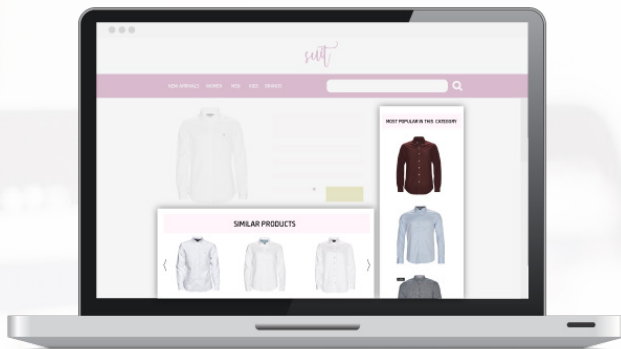


WEB ADVISOR



With Raptor Web Advisor you can optimize sales, improve product selection, maximize cross-selling, increase conversion rates and significantly enhance the user experience on your website.

+10%

Revenue lift

Up to
+30%

Basket size

+10%

AOV

How it works:

Raptor Web Advisor collects, learns and recognizes each of your visitors and their interactions – Enabling you to make real-time personalization and recommend the most relevant products for your visitors. Raptor Web Advisor can be utilized in many ways to make unique shopping experiences.

Recommend top selling products

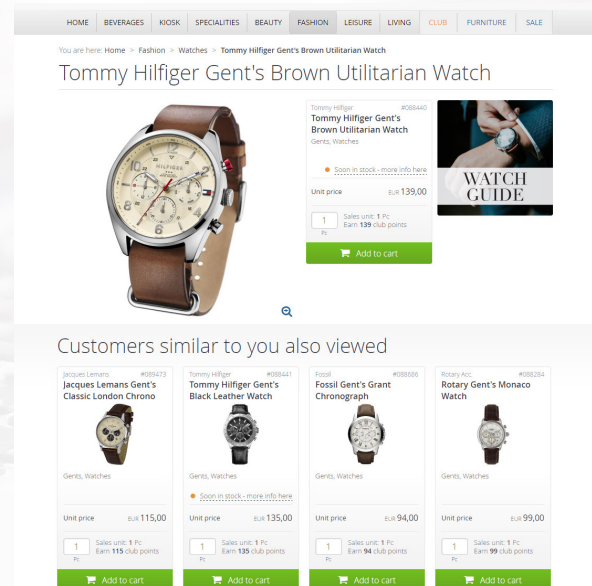
Inspire your visitors with top selling products. Automatically highlight your most popular and intriguing products and increase the odds for converting more of your visitors.

Convenient Shopping Experience

Make it easier and more convenient for your customers to find related products and encourage them to add more to their basket by automating user-specific recommendations of complementary products based on behavioral data.

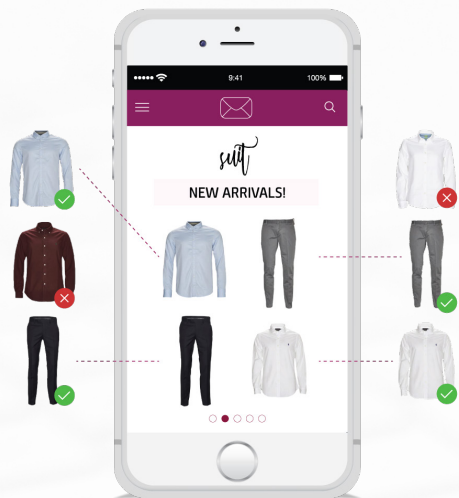
Cross-selling at the finish line

Encourage bigger baskets and increase order values dramatically with an “Other customers also bought”. Recommend related products that are most likely to be bought together with the products in your customer’s current basket.



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EMAIL ADVISOR



Emails are a great way to stay in contact with and retain your customers. With Raptor Email Advisor you can personalize your email campaigns and enhance your business with new targeted sales opportunities. Personalized emails will increase customer engagement, increase average sale values, improve cross-selling, lower bounce rates and build customers relationship.

+11%

Revenue lift

+50%

CTOR

Customer



Loyalty

How it works:

Enhance your email campaigns with dynamic and personalized content and free up valuable resources. Optimize your engagement and interactions by sending out personalized emails with dynamic content based on data. Communicate with your customers on a 1:1 scale with individually tailored emails with user-specific content.

Personalized Email

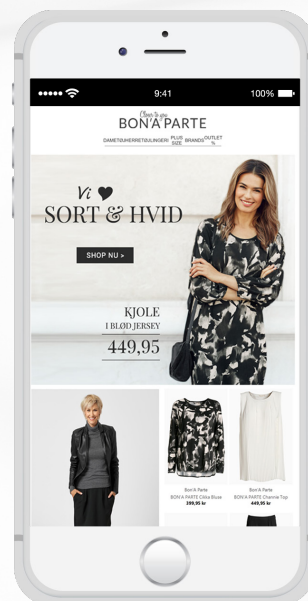
Reconnect with your customers with automated and highly personalized emails with relevant products that inspire customers to interact.

Follow-up Email

Customers that have made a purchase are more likely to do it again. Say thanks with a follow-up email with new related and relevant products and increase the chance of them buying more.

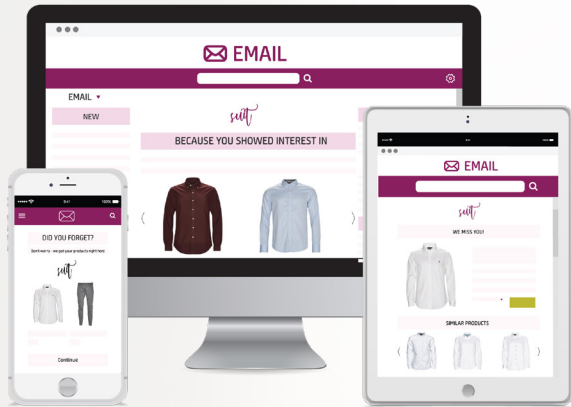
Order Confirmation Email

Seize the opportunity and intrigue your customers with relevant product recommendations when sending out your order confirmation email.



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BEHAVIORAL TRIGGERS



With Raptor Behavioral Triggers, you will increase sales by tracking specific user behaviors. Emails are a great way to stay in contact with and retain your customers by sending them your most relevant offers based on their behavioral data. Behavioral Triggers is a way of fully automating targeted email campaigns.

Reengage up to

50%

of permissions

Up to

20%

Revenue lift

Recover up to

30%

of Abandoned Basket

How it works:

As the name suggests behavioral triggers are triggers based on behavior. With Raptor Behavioral Triggers you set the limits and rules for when to send out personalized emails. Some of the most valuable and commonly used trigger is abandoned basket and browser, product and category interest, win back buyers and win back visitors.

Abandoned basket

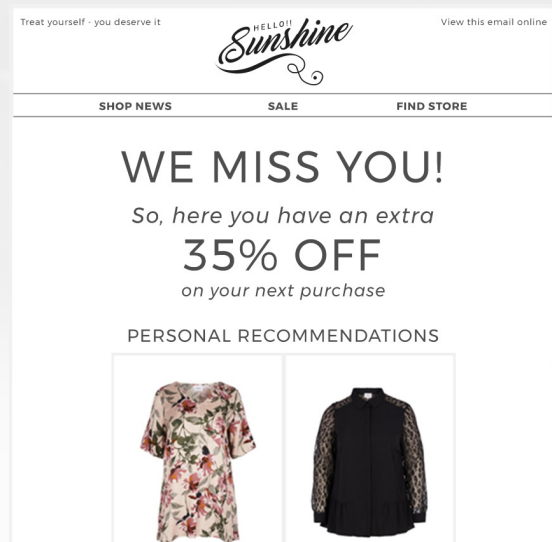
Abandoned baskets are clear indicators of product interests and an almost certain way of increasing conversion rates. Give your customers a chance to complete the purchase with a personalized email containing the products.

Helpful reminders

Re-engage customers by sending offers with products they have viewed multiple times but did not buy. Let your customers know that you value them by sending out emails when a product of interest goes into discount.

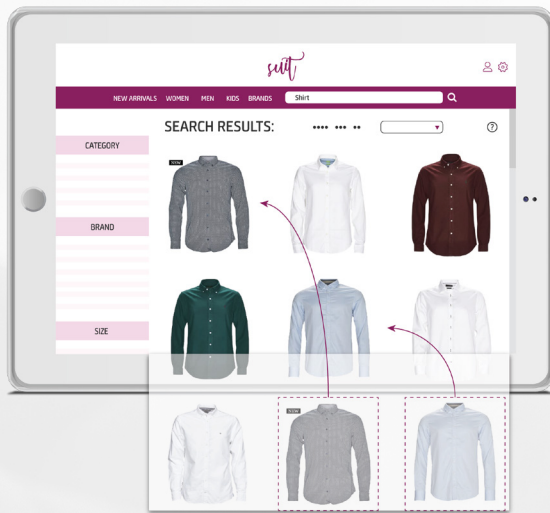
We miss you

Win-back customers with a personalized email, reminding them of what they are missing out on. Send relevant offers with similar products to customers last viewed or best sellers, to win-back visitors that have been away for a specific time span.



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SEARCH ADVISOR



Raptor Search Advisor re-ranks the search result of each individual customer based on their previous purchases, certain affinities, price level and current online behavior, all done in milliseconds. The Search Advisor is relevant for your business if you want to create an overview of a large range of products or, simply, if you want to provide the best, personalized experiences for each individual customer.

+10%

Conversion Rate

Personalized



Reranking

Minimize



Bounce Rate

How it works:

By boosting specific factors, we rank your products after relevance – based on the visitors current and previous browsing and buying behavior. Raptor Search Advisor integration/addon. Moreover, this functionality allows us to sort your products according to personal relevance, popularity, most selling etc.

Personalized search results

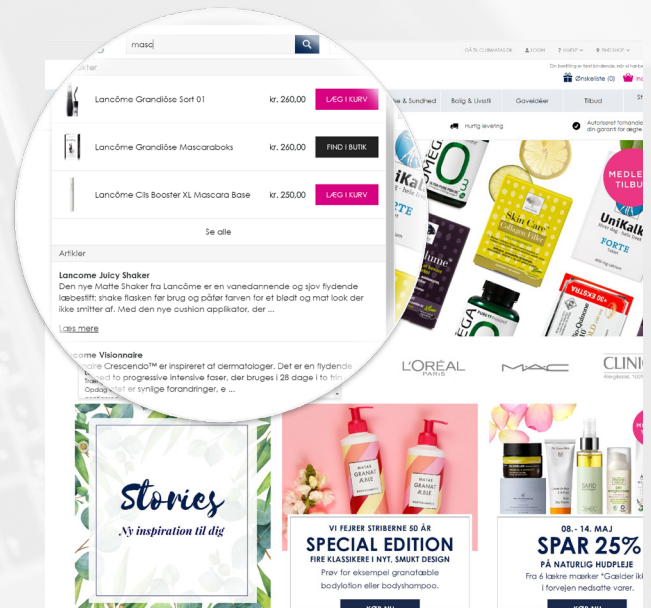
Make the best possible search experience with high convenience for your customers. Enhance your products findability and re-rank it by relevance.

Re-ranking in real-time

Assume that a customer is looking for a specific product. Our Search Advisor will then learn from this user's behavior, leading to a real-time update of the ranking of individual products on the category page.

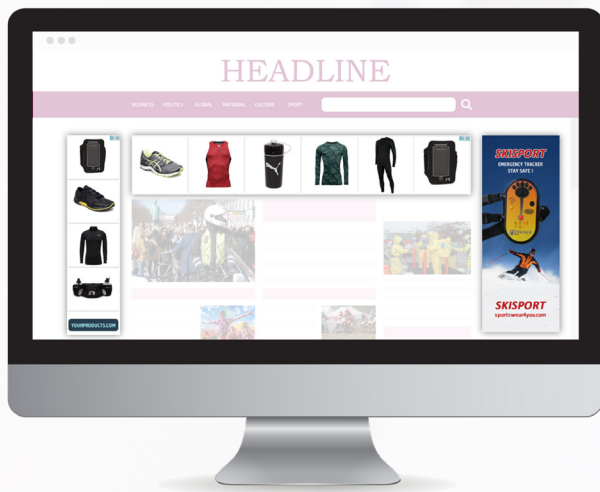
Convenient search

Let your customers navigate with ease on your website, by giving the opportunity to rank products according to different factors.



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AD ADVISOR



Optimize sales, improve product selection and increase the conversion rates of your paid advertising. Maximize the effect of your paid ads with personalized recommendations that are specifically targeted to the visitors' unique tastes and shopping history.

Engagement

+50%

Compared to General Ads

+10%

ROAS

Retargeting



High ROI

How it works:

Raptor Ad Advisor utilizes the collected data and our advanced algorithms then make a qualified selection of which, when and how often products will be shown in your advertising. Personalized ads have significantly higher interaction and engagement rates.

Know what to show

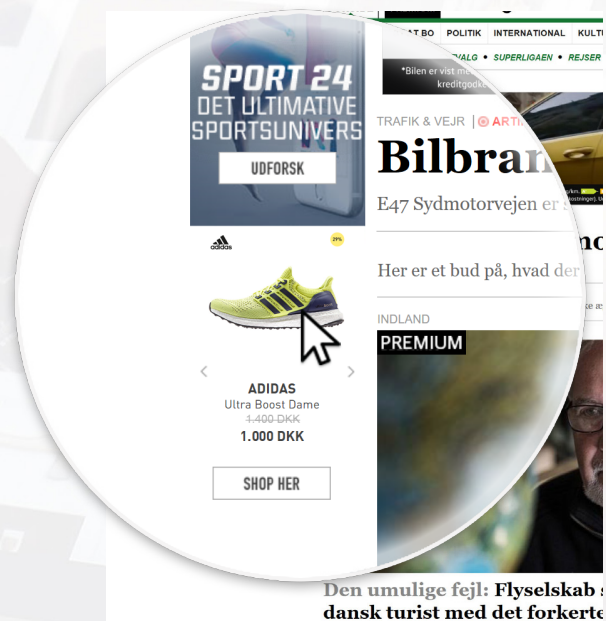
Present recommendations relevant to search terms, user intent, context, preferences, and user behavior – making it easy for your customers to find what they are looking for.

Utilize trends

Expose your customers to trending products – enhancing the findability of specific products. This recommendation will spot trends and change interests rapidly from your customer's behavior and make sure the products are displayed instantly in real-time. Automated prioritizing of products makes it easier for customers to find the right products, which will make a sale much more likely.

Intelligent recommendation

Raptor Smart Advisor learn and store user behaviors and decides which products groups are most relevant to each individual customer – promoting impulse purchases.



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