

## Abandonment Chat with SmartAgent® Technology

### Assist and Convert Abandoning Visitors

Abandonment Chat assists online shoppers mid-abandonment to automatically address concerns and answer frequently asked questions. Built on a sophisticated automated chat platform, SmartAgent combines an advanced natural language parsing (NLP) engine, a professional personality and a constantly expanding custom knowledge base that delivers intelligent, personable, and persuasive online sales support.

### Positive R.O.I. Guaranteed

UpSellit provides eBusinesses with completely customized site abandonment solutions using a 100% pay-for-performance pricing model. UpSellit creates a campaign strategy, develops the custom knowledge base and designs custom-branded chat windows without any setup fees. UpSellit only charges a small commission for the conversions or leads recovered. With a quick and easy client-side integration, UpSellit's solutions guarantee an immediate positive return on investment.

### Easily Integrated Custom Solutions

UpSellit has been developing site abandonment solutions since 2005 and has worked with a wide range of industries and third-party services. Sales tracking, user experience monitoring, and traffic segmentation are all easily managed with UpSellit's robust client reporting engine and available API. Special integrations, traffic segmentations and any other requirements needed to meet a client's objectives are easily integrated into UpSellit's custom site abandonment solutions.

#### UpSellit: Strategic Site Abandonment Solutions

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### Abandonment Chat Boosts Revenue 12.3% for eRetailer.

Download the case study at: [UpSellit.com/media.jsp](http://UpSellit.com/media.jsp)

#### Campaign Overview:

- Predictive Launch on Shopping Cart Pages
- Targeted New-Customer Traffic Only
- Product-Specific Chat Window Designs
- Over 100 Custom Client Support Topics
- Incentive Split Test: '20% Off' & 'Free Shipping'

#### Campaign Results:

- Overall Site Conversions Increased 13.2%
- Online Revenue Increased 12.3%
- '20% Off' Outperformed 'Free Shipping' by 2.3X
- Identified Unmet Needs of International Users

### Key Features

#### Chat Engagement:

- Predictive: Abandonment Detection Algorithm
- Reactive: Chat Invitation Upon Abandonment
- Highly Segmented Visitor Engagement
- Custom-Branded Chat Experiences

#### SmartAgent Chat:

- 70-80% Conflict Resolution Rate
- Advanced Question Recognition Engine
- Highly Customized Client Knowledge Base
- Dynamic Data Feeds for Instant Updates

#### Campaign Pricing:

- 100% Pay-for-Performance
- No Set-Up, Hosting, or Optimization Fees
- No Length-of-Use Contracts
- 24-Hour Client Support Included