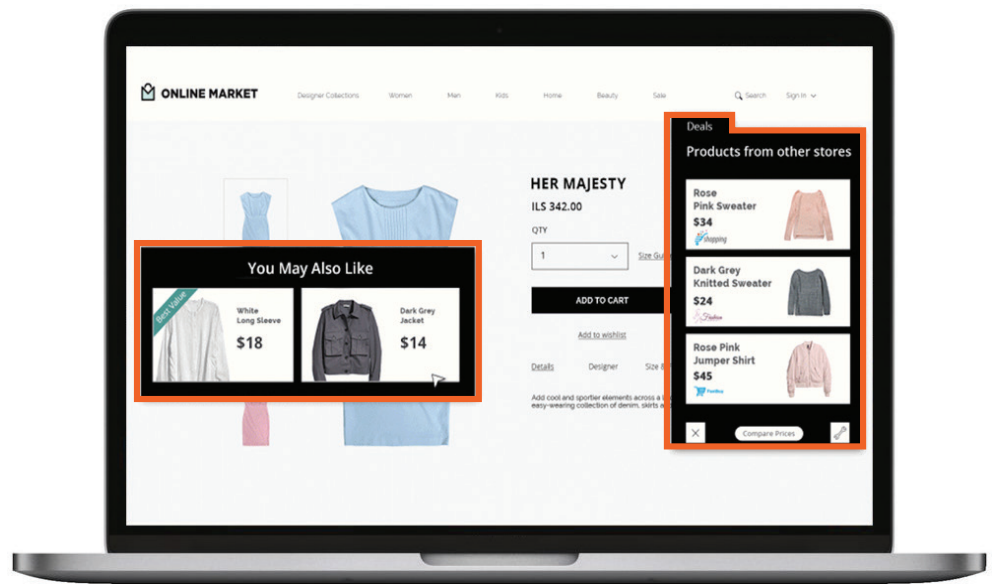# NAMOGOO

PREVENTING ONLINE JOURNEY HIJACKING

The Problem: Online Journey Hijacking

Online Journey Hijacking, a growing but invisible problem, disrupts visitor sessions with unauthorized product recommendations, pop-ups and banners that divert earned traffic away to competitor sites, harming conversion rates and damaging brand equity. These ads are injected into consumer browsers, bypassing server-side visibility and control.

15-25%

of all web sessions are interrupted by unauthorized ads

The Solution

Namogoo's patented Machine Learning technology identifies unauthorized injected ads and blocks them in real-time during page rendering. By eliminating these invasive promotions, Namogoo enables online businesses to deliver a distraction-free customer journey and prevent their customers from being diverted to competitors. The world's leading eCommerce brands rely on Namogoo to preserve their online experience and consistently enhance business metrics.

Immediate Conversion Uplift
Win back stolen online revenue and improve business KPIs.

Enhanced Customer Experience
Preserve a distraction-free customer journey unaltered by invasive content.

Increased Data Accuracy
Gain better visibility into customer journey analytics to enhance decision-making.

NAMOGOO

How Namogoo Prevents Customer Journey Hijacking

Namogoo's cloud-based solution takes a unique new Machine Learning-driven angle to preserve the customer journey. Rather than being installed on the server, Namogoo monitors and analyzes millions of web sessions from the server all the way to customers' browsers — and based on pattern analysis techniques — classifies invasive web activity and prevents it from running. Namogoo's proactive core engine leverages thousands of data points related to deep content inspection, statistical analysis, and indicative behavioral patterns in order to reach decisions.

Ease of Deployment

As a cloud-based technology, Namogoo requires practically no set-up time and runs seamlessly on any platform. Namogoo's service is deployed by Digital/eCommerce teams with standard tag management solutions, and does not require any development, IT, or security resources for setup or maintenance.

Protecting over 500M web sessions weekly for top online retailers

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MEN'S WEARHOUSE　　Samsonite　　Lenovo　　Upwork

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Talk to us!

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