



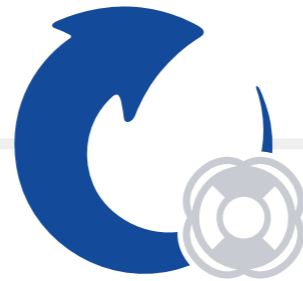
# Lead Recovery & Email ReMarketing

UpSellit develops campaigns that increase conversions by recovering visitors who abandoned a conversion. Unlike traditional email marketing campaigns that build awareness, remarketing programs respond to the reasons for website abandonment and convince abandoned shoppers to complete their purchase.

There are two main components to UpSellit's Email ReMarketing Platform: lead recovery and email distribution. This document outlines the ways that UpSellit recovers leads from abandoning visitors.



Visitor navigates to your site.



UpSellit collects their email address.



Visitor abandons the site before converting.



Visitor is entered into ReMarketing Engine.

# The 3 Methods of Lead Recovery



**Session Monitoring:** Anytime a site visitor types their contact information during a visit, UpSellit stores that lead alongside visitor details and session data.



**Exit Engagement:** UpSellit's Abandonment Detection Technology identifies abandoning visitors and provides marketers with the opportunity to collect their email.



**Repeat Visit Recognition:** With a combination of cookie and IP tracking, UpSellit can recognize visitors who had previously provided their contact info.

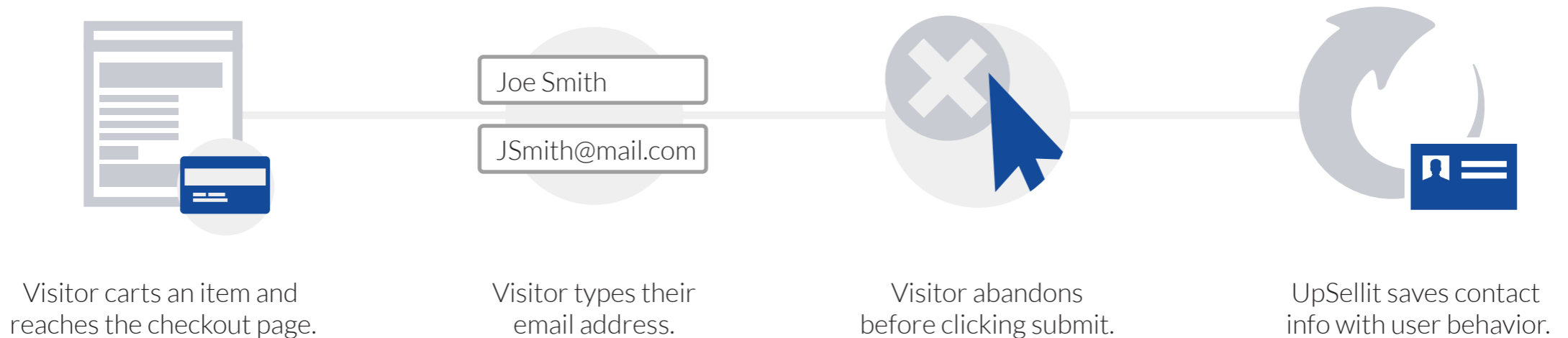
# Complete Session Monitoring

There are many opportunities for a visitor to provide their email address while navigating a site. Whether it's registering for a newsletter, signing up for special offers, or saving their cart, UpSellit can save all contact information and user behavior for remarketing purposes.

## Datahound Lead Recovery

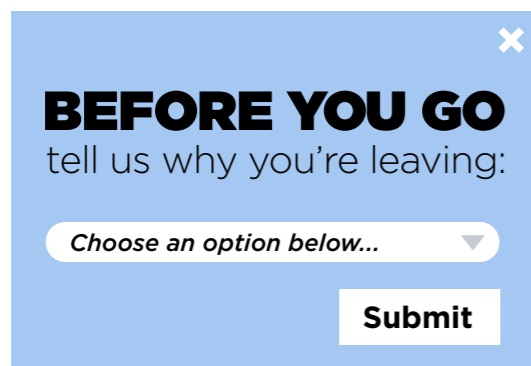
UpSellit's Datahound technology can monitor designated form fields and save information the instant it's typed. This means that if a site visitor begins a form but abandons before clicking submit, UpSellit can still save the contact information and enter it into UpSellit's Email ReMarketing Engine.



# Dynamic Exit Engagements

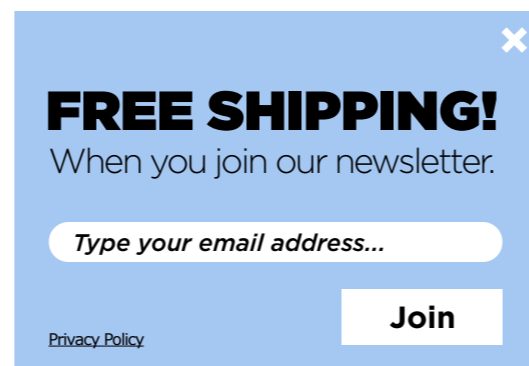


Marketers can capture the email address from abandoning visitors with UpSellit's Dynamic Exit Engagements. Proprietary abandonment detection technology analyzes user behavior in order to determine the exact moment of site abandonment. Once abandonment is detected, marketers can choose from three different types of engagements that can deliver targeted and branded experiences that recover the lead from the visitor.



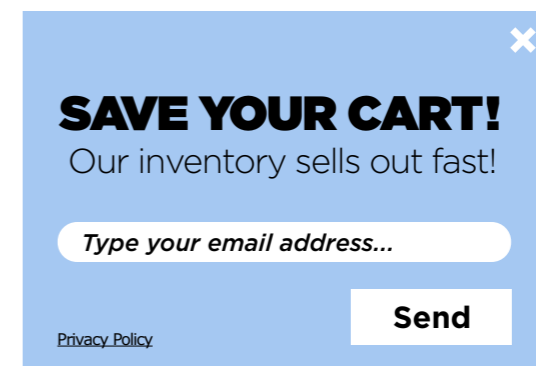
## Abandonment Survey

Learn why your visitors are abandoning, then reward them with an incentive that's behind an email collection.



## Targeted Promotion

Incentivize abandoning visitors to provide an email address with a targeted promotion. Deliver incentives based on traffic source, cart value, and hundreds of other metrics.



## Save Your Cart

Create a sense of urgency around the abandoning visitor's purchase and request an email address to save their shopping cart and secure their selections.

# Repeat Visitor Recognition



If a visitor has previously provided an email address, whether it's from a newsletter sign-up or a past purchase, UpSellit's Site Monitoring tool will immediately identify them and their session history on return visits. Identified, repeat visitors can then be automatically added to targeted email remarketing campaigns if they abandon. With extensive segmentation and complete session tracking, marketers can leverage highly responsive campaigns that target the right visitors at the right time with the perfect message.



Visitor submits their email before abandoning.



A specified amount of time passes.



Visitor returns to the site and abandons.



Visitor meets business rule requirements.



Visitor profile enters UpSellit's ReMarketing Engine.

# The Email ReMarketing Engine



UpSellit's Email ReMarketing Engine delivers personalized, perfectly timed emails that convert. With UpSellit's full-service solutions, marketers can escape the batch-based static emails and boost conversion rates with real-time delivery of highly targeted and personalized email messages.

EMAIL PERFORMANCE METRICS

**99.8%**  
DELIVERY RATE

**41%**  
AVG. ECOMM  
OPEN RATE

**23%**  
AVG. ECOMM  
CLICK-THRU RATE

**28%**  
AVG. ECOMM  
CONVERSION RATE

- ✓ Dynamic Email Content
- ✓ Ongoing Optimization
- ✓ Real-Time Email Delivery
- ✓ Responsive Campaigns
- ✓ Suppression Logic
- ✓ Robust Reporting
- ✓ Dedicated Success Team

**Learn More  
About UpSellit's  
Email ReMarketing  
Strategies.**

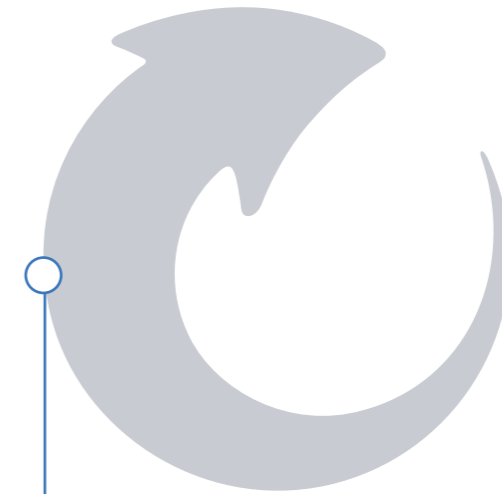


"Tips, Strategies  
& Proven Methods  
That Reduce Cart  
Abandonment"

[Learn More](#)

# About UpSellit

UpSellit partners with online businesses to increase conversions 5-25% by recovering visitors who abandon the website. With a suite of unique email, chat and survey technologies, UpSellit develops completely custom engagements that directly address the reasons for site abandonment and convince consumers to come back and convert. UpSellit absorbs all design, development, hosting and optimization costs to provide 100% pay-for-performance abandonment solutions.

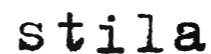


- Abandonment Detection
- Live Chat Simulation
- Dynamic Survey Logic
- Pre-Submit Lead Collection
- Advanced Email ReMarketing

## Premier Partners



The New York Times Store



[Schedule Your Consultation](#)

UpSellit: Strategic Site Abandonment Solutions

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