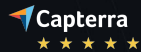




CUSTOMER ENGAGEMENT OPTIMISATION FOR ONLINE SHOPS

More revenues due to happy customers



CUSTOMER ENGAGEMENT IN ONLINE SHOPS

The solutions

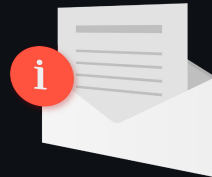
approx. **95%** of your visitors do not convert
approx. **80%** of your customers never come back

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





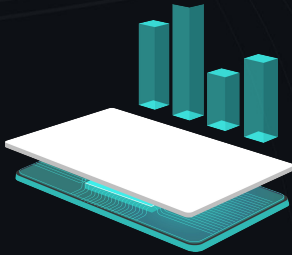
INTELLIGENT SEGMENTATION

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)

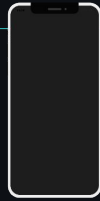


uptain® ALGORITHM

Intelligent data processing



VALERIA, 27
Student



Device: Smartphone
operating system: Android
Browser: Google Chrome

TECHNICAL DETAILS



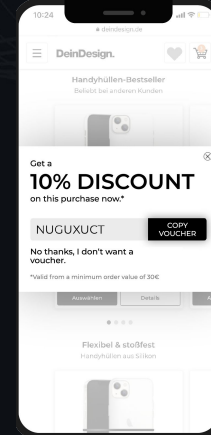
· Referrer: price comparison site
· Tab change in the checkout to compare prices

USER BEHAVIOUR



· cases for latest smartphones in shopping cart

PRODUCT INFORMATION



BERNHARD, 70
Pensioner



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

TECHNICAL DETAILS



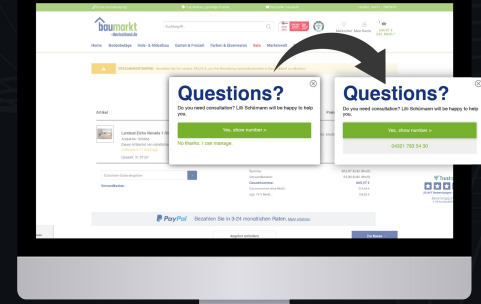
- High length of stay on informative pages
- Scrolling to the end of the page

USER BEHAVIOUR



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

PRODUCT INFORMATION



Questions? ✕

Do you need consultation? Lilli Schümann will be happy to help you.

No thanks, I can manage.

Questions? ✕

Do you need consultation? Lilli Schümann will be happy to help you.

04321 783 54 30

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?

QUESTIONS?

Do you need an advice?
Harald can help you with that.

EMAIL HARALD

[No thanks, I'm fine.](#)



QUESTIONS?

Harald can help you with that.

YES, SHOW ME HIS NUMBER

[No thanks, it's all right.](#)

SHHHH!

There are 6 items in your Shopping Bag.
Do you want to save the cart items to your email?

ENTER YOUR EMAIL HERE

SAVE
SHOPPING CART

[I decided otherwise.](#)



HELP?!

Do you need help?
Here you can find answers to all of your questions:

YES, PLEASE HELP ME

[I don't have any questions, thanks.](#)



Receive

15% OFF ON-SITE ACTIVATION POPUPS

GET IT

[Maybe later.](#)

*for new customers only



QUESTIONS?

Harald can help you with that.

YES, SHOW ME HIS NUMBER

[No thanks, it's all right.](#)



QUESTIONS?

Make an appointment and talk to an expert,
to get all your questions answered.

ENTER YOUR EMAIL HERE

REQUEST
APPOINTMENT

[I don't have any questions, thanks.](#)



Save

5€

On your Order. *

Qvm-A73-hui

YES PLEASE.
COPY VOUCHER.

[No thanks, I don't need a discount.](#)

* minimum purchase 50€



HELP?!

Do you need help?
Here you can find answers to all of your questions:

YES, PLEASE HELP ME

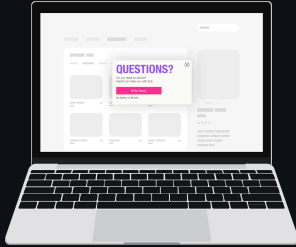
[I don't have any questions, thanks.](#)



ON-SITE ACTIVATION POPUPS

Triggering the pop-ups

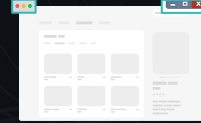
TRIGGER Desktop



Back button



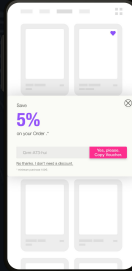
Tab change



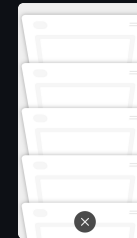
Closing window



TRIGGER Mobile




Back button



App change / tab change





Technical affinity

Price sensitivity

Need for service

✓ cordial tone


✓ telephone service

QUESTIONS?

Harald can help you with that.

[Yes, show me his number](#)

No thanks, it's all right.



Technical affinity

Price sensitivity

Need for service

✓ businesslike tonality


✓ E-Mail Support

QUESTIONS?

Do you need an advice?
Harald can help you with that.

[Write Email](#)

No thanks, it's all right.



Technical affinity

Price sensitivity

Need for service

✓ casual tonality

✓ Voucher as an Incentive

Save

5%

on your Order .*

[Yes, please, Copy Voucher.](#)

No thanks, I don't need a discount.

* minimum purchase 100€.

ON-SITE ACTIVATION POPUPS

Suitable popups

DESIGN

mobile desktop

here you see an example preview of your design settings applied on different activation windows

Language for exemplary preview: English

Heading Font +

Helvetica

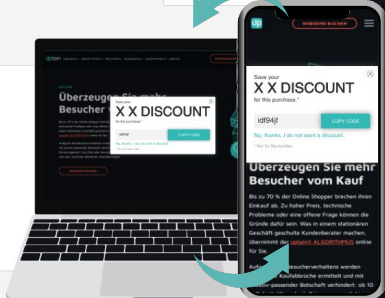
Font +

Helvetica

Button color Button font color

Text color Input color

Background color Heading color



Activation Popups

Personalized Profiles

E-mail Service

Telephone Service

Voucher

Widget of

[Save](#)

[Discard changes](#)



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.



ON-SITE ACTIVATION POPUPS

Additional benefits



Attention! ✕

✕

Stay up to date!

Subscribe to our free Newsletter and receive 10% Discount on your purchase.

Your email address →

We use the information from the form to keep in touch with you, as well as to provide updates and marketing information.

newsletter and receive 10% Discount on your purchase.

Your email address →

We use the information from the form to keep in touch with you, as well as to provide updates and marketing information.

Thanks! ✕

You have successfully subscribed to our newsletter.

Attention! ✕

✕

Save 10%

Subscribe to our free Newsletter and receive 10% Discount on your purchase.

Your email address →

We use the information from the form to keep in touch with you, as well as to provide updates and marketing information.

What you want! ✕

✕

We don't want to bother you. To get only content that really interests you, help us to get to know you better.

Name

Surname

Date of birth

Gender Male Female diverse

We use the information from the form to keep in touch with you, as well as to provide updates and marketing information.

→

Shhh! ✕

✕

Don't miss out!

In order to receive current information about our products, leave us your e-mail address.

Your email address →

We use the information from the form to keep in touch with you, as well as to provide updates and marketing information.

What you want! ✕

✕

We don't want to bother you. To get only content that really interests you, help us to get to know you better.

Name

Surname

Date of birth

Attention! ✕

✕

Save 5%

Subscribe to our free Newsletter and receive 5% Discount on your purchase.

Your email address →

We use the information from the form to keep in touch with you, as well as to provide updates and marketing information.

What you want! ✕

✕

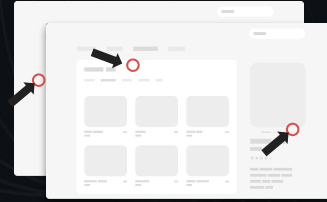
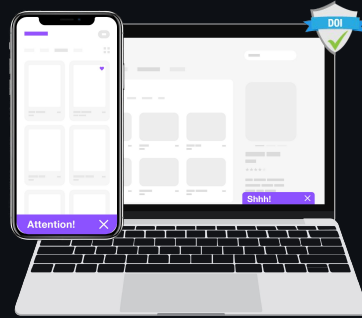
We don't want to bother you. To get only

NEWSLETTER FORMS

NEWSLETTER FORMS

Triggering the forms

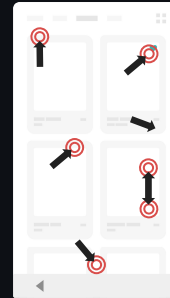
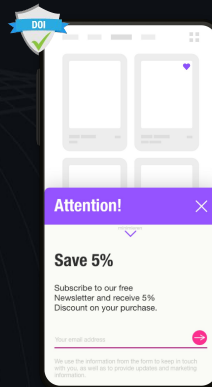
TRIGGER Desktop



Interest and engagement



TRIGGER Mobile



Interaction and engagement

NEWSLETTER FORMS

uptain® ALGORITHM examples

Marie, 18
DEVICE: DESKTOP

Willingness to buy: Casual tonality

Need for information: Pop-up with FOHO

Price sensitivity:

What YOU want! ✕

We don't want to annoy you. To get only content that really interests you, help us get to know you better.

Name:

Surname:

BIRTHDAY:

Gender: Male Female Diverse

We use the information from the form to keep in touch with you and to provide updates and marketing information.

Pssst! Don't miss out! ✕

To receive the latest information and be the first to know about new products, based on your email address.

Your email address:

Pssst! Don't miss out! ⬆

Thank You! ✕

You have successfully subscribed our newsletter.

Valeria, 27
DEVICE: TABLET

Willingness to buy: businesslike tonality

Need for information: Pop-up with voucher

Price sensitivity:

Save 10€ ✕

Subscribe to our free newsletter and get 10% discount on your purchase.

Your mail address:

We use the information from the form to keep in touch with you and to provide updates and marketing information.

Thank you! ✕

Thank you very much. Your email address has been confirmed. Your voucher code is:

HEBA193

Click here or on the button above to copy the voucher code and use it during the checkout process.

Save 10€ ⬆

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

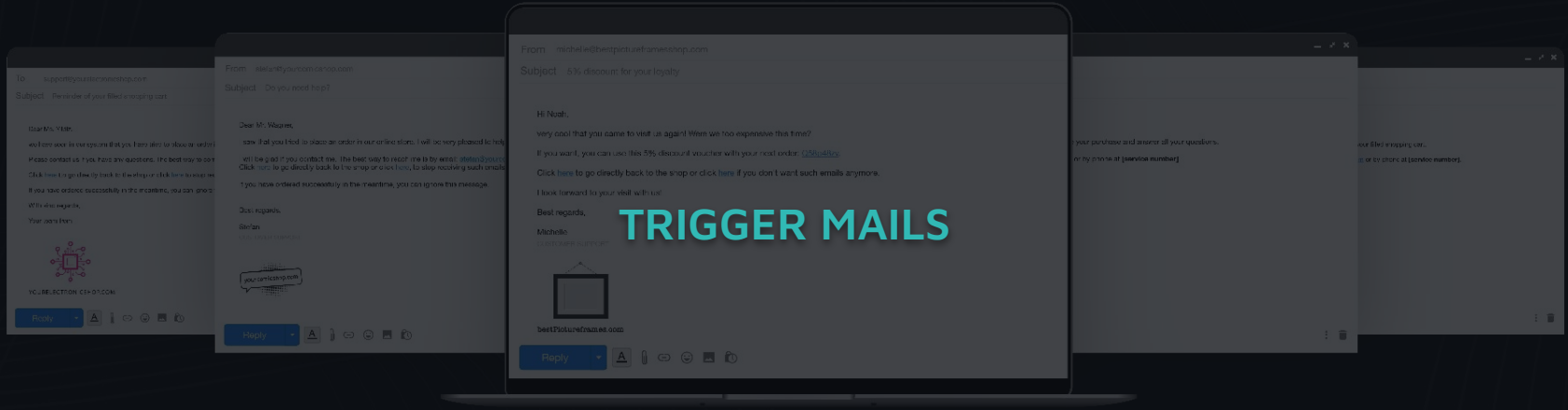
CleverReach



Newsletter2Go

rapidmail

Simplyletter



TRIGGER MAILS

TRIGGER-MAILS

Various Trigger



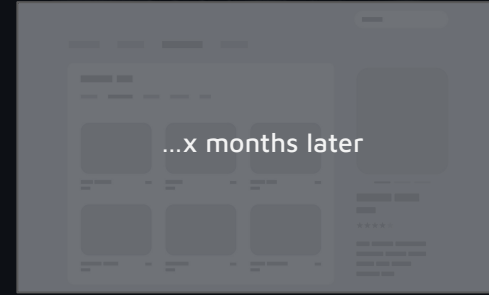
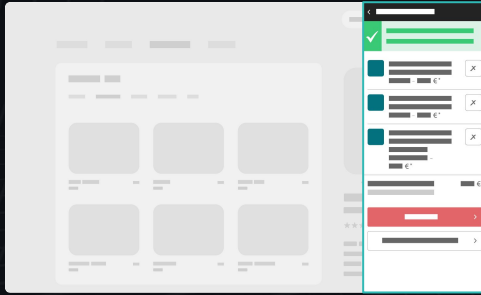
TRIGGER
Shopping Cart
Abandonment



TRIGGER
Browse Abandonment



TRIGGER
long-time-no-see





To support@yourelectronicshop.com

Subject Reminder of your filled shopping cart

Dear Ms. Yildiz,

We have seen in our system that you have tried to place an order in our online shop. We would like to remind you of your filled shopping cart.


Please contact us if you have any questions. The best way to contact us is by email: support@yourelectronicshop.com or by phone at **[service number]**.

Click [here](#) to go directly back to the shop or click [here](#) to stop receiving such emails.


If you have ordered successfully in the meantime, you can ignore this message.

With kind regards,

Your team from



YOURELECTRONICSHOP.COM



Technical affinity

Price sensitivity ✓ businesslike tonality

Need for service ✓ E-Mail Support

Ela, 39

TRIGGER-MAILS

Trigger: Cart Abandonment

From michelle@bestpictureframeshop.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: [C68p48cy](#).

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
CUSTOMER SUPPORT



bestPictureframeshop.com



Technical affinity

Price sensitivity ✓ casual tonality

Need for service ✓ Voucher as an Incentive

Noah, 21



TRIGGER-MAILS

Trigger: Browse-Abandonment

From: support@deinelektroshop.de

Subject: Your visit to deinelektroshop.de - We hope you enjoyed it.

Hello Mrs Yildiz,

We hope you are well! We noticed that you recently visited our shop but didn't make a purchase. We miss you and want to make sure you have the best possible shopping experience with us.


If there are any unanswered questions, uncertainties or special requirements, please let us know!


Click [here](#) to return directly to our shop.






If you no longer wish to receive such messages, you can unsubscribe [here](#).

Kind regards,

Your team from


DEINELEKTROSHOP.DE

 Technical affinity
Price sensitivity businesslike tonality
Need for service E-Mail Support

[Answer](#)     

From: michelle@deinbilderrahmenshop.de

Subject: deinbilderrahmenshop.de | Start your shopping with 10 % discount.

Hey Noah,

How's it going? We saw that you had a look at our shop recently, but there didn't seem to be anything for you?

If you [still](#) have questions or special wishes - let us know!


We'll give you the hottest deal in town! For your next purchase, use the discount code "[withdog82x](#)" to get an ultra-exclusive discount of 10 %.


Go straight to the [shop](#) to redeem your voucher.






If you don't want to receive any more messages like this, you can unsubscribe [here](#).

See you then,

Michelle
CUSTOMER SUPPORT


deinBilderrahmenshop.de

 Technical affinity
Price sensitivity casual tonality
Need for service Voucher as an Incentive

[Answer](#)     



From: support@deinelektroshop.de
Subject: deinelektroshop.de says hello!

We haven't heard from you in a while. We hope all is well and that you haven't forgotten us.

We have exciting new products, great offers and improved features to make your shopping experience even more enjoyable.


If you can find the time, we look forward to welcoming you back!

Click [here](#) to go directly to our shop.


If you no longer wish to receive such news, you can unsubscribe [here](#).

Kind regards,

Your team from



DEINELEKTROSHOP.DE



Technical affinity

Price sensitivity ✓ businesslike tonality

Need for service ✓ E-Mail Support

Ela, 39

From: michelle@deinbilderrahmenshop.de
Subject: deinbilderrahmenshop.de | Start your shopping with 10 % discount.

Hey Noah,

Long time no hear, how's it going with you?

We've got really cool new products, plus mega offers and upgrades that take shopping with us to the next level.


Because you've been with us for a while, we've got an exclusive 10 % discount for your next purchase. Just enter the code "[windy82y](#)" at checkout and the discount is yours.

Click [here](#) to go directly to the shop to redeem the voucher.


If you don't want to receive such news anymore, you can unsubscribe [here](#).

See you then,

Michelle
CUSTOMER SUPPORT



deinBilderrahmenshop.de



Technical affinity

Price sensitivity ✓ casual tonality

Need for service ✓ Voucher as an Incentive

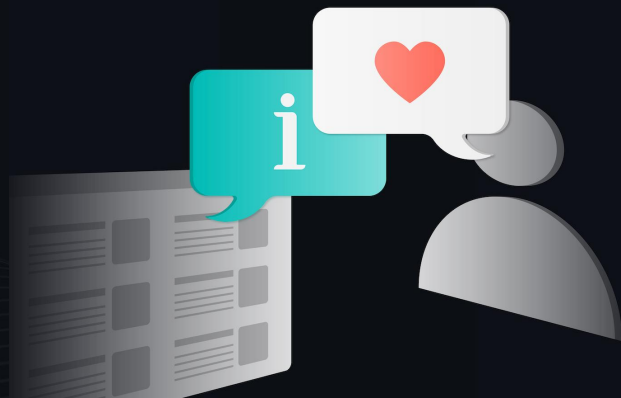
Noah, 21

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





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



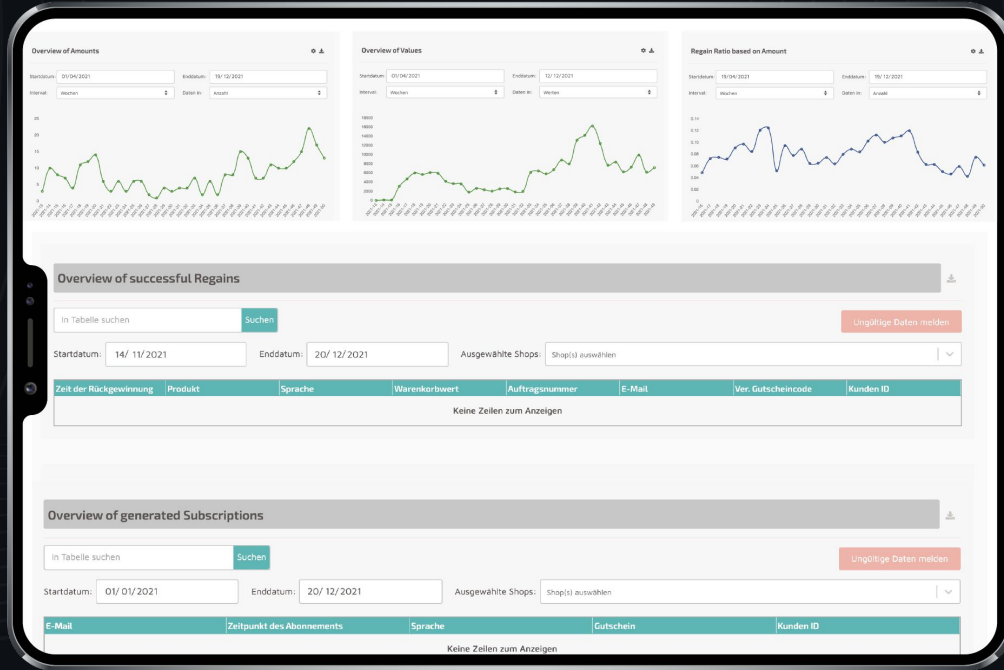
DATA PROTECTION COMPLIANT MAILING

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



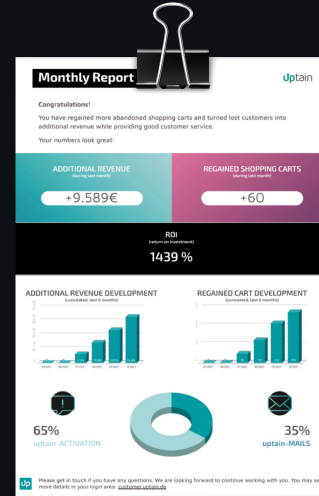
SERVER LOCATION IN GER

- Server in Frankfurt
- Encrypted and securely stored



LIVE DASHBOARD

Experience personal success



MONTHLY REPORT AS PDF

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

PAYMENT MODEL

performance-based & transparent



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

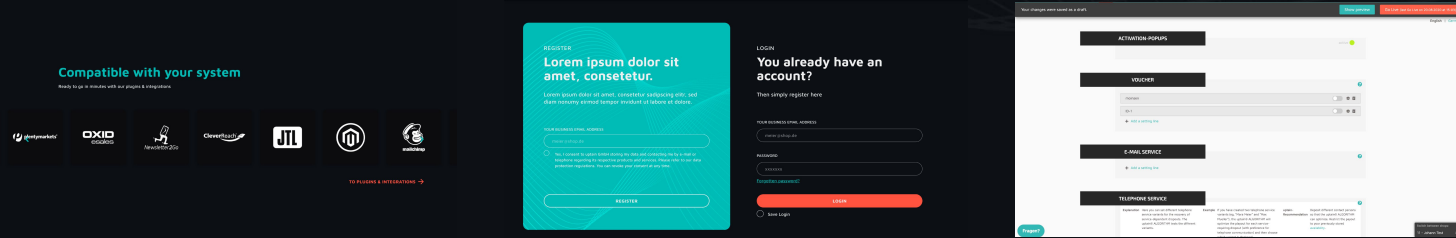
<https://uptain.de/en/pricing>



START WITH UPTAIN

in 3 simple steps

READY TO GO WITHIN MINUTES!



1 PLUGIN

- Plugins for different shop systems

2 USER ACCOUNT

- uptain-ID to connect the plugin with uptain

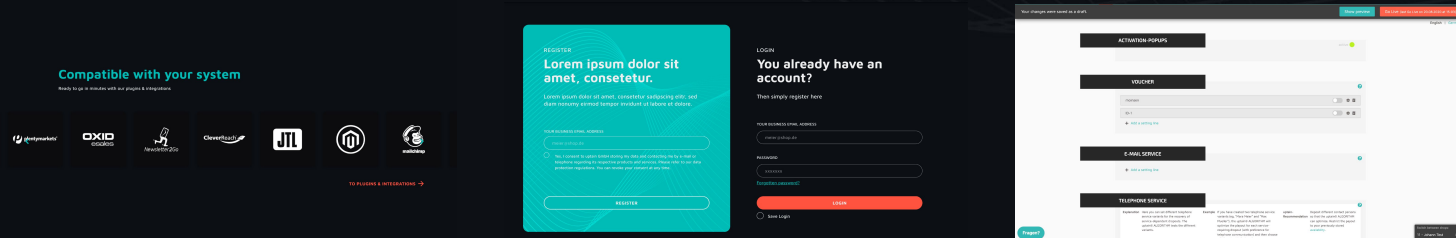
3 GO-LIVE

- 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



YOUR CONTACT PERSON

JULIAN CRAEMER

julian.craemer@uptain.de

+49 (0) 163 980 3765

+49 (0) 40 696 39 10 33

uptain.de/en/appointment-julian-craemer

YOUR CONTACT PERSON



JOHANNES SCHWEIZER

johannes.schweizer@uptain.de

+49 (0) 40 696 39 10 31

uptain.de/en/appointment-johannes-schweizer





YOUR CONTACT PERSON

HARALD NEUNER

harald.neuner@uptain.de

+49 (0) 176 567 870 94

+49 (0) 40 696 39 10 39

uptain.de/en/appointment-harald-neuner