



## DataHound Lead Recovery & Email ReMarketing

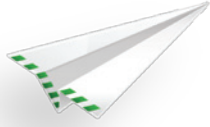
CAPTURE MORE LEADS. DRIVE MORE CONVERSIONS.

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.



**USI** technologies

1-866-504-9619 | [info@UpSellit.com](mailto:info@UpSellit.com) | [www.UpSellit.com](http://www.UpSellit.com)



# 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.



**USI** technologies

1-866-504-9619 | [info@UpSellit.com](mailto:info@UpSellit.com) | [www.UpSellit.com](http://www.UpSellit.com)