

Keep More. Lose Less.

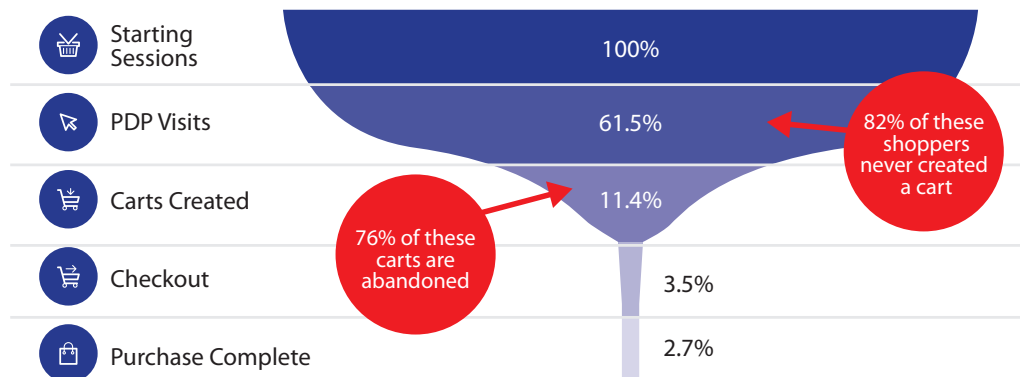
Convert Marginal Customers • Enhance Shopper Experience
Drive New Incremental Revenue • Improve Marketing ROI

Metrical's Behavioral Customer Engagement Platform uses Artificial Intelligence (AI) to predict when shoppers are likely to bounce or abandon their purchase. We then engage them by providing them relevant guidance, substitute products and, as a last resort, discounts. The result is more carts, improved loyalty, and new net revenue. By intelligently combining non-financial messaging with financial incentives, you can expect to see anywhere from **2-24% lift in cart purchase rates while preserving margins.**

Engaging only shoppers that are going to bounce from the site—and getting out of the way of those that are likely to purchase—delivers both an individualized, highly personal experience as well as generating sales from shoppers who had one foot out the door. This “found money” drops straight to your bottom line and dramatically improves your conversion rate and the ROI and ROAS on your existing marketing spend.





Building Trust

Customers trust brands to deliver a consistent level of service, quality, and personal attention. Historically though, 75-85% of potential customers bounce from product pages or abandon their carts for any number of reasons. However, brands and merchants that proactively and intelligently engage with shoppers can reduce abandonment, which in turn drives incremental revenue and a more enjoyable, repeatable experience.

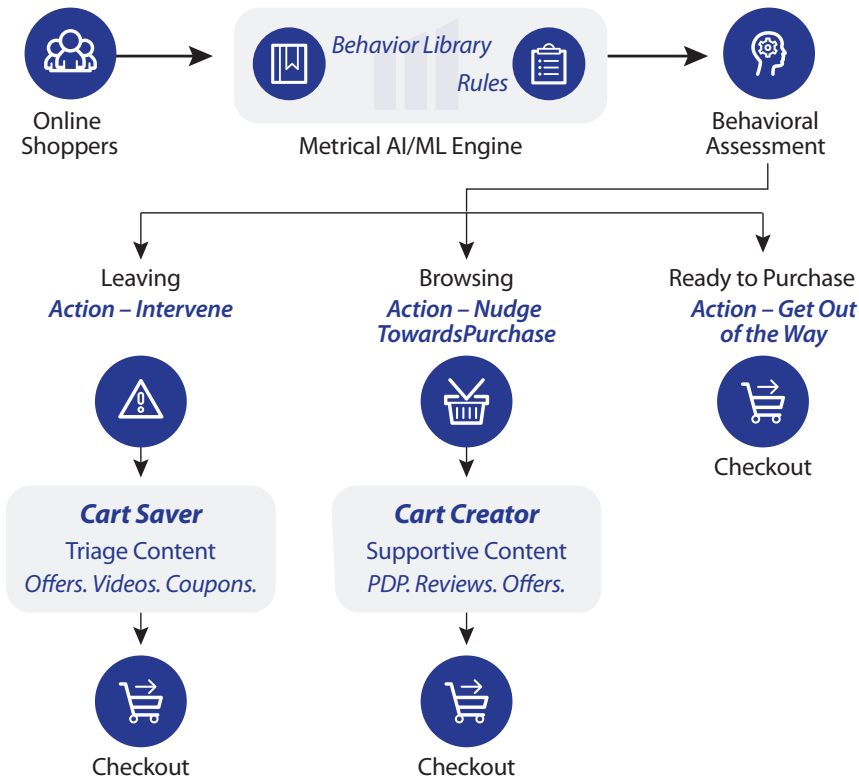


Intelligent Enhanced Experience

Metrical analyzes and assesses every visitor to your site to create a “propensity to bounce” score. Using over 150 data points that are continuously refined from a library of billions of historical transactions, we determine the appropriate actions or non-actions to take. We then serve up relevant content based on the shopper’s behavior and the likelihood they’re going to leave without purchasing. This occurs in real-time, while the shopper is still on your site further enhancing their shopping experience.

- 
18%
increase in revenue
- 
24%
increase in new carts created
- 
35%
increase in repeat purchases
- 
60%
improvement in ROAS

End-to-End Engagement



Cart Saver applies 'triage' skills to provide the necessary content and information that will keep the shopper engaged and rescue the sale. This can reduce bounce and abandonment by 5-17% while simultaneously driving, incremental revenue from 11-17%.

Cart Creator looks for interested shoppers who do not have an active cart, assists them in creating one and then shepherds them to checkout. Cart creation dramatically improves ROAS and can improve the chances of a successful sale by up to 3x.

Ease of Integration

Metrical is a low-friction implementation that easily plugs into your existing technology stack, can orchestrate your existing technology stack to deliver optimal results and further enhance your marketing ROI. No cookies or personal

identifiable information (PII) data is ever used. In addition, Metrical offers a full suite of AI-based segmentation, reporting, metrics, and analytics that provides insights, enabling you to optimize your marketing campaigns.

Where Can Metrical Help You?

