Webdemo

uptain

CUSTOMER ENGAGEMENT OPTIMISATION FOR ONLINE SHOPS

More revenues due to happy customers

Google ★★★★★

Capterra ★★★★★

GDPR COMPLIANT

TOP RATED CONVERSION OPTIMIZATION Q4/21

SOFTWARE AUS DE

CUSTOMER ENGAGEMENT IN ONLINE SHOPS

The solutions

approx. **95%** of your visitors do not convert
approx. **80%** of your customers never come back

Activation-Popups

Cancellations are prevented and visitors convert

Newsletter-Popups

Visitors can be contacted

Trigger-Mails

Visitors are brought back to the shop

INCREASE YOUR CUSTOMER ENGAGEMENT FOR MORE AND MORE HAPPY CUSTOMERS

uptain® ALGORITHM

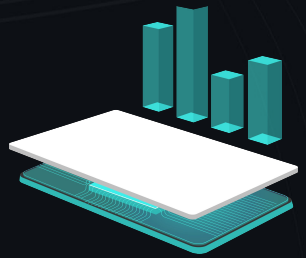
Intelligent data processing

INTELLIGENT SEGMENTATION

Price sensitivity
Need for service
Age, gender etc.

AUTOMATIC A/B TESTS

Continuous A/B-testing of communication



BIG DATA OPTIMISATION

Cross-shop data analyses (anonymised)

uptain® ALGORITHM

Example

VALERIA, 27
Student

Device: Smartphone
operating system: Android
Browser: Google Chrome

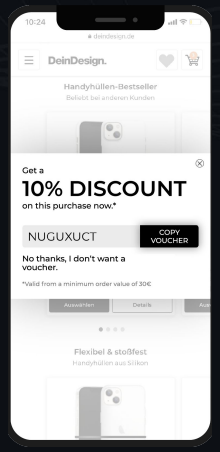
TECHNICAL DETAILS

· Referrer: price comparison site
· Tab change in the checkout to compare prices

USER BEHAVIOUR

· cases for latest smartphones in shopping cart

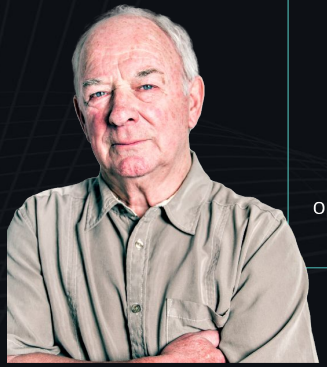
PRODUCT INFORMATION



uptain® ALGORITHM

Example

BERNHARD, 70
Pensioner



Device: Desktop
Operating system: Windows
Email: t-online

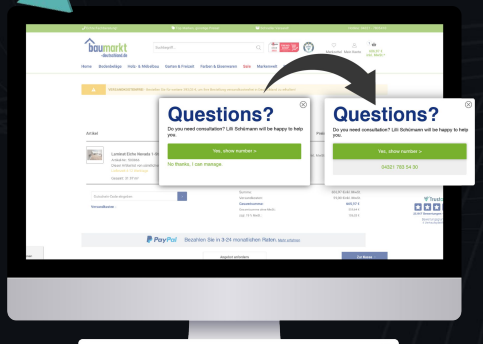
TECHNICAL DETAILS

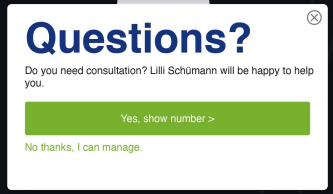
· High length of stay on informative pages
· Scrolling to the end of the page

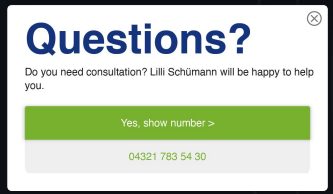
USER BEHAVIOUR

· High-value products in the shopping cart
· Consultation-intensive sector

PRODUCT INFORMATION







uptain® ALGORITHM

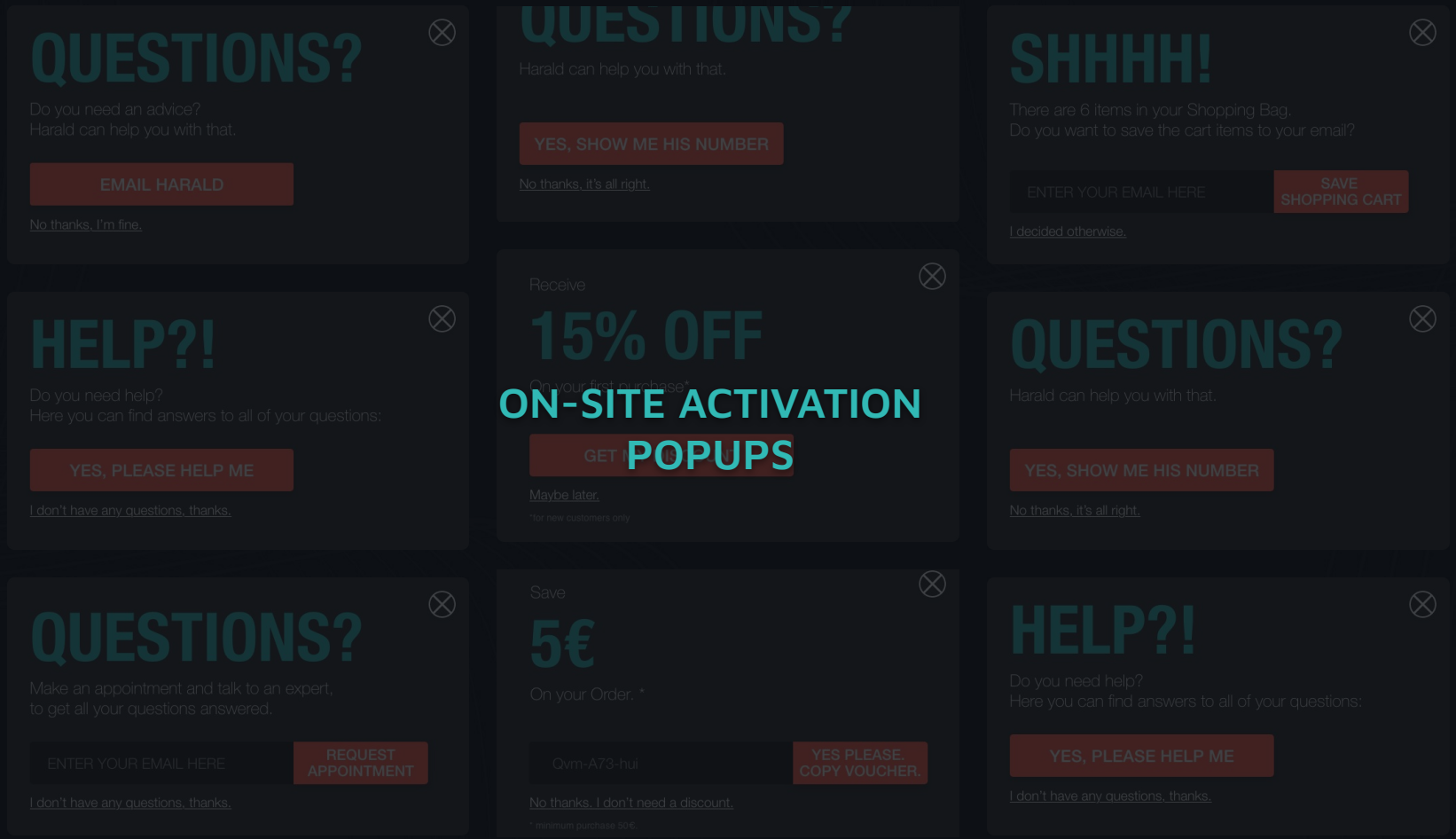
You define the rules for optimisation

1 CONDITIONS

- e.g. available by phone Mon-Fri from 9am-6pm
- e.g. 10% discount only for newsletter subscribers
- e.g. 50€ discount only for new customers from 500€

2 CORPORATE IDENTITY

- What colour and font is used?
- How can you communicate with the customer?
- Which foreign languages can be used to communicate with customers?

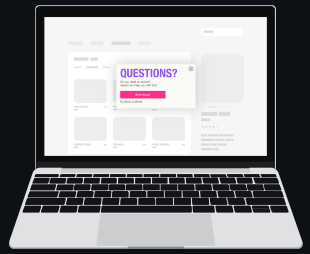


ON-SITE ACTIVATION POPUPS

ON-SITE ACTIVATION POPUPS

Triggering the pop-ups

TRIGGER Desktop

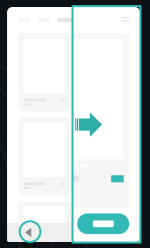


Back button

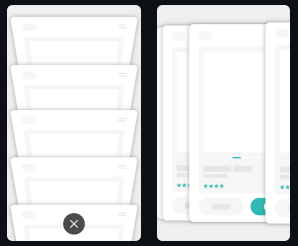
Tab change

Closing window

TRIGGER Mobile



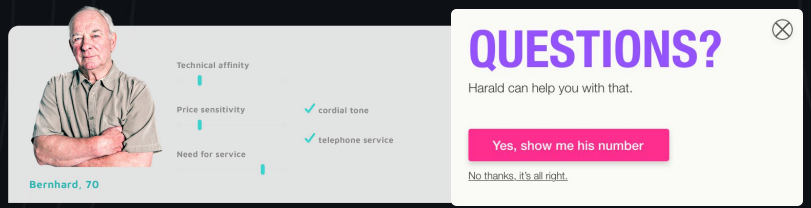
Back button

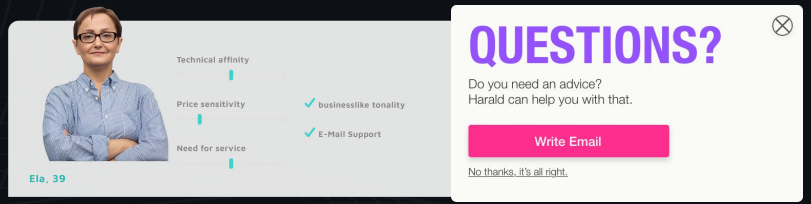


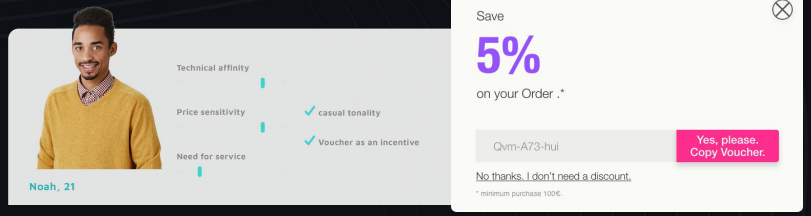
App change / tab change

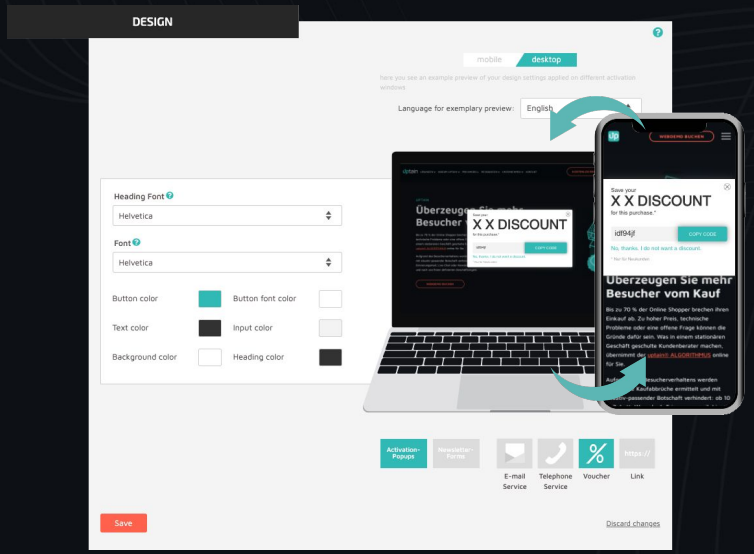
ON-SITE ACTIVATION POPUPS

Suitable popups









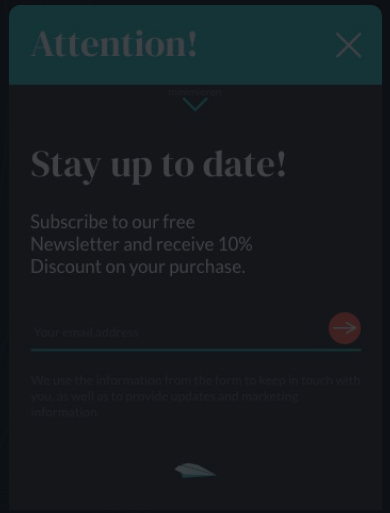
ON-SITE ACTIVATION POPUPS

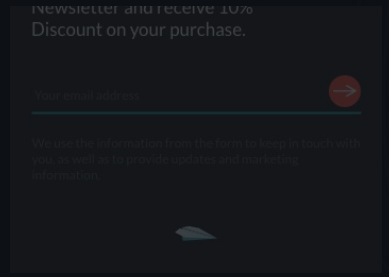
Additional benefits

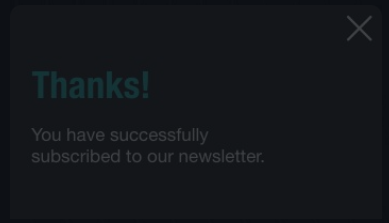
NO ANNOYANCE FACTOR

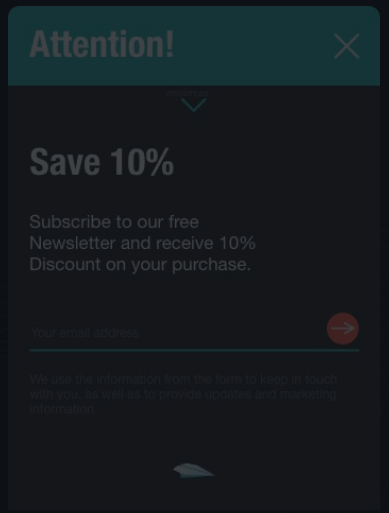
If a pop-up is displayed, then the same type of pop-up (e.g. voucher code) is blocked for one week and all pop-ups are blocked for 24h.

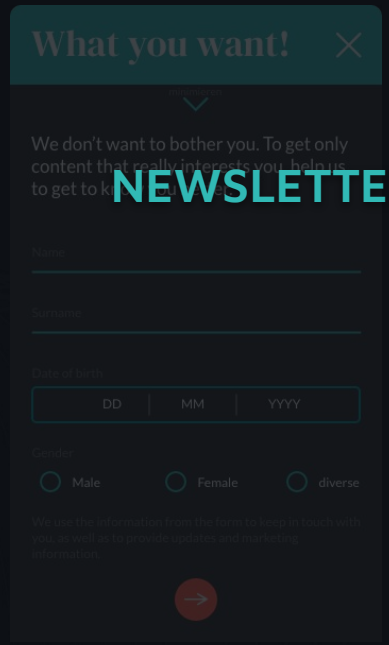
NEWSLETTER FORMS

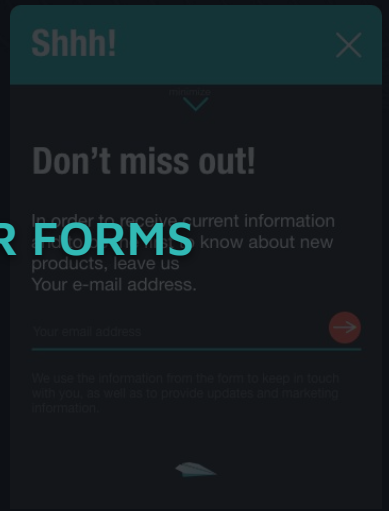


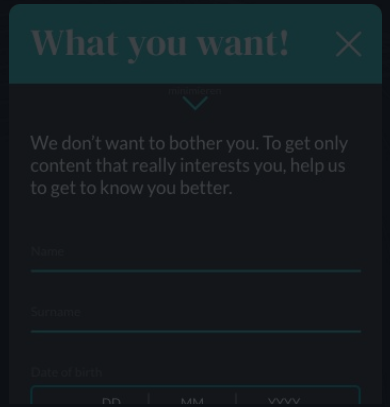


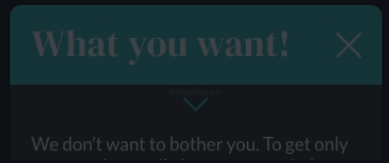


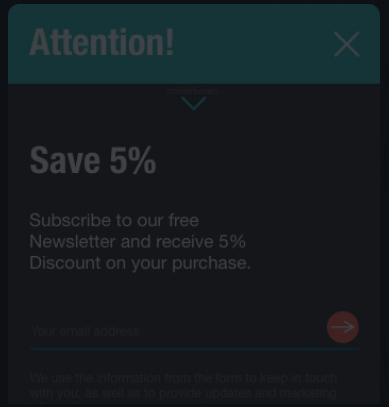








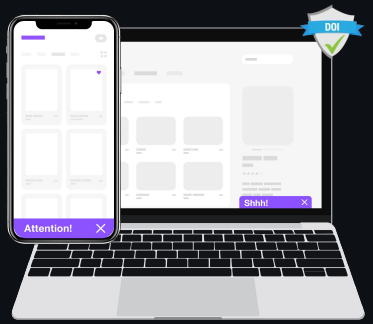


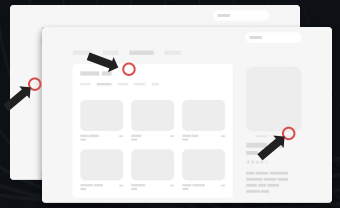


NEWSLETTER FORMS

Triggering the forms

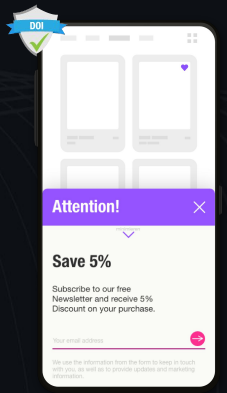
TRIGGER Desktop

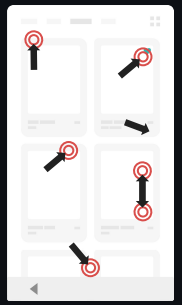




Interest and engagement

TRIGGER Mobile

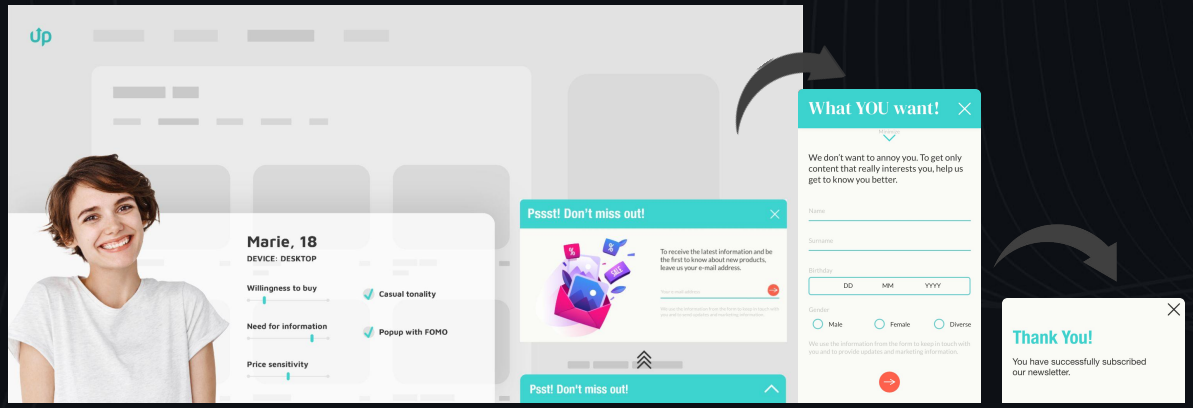


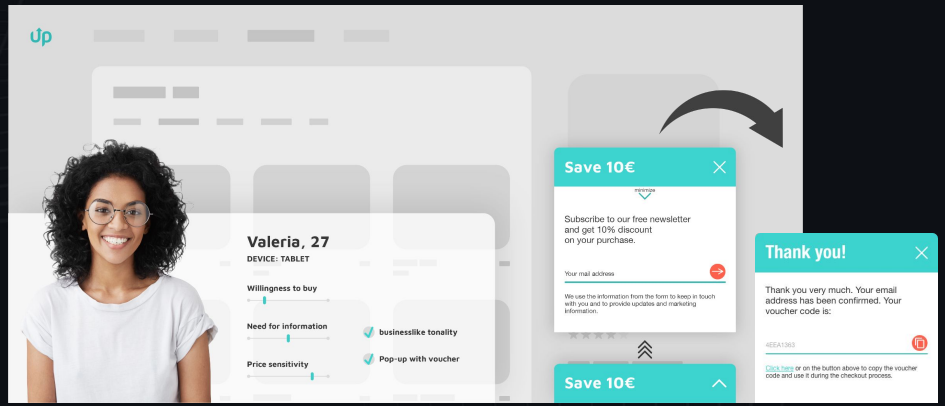


Interaction and engagement

NEWSLETTER FORMS

uptain® ALGORITHM examples





NEWSLETTER FORMS

Additional benefits

1

NO ANNOYANCE FACTOR

The forms are not displayed to newsletter subscribers who are already registered.

2

WITHOUT ADDITIONAL MANUAL EFFORT

Newly generated newsletter subscribers are transferred directly to the newsletter tool.

3

EXPORT AS CSV FILE

There is the possibility of a simple CSV file export, in order to import new subscribers.

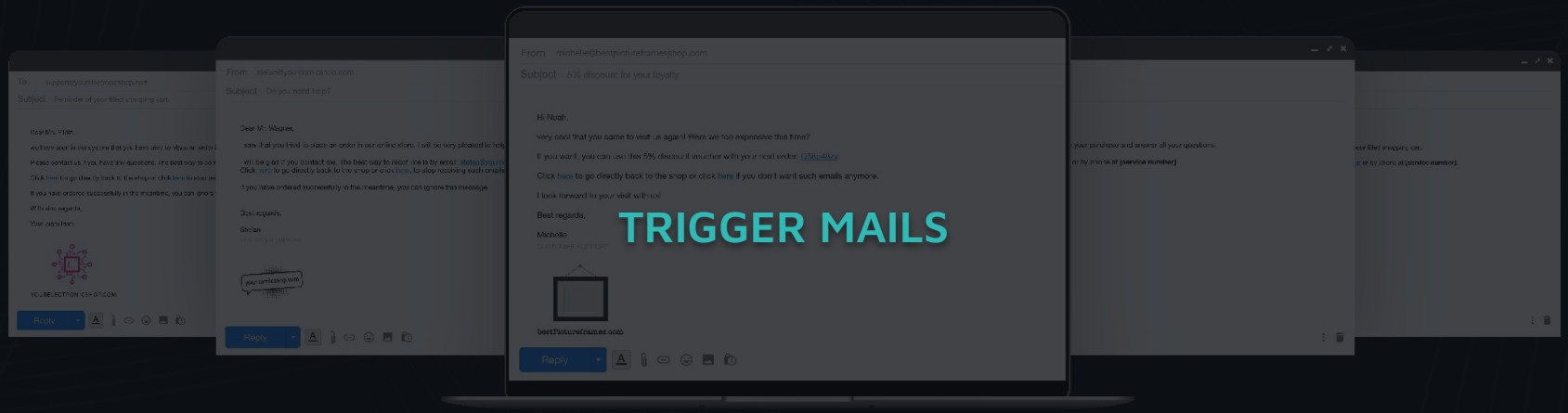
mailchimp

CleverReach

Newsletter2Go

rapidmail

Simplyletter


From: michelle@bestpictureframesshop.com
Subject: 5% discount for your loyalty
Hi Noah,
very cool that you came to visit us again! Were we too expensive this time?
If you want, you can use this 5% discount voucher with your next order:
Click here to go directly back to the shop or click here if you don't want such emails anymore.
I look forward to your visit with us!
Best regards,
Michelle
bestPictureframes.com
Reply
TRIGGER MAILS

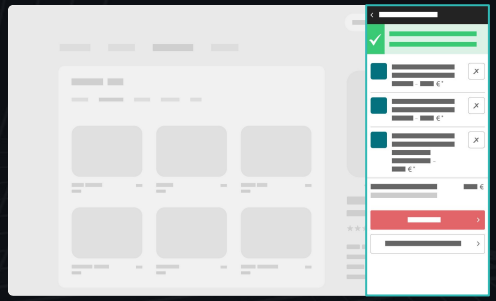
TRIGGER-MAILS

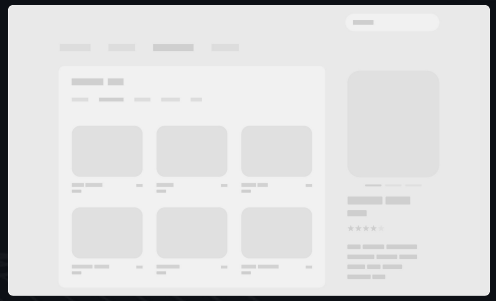
Various Trigger

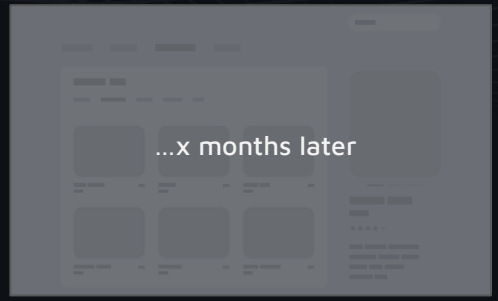
TRIGGER
Shopping Cart Abandonment

TRIGGER
Browse Abandonment

TRIGGER
long-time-no-see

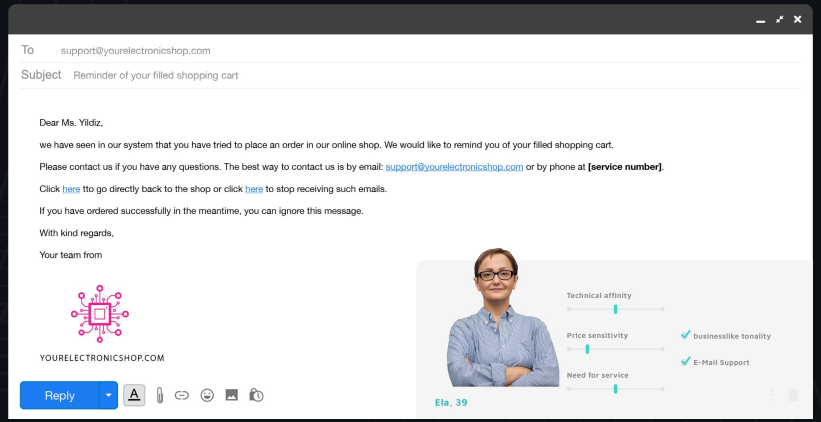


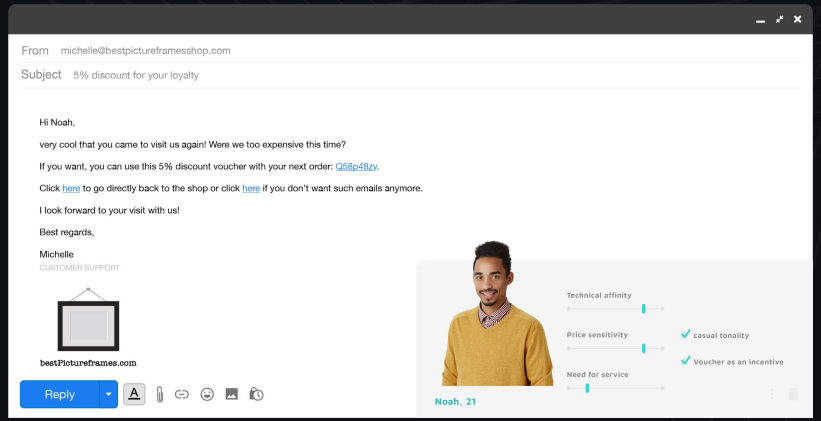




TRIGGER-MAILS

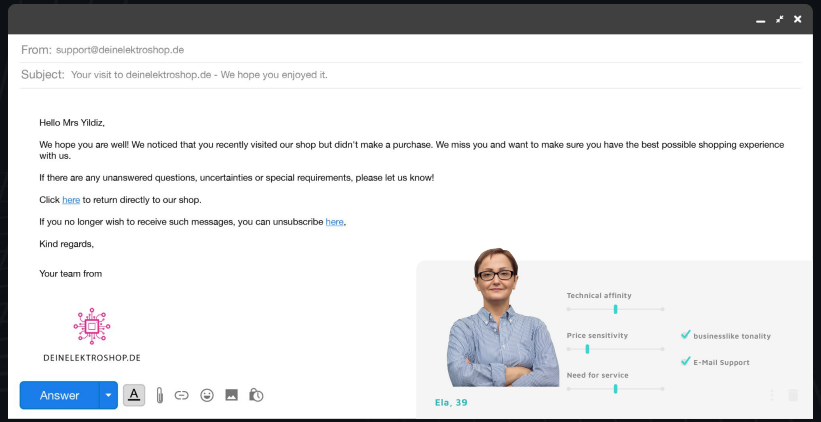
Trigger: Cart Abandonment

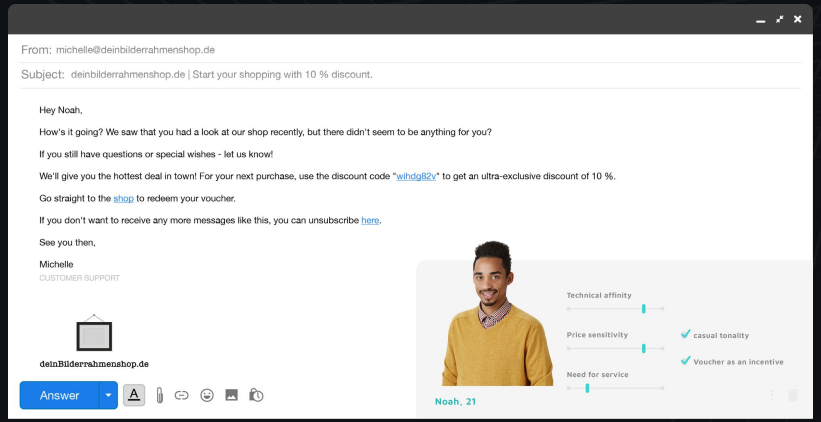




TRIGGER-MAILS

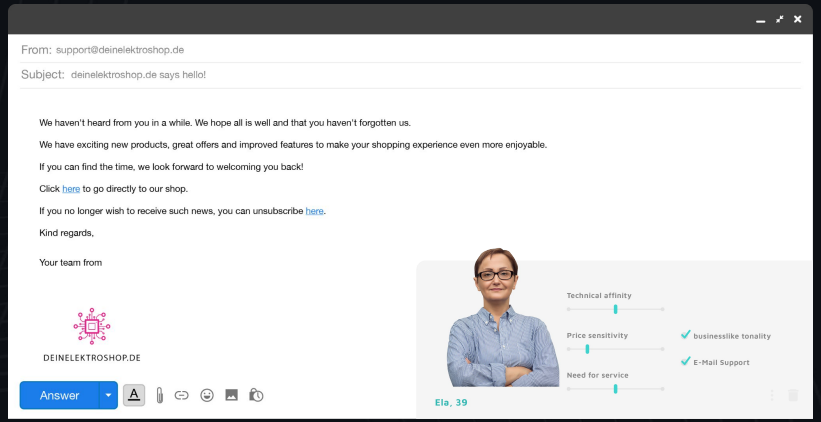
Trigger: Browse-Abandonment

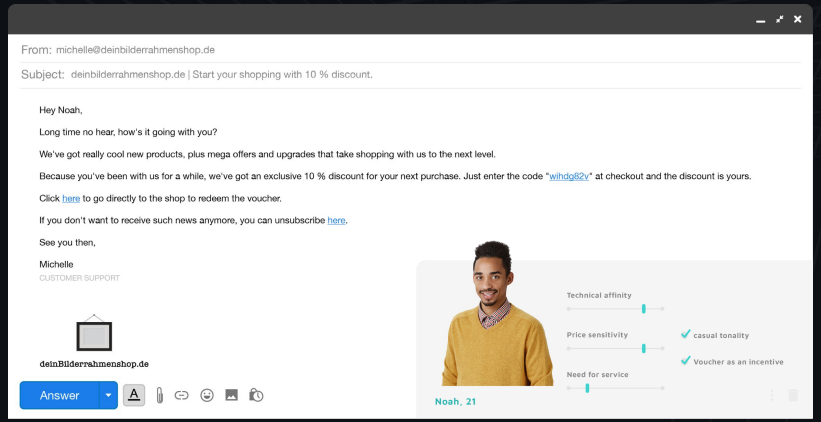




TRIGGER-MAILS

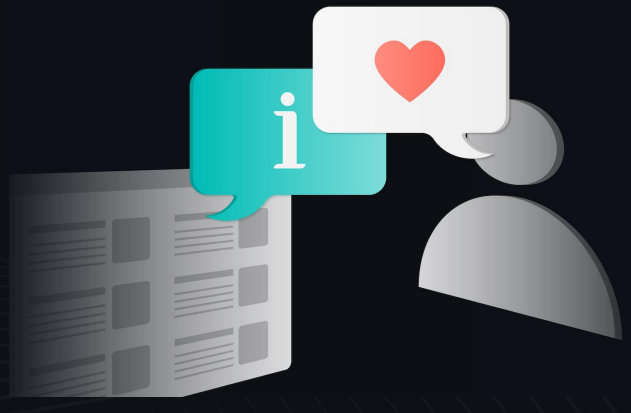
Trigger: Come-Back-Mails





TRIGGER-MAILS

Additional benefits



1 NO ANNOYANCE FACTOR

Recipients of unsubscribe mails are blocked for 30 days and can unsubscribe at any time using the unsubscribe link – few people make use of this option.

2 CUSTOMER FEEDBACK

Some customers reply to the emails, which provides additional qualitative feedback for improving the online shop.

Ready-made templates in 9 different languages

GDPR + DATA PROTECTION

PRIVACY TEXT & OPT-OUT

- Sample privacy text
- Opt-out function for visitors

COOKIES

- Cookie Opt-In
- tabular overview

DPA

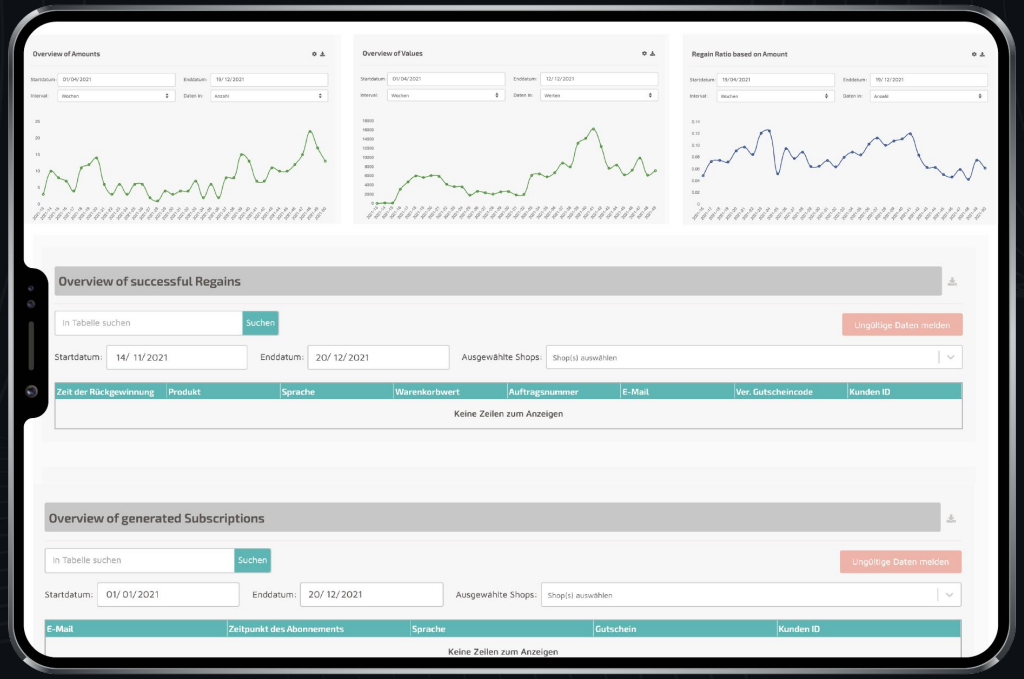
- Order Processing Agreement
- Current Data Protection and Security Concept

DATA PROTECTION COMPLIANT MAILING

- Mail dispatch only to opt-in customers and/or
- existing customers according to §7 (3) UWG

SERVER LOCATION IN GER

- Server in Frankfurt
- Encrypted and securely stored



LIVE DASHBOARD

Experience personal success

Google Analytics

Matomo PIWIK

MONTHLY REPORT AS PDF

PAYMENT MODEL

performance-based & transparent

PROVISION*

%

Pay Per Order

- ✓ only for additional sales
- ✓ only solutions to win back abandoners
- ✓ no contract term
- ✓ percentage depending on:

  Unique visitors, Ø-shopping basket value etc.

FLAT-FEE*

€

Pay Per Month

- ✓ Budget and planning security
- ✓ no contract term
- ✓ Price depending on:

  Unique visitors, Ø-shopping basket value etc.

*available after test phase

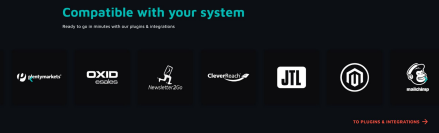
***PAY ONLY IN CASE OF SUCCESS!**

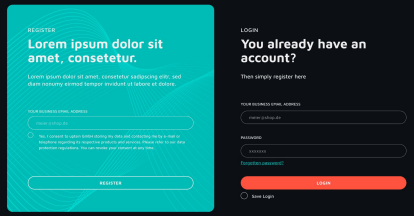
https://uptain.de/en/pricing

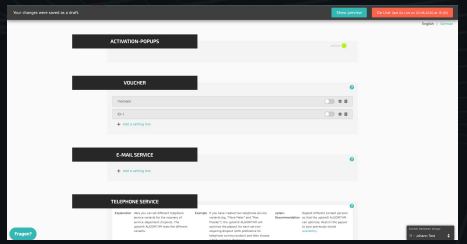
START WITH UPTAIN

READY TO GO WITHIN MINUTES!

in 3 simple steps







1 PLUGIN

- Plugins for different shop systems

2 USER ACCOUNT

- uptain-ID to connect the plugin with uptain

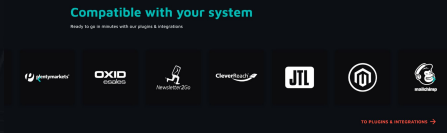
3 GO-LIVE

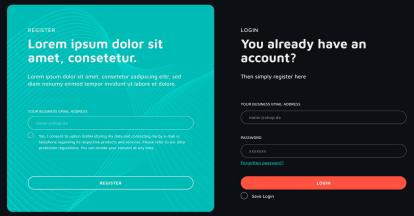
- Rules to steer the uptain® ALGORITHM
- Expert suggestions

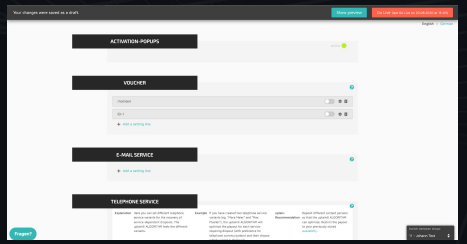
START WITH UPTAIN

in 3 simple steps

READY TO GO WITHIN MINUTES!







1 PLUGIN

- Plugins for different shop systems

2 USER ACCOUNT

- Easy integration incl. step-by-step instructions
- Rules for controlling the uptain® ALGORITHM

3 GO-LIVE

- Expert suggestions for all uptain solutions used
- GO LIVE after preview mode

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