

Fanplayr™ TARGETED CONVERSIONS

Overview

Fanplayr's Smart & Targeted Conversions is a breakthrough approach to boosting online sales. By analyzing site traffic and establishing definitive profiles of your customers, Smart & Targeted Conversions determines the optimal timing and amount of purchase incentive to increase your online sales and average order values. With a powerful segmentation engine, you can pinpoint exactly who gets what offers and when. Criteria includes referral source, time on site, repeat visitor, page visited and cart size. With real-time dashboards, analytics and built-in A/B testing, you can clearly measure the impact of your campaigns. Smart & Targeted Conversions is a SaaS-based Magento Enterprise extension.



Increase Conversions



Increase AOV



Recapture Abandonment



Improve Offer Margins

Highlights

Lift Key Metrics Using Smart & Targeted Conversions, increase conversion rates, improve average order value and reduce cart abandonment.

Segmentation Powerful rules-based segmentation engine allows for precise targeting of offers, using over 35 unique site and visitor attributes.

Dynamic Offers Based on segmentation rules, visitors receive dynamic offers depending on site behavior and individual attributes.

Behavioral Profiling Analyze site and visitor behavior to establish high-probability conversion targets through purchase incentives.

Real Time Analytics Monitor the performance of your Fanplayr campaigns to make informed real-time decisions and changes. An intuitive dashboard provides a high level overview, while detailed charts offer in-depth performance insight.

A/B Testing With integrated traffic splitting and reporting, you can easily see the effect of your campaigns on Sales, Conversion Rates and Average Order Values.

Email collection By integrating email collection into the offer redemption workflow, Fanplayr helps you build qualified lists for use with follow-up campaigns and re-targeting.

No IT required Designed for marketers, no IT support required to create, monitor and maintain campaigns.



Fanplayr™ TARGETED CONVERSIONS

About Smart & Targeted Conversions

Fanplayr's Smart & Targeted Conversions is an intelligence-based Offers Platform designed to help online merchants increase sales, improve average order values and optimize purchase incentive margins.

Smart & Targeted first analyzes a merchant's site to determine profiles of visitors that would be most receptive to specific offers and timing. Smart & Targeted's SaaS-based platform is then used to create campaigns that segment traffic and present dynamic offers based on visitor behavior — The Right Offer at the Right Time.

Why Use Smart & Targeted Conversions?

Purchase incentives can have a profound impact on your revenue and margins. The right offer at the right time can help you close a sale, while using the minimum discount needed to convert a prospect to a sale contributes directly to your bottom line. Why leave such a powerful tool to chance?

Fanplayr's Smart & Targeted Conversions takes an intelligent approach to purchase incentives.

What are the benefits?

- Increase Conversion Rates as much as 25%*
- Improve Average Order Values by up to 50%*
- Optimize Purchase Incentive Margins
- In-depth Analytics gives you precise detail into campaign performance
- Management Dashboard gives you at-a-glance view into campaign performance
- Integrated A/B testing lets you measure the exact impact of your campaigns
- Integrates with most leading e-commerce platforms for easy deployment
- Both performance-based and fixed-fee pricing models to meet your needs

* Based on real customer data

