



# 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.

## Unrivaled Industry Expertise

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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### Client Results:

Abandonment Chat Boosts Revenue 12.3% for eRetailer.

#### 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

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

### 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 Setup, Hosting, or Optimization Fees
- No Length-of-Use Contracts
- 24-Hour Client Support Included



## Email ReMarketing with Datahound® Lead Recovery

### Instantly Recover Pre-Submit Leads

With Datahound lead recovery technology, marketers will capture 25-45% more leads from abandoned site visitors. Datahound actively scans designated form fields to collect customer contact information the instant it's typed. UpSellit's Email ReMarketing solution leverages pre-submit, post-submit and returning customer leads for highly efficient customer recovery campaigns that increase overall site conversions by as much as 15%.

### Targeted ReMarketing Messages

UpSellit delivers highly successful email remarketing campaigns with perfectly timed, targeted, branded and optimized messages. Leveraging session data and visitor details, UpSellit segments campaigns to target specific interests and concerns. Every component of the remarketing campaign is custom-designed to align with the client's branding, messaging and objectives. UpSellit's remarketing emails are CAN-SPAM compliant, follow the W3C HTML guidelines, and are optimized for mobile devices.

### Designed, Hosted & Optimized

Every Datahound Email ReMarketing campaign is custom-developed by UpSellit to align with the client's branding, messaging, marketing strategy and campaign goals. UpSellit manages the email lists, automates the engagements and performs extensive optimization for every campaign. Client-side integration is made very simple with a single tag inclusion on shopping cart pages and an available API for third party integrations.

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#### Client Results:

Email ReMarketing Increases Conversions 5.6% for eRetailer.

#### Campaign Overview:

- 2-Page Checkout Process (Pre-Submit Leads Only)
- 3-Part Email Series Initiated After Abandonment
- Branded Emails with Dynamic Product Images
- Split Test on Timing for Each of the Three Emails
- '5% OFF' Incentive Offered in 2nd & 3rd Email

#### Campaign Performance:

- Overall Site Conversions Increased 5.6%
- 38.96% Average Campaign Click-Through Rate
- 21.4% Average Campaign Conversion Rate
- Average Order Value Increased by 16.7%

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#### Key Features:

##### Campaign Management:

- Full-Service Email Design & Development
- Fully Managed Email Lists
- In-Depth Client Reporting & Regular Audits
- Managed Campaign Testing & Optimization

##### Email Messages:

- Mobile-Optimized HTML Designs
- Personalized Dynamic Content System
- CAN-SPAM & Privacy Policy Act Compliant
- Design, Messaging, and Timing Optimization

##### Campaign Pricing:

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