## N A M O-G-O-O

## **Customer Hijacking Prevention:** Get Deeper Insights into Your Infected Users

Namogoo's dashboard provides online retailers with unprecedented visibility into the impact of injected ads on their customer experience and key eCommerce KPIs.

#### UNDERSTAND THE SCALE OF ONLINE JOURNEY HIJACKING ON YOUR SITE

Monitor your infection rate and conversion rates for your impacted users and gain a quick overview of what recent injections were blocked throughout your site.

| Ν                               | CUSTOMER HIJACKING PREVENTION                                      |   |  |                                      |                                       |  |
|---------------------------------|--|---|--|--------------------------------------|---------------------------------------|--|
| ==                              | Overview Sep 2, 2019 - Oct 1, 2019 (30 Gapt) (0                    |   |  |                                      |                                       |  |
| 2<br>11<br>11                   | 2.91%<br>Infected Conversion<br>Rate                               | 14.59%<br>Infection Rate  | 210K<br>Infected Sessions<br>(of 14M sessions tracked) | 14K<br>Average Injections<br>Per Day | 100% / 0%<br>Setup<br>(block/monitor) |  |
|                                 | Recent Activity  Infected Sessions Trend (By Device)               |   |  |                                      | Show Only Infected Sessions +         |  |
|                                 | 122 Product Ads blocked in Reorder<br>93 Benners blocked in Coupon | 10000<br>8000<br>6000   |  |                                      |                                       |  |
|                                 | 88 Banners blocked in How-to-orde                                  | 4000  |  |                                      |                                       |  |
|                                 | 58 Product Ads blocked in Coupon                                   |   | ptember 4 September 8 September 1                      | 2 September 16 September 20 5        | September 24 September 28             |  |
|                                 | 54 Pon-Lins blocked in Courson                                     | Desk  | top   Mobile   Tablet                                  |                                      |                                       |  |
| Screenshots of Infected Users o |  |   |  |                                      |                                       |  |
|                                 |  | ta entre anticipada de la constante de la con |  |                                      |                                       |  |



# SEE WHICH COMPETITORS ARE SHOWING UP ON YOUR SITE

Break down which types of injections are disrupting your visitors and which retailers are being featured on your site.

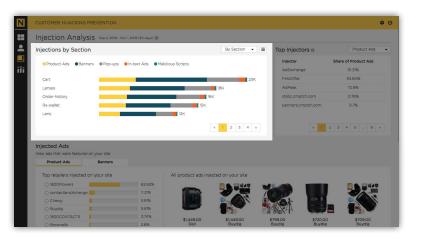
#### DIVE DEEPER INTO YOUR INFECTED VISITORS

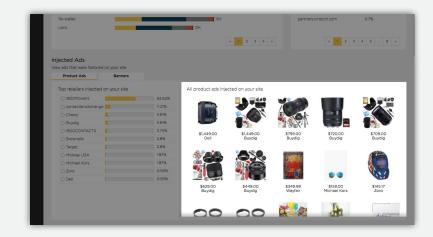
Slice and dice your infected traffic by device, OS, and browser to segment audiences exposed to injected ads.



#### ASSESS WHICH AREAS OF YOUR CUSTOMER JOURNEY ARE MOST IMPACTED

See which site sections and pages throughout your sales funnel are most impacted by invasive ads.



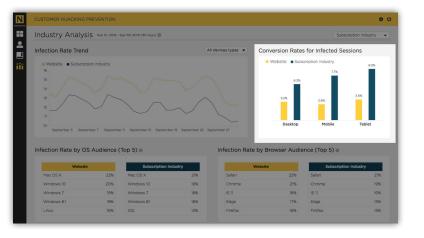


#### VIEW THE ADS YOUR INFECTED CUSTOMERS ARE SEEING ON YOUR SITE

See precisely which product ads and banners are most appearing to your infected visitors.

#### BENCHMARK YOUR INFECTED VISITOR CONVERSION RATES WITH YOUR INDUSTRY

Track conversion for your infected population against your industry peers by device type, browser, and OS.



### **ABOUT NAMOGOO**

Namogoo is pioneering the market of Customer Journey Hijacking Prevention. The company's disruptive technology is designed to protect the online journey by identifying and blocking unauthorized product ads injected into consumer web sessions that divert the customer journey and hurt conversion rates. The world's largest retailers rely on Namogoo to eliminate invasive promotions and consistently recover eCommerce revenue. For more information, visit namogoo.com.











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