveys are typically segmented into four categories: mail, phone, intercept, and focus groups. Each type of survey has its own advantages and disadvantages. For instance, mail or email surveys allow for segmentation and simple analysis, however they also suffer from low response rates, participant self-selection and often provide unclear responses. UpSellit's Abandonment Survey solution is best compared to an intercept survey. Intercept surveys are traditionally performed on the street or at the point of purchase. This technique is popular for its ability to precisely target participants and because the survey is performed while the experience is still fresh in the consumer's mind. However, traditional intercept surveys are not cost-effective because they require extensive staffing and providing a large sample is extremely time consuming.

UpSellit's Abandonment Survey offers all of the benefits of traditional intercept surveys without any of the disadvantages. Implementing an Abandonment Survey enables businesses to capture complex yet easily analyzed data, identify and target very specific traffic segments, and they offer the ability to present survey experiences that are custom tailored to each type of traffic segment. With UpSellit's 100% pay-for-performance business model, ebusinesses can now capture large amounts of valuable feedback at the moment a site visitor abandons for a very minimal cost.

STRATEGIC SURVEY EXPERIENCES

UpSellit's Abandonment Survey provides the insight needed for ebusinesses to effectively optimize everything from marketing to website architecture. UpSellit's Abandonment Survey aims to provide insight into why the consumer did not complete the purchase. This non-customer feedback is easily segmented and analyzed for opportunities with UpSellit's robust reporting engine. In addition to learning why visitors are abandoning, Abandonment Surveys also use sophisticated question logic to address customer concerns, suggest products or links to relevant information, promote social media engagement and build a remarketing database.

The question logic used in Abandonment Surveys is not your traditional linear questionnaire, but rather an intelligent survey experience that reacts to a consumer's responses. Abandonment Surveys have elaborate decision trees that segment consumers and lead them down a multi-threaded path that is optimized to achieve the desired campaign goals. UpSellit's question logic not only provides businesses with outstanding results, it also enhances user experience by delivering highly relevant survey experiences. Whatever a business' primary objective may be, UpSellit's Abandonment Survey uses proprietary abandonment detection technology combined with a custom question logic to deliver rewarding user experiences and outstanding business results.



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