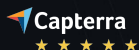




CUSTOMER ENGAGEMENT OPTIMISATION FOR ONLINE SHOPS

More revenues due to happy customers



CUSTOMER ENGAGEMENT IN ONLINE SHOPS

The solutions

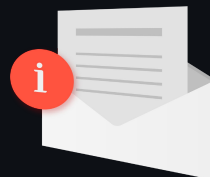
approx. **95%** of your visitors do not convert
approx. **80%** of your customers never come back

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



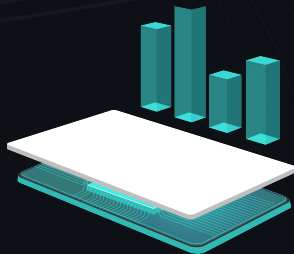
INTELLIGENT SEGMENTATION

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



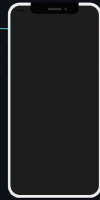
uptain® ALGORITHMUS

Individual content generated by AI LLM



Every trigger email is individually written by our AI/LLM based on the specific user and your shop data.

VALERIA, 27
Student



Device: Smartphone
operating system: Android
Browser: Google Chrome

TECHNICAL DETAILS



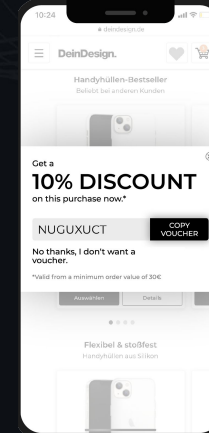
- Referrer: price comparison site
- Tab change in the checkout to compare prices

USER BEHAVIOUR



- cases for latest smartphones in shopping cart

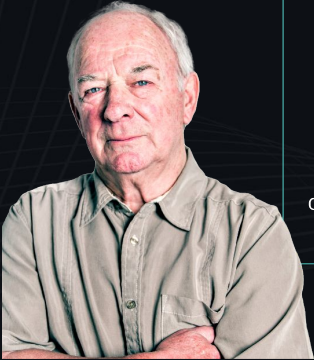
PRODUCT INFORMATION



uptain® ALGORITHM

Example

BERNHARD, 70
Pensioner



Device: Desktop
Operating system: Windows
Email: AOL

TECHNICAL DETAILS



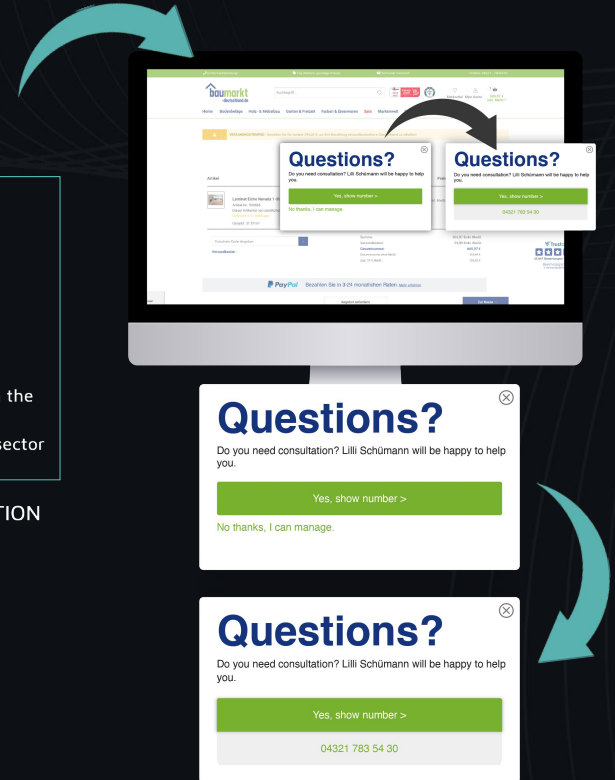
- High length of stay on informative pages
- Scrolling to the end of the page

USER BEHAVIOUR



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

PRODUCT INFORMATION



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.](#)

15% OFF ON-SITE ACTIVATION POPUPS

Receive

On your first purchase*

GET IT NOW

[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:

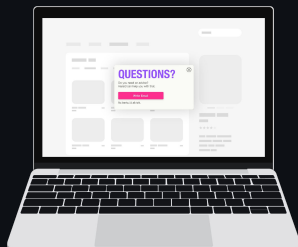
YES, PLEASE HELP ME

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

ON-SITE ACTIVATION POPUPS

Triggering the pop-ups

TRIGGER Desktop



Back button



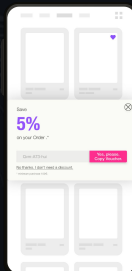
Tab change



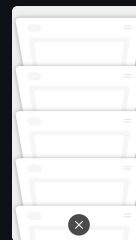
Closing window



TRIGGER Mobile



Back button



App change / tab change

ON-SITE ACTIVATION
POPUPS

Suitable popups



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

5%

on your Order .*

Qvm-A73-hui

Yes, please. Copy Voucher.

No thanks, I don't need a discount.

* minimum purchase 100€.

DESIGN

mobile desktop

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

Language for exemplary preview: English

Überzeugen Sie mehr Besucher vom Kauf

XX DISCOUNT

Save your X X DISCOUNT for this promotion.

10594/

No thanks, I do not want a discount.

Copy code

Überzeugen Sie mehr Besucher vom Kauf

Beim 10% bis 50% Rabatt. Shoppen sparen Sie noch mehr. Ein Kauf ab 20 kostet Preis, technische Probleme oder eine offene Frage können die Freude nicht ruinieren. Wie in einem richtigen Geschäft geschulte Kundenberater machen, beantwortet die Hotline ALLE Ihre Fragen.

Benutzeraktionen werden automatisch getriggert und mit dem generierten Barcode verbunden. ab 10

Activation Popups Newsletter Forms E-mail Service Telephone Service Voucher Link

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

The collage displays 10 mobile app screens for a newsletter subscription form, arranged in a 3x4 grid with the bottom-right cell empty. The screens show various states of the form, including initial prompts, success messages, and data collection steps.

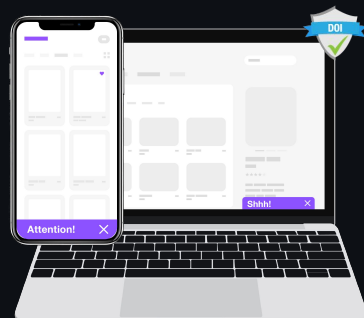
- Screen 1 (Top Left):** Title "Attention!". Text: "Stay up to date! Subscribe to our free Newsletter and receive 10% Discount on your purchase." Input field: "Your email address".
- Screen 2 (Top Middle):** Title "Attention!". Text: "Newsletter and receive 10% Discount on your purchase." Input field: "Your email address".
- Screen 3 (Top Right):** Title "Thanks!". Text: "You have successfully subscribed to our newsletter."
- Screen 4 (Second Row Left):** Title "Attention!". Text: "Save 10%". Input field: "Your email address".
- Screen 5 (Second Row Middle):** Title "Shhh!". Text: "Don't miss out!". Input field: "Your email address".
- Screen 6 (Second Row Right):** Title "Attention!". Text: "Save 5%". Input field: "Your email address".
- Screen 7 (Bottom Left):** Title "What you want!". Text: "We don't want to bother you. To get only content that really interests you, help us to get to know you better." Input fields: "Name", "Surname", "Date of birth", "Gender" (Male, Female, diverse).
- Screen 8 (Bottom Middle):** Title "What you want!". Text: "We don't want to bother you. To get only content that really interests you, help us to get to know you better." Input fields: "Name", "Surname", "Date of birth", "Gender".
- Screen 9 (Bottom Right):** Title "What you want!". Text: "We don't want to bother you. To get only content that really interests you, help us to get to know you better." Input fields: "Name", "Surname", "Date of birth", "Gender".



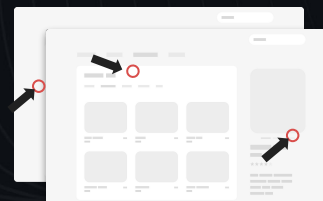
NEWSLETTER FORMS

Triggering the forms

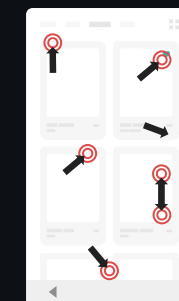
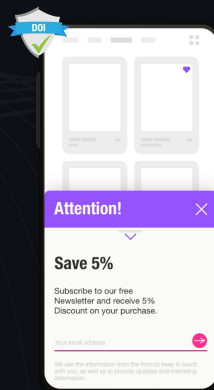
TRIGGER Desktop



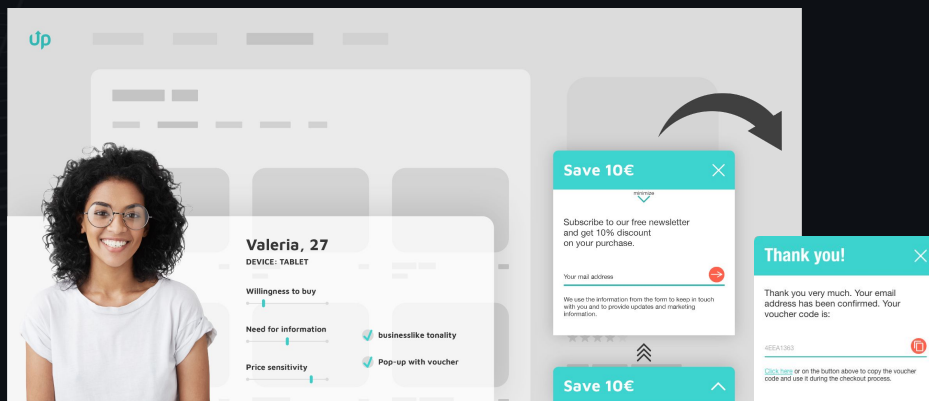
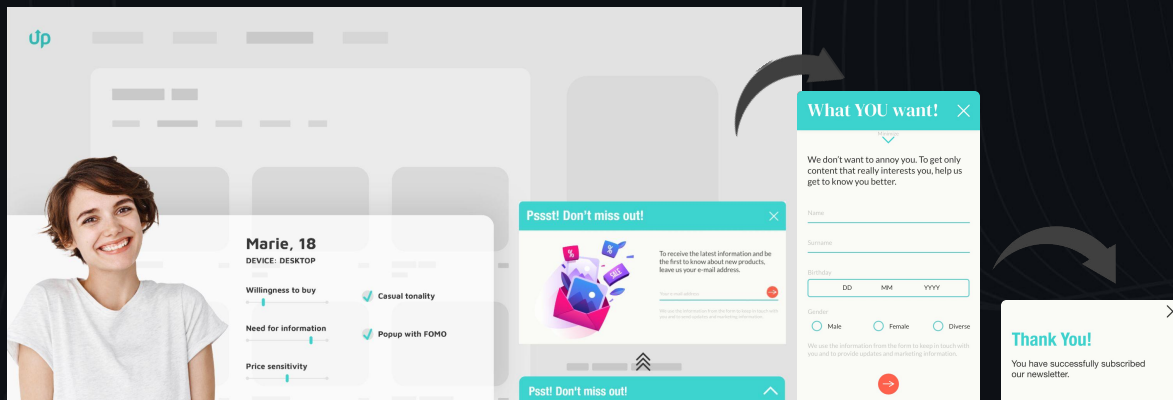
Interest and engagement



TRIGGER Mobile



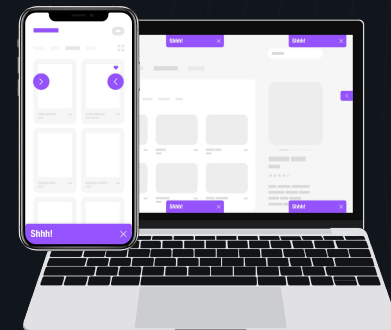
Interaction and engagement



NEWSLETTER FORMS

uptain® ALGORITHM examples

Multiple possible positions!





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



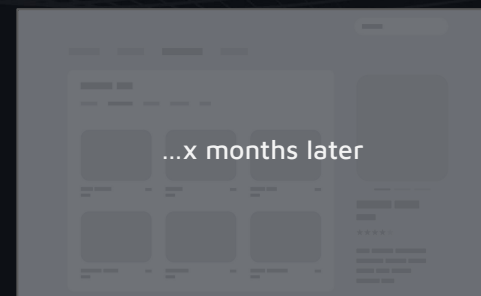
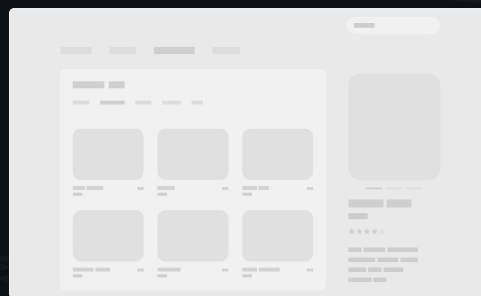
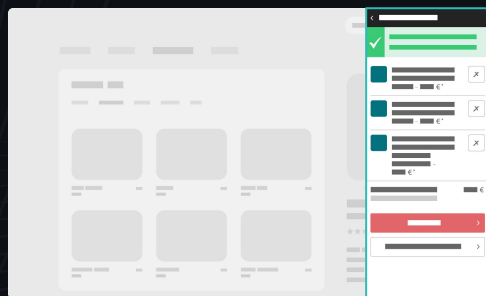
TRIGGER
Shopping Cart
Abandonment



TRIGGER
Browse Abandonment



TRIGGER
long-time-no-see



**Bernhard, 70**

DEVICE: DESKTOP



Technical affinity

cordial tonality

Need for service

Price sensitivity

From: service@naturalsupplements.de
Subject: Ready for the next step in your wellness journey?

Dear Mr. Müller,

Thank you for visiting NaturalSupplements.de. We noticed that you took a look at our selection of natural supplements, fitness accessories, and mindfulness tools.

If you'd like to continue your wellness journey or simply learn more about our offerings, feel free to visit us again. Our products are designed to naturally support your health and well-being. Whenever you're ready – we'll be here with a suitable selection for you.

If you no longer wish to receive messages from us, you can unsubscribe [here].

Best regards,
Your NaturalSupplements.de Team

Reply



TRIGGER-MAILS

AI/LLM based content creation

Marie, 18

DEVICE: DESKTOP



Willingness to buy

Casual tonality

Need for service

Price sensitivity

From: service@naturalsupplements.de
Subject: Welcome back - your €5 discount is waiting for you!

Hi Marie,

Great to see you're interested in our products! At NaturalSupplements.de, we offer a range of natural supplements, fitness accessories, and mindfulness tools designed to support your well-being.

To help you get started, we'd like to offer you a special discount. Use the code 53DS to get €5 off your next purchase. We hope this makes your decision a little easier!

If you no longer wish to receive messages from us, you can unsubscribe [here].

Warm regards,
Your Jordan from NaturalSupplements.de

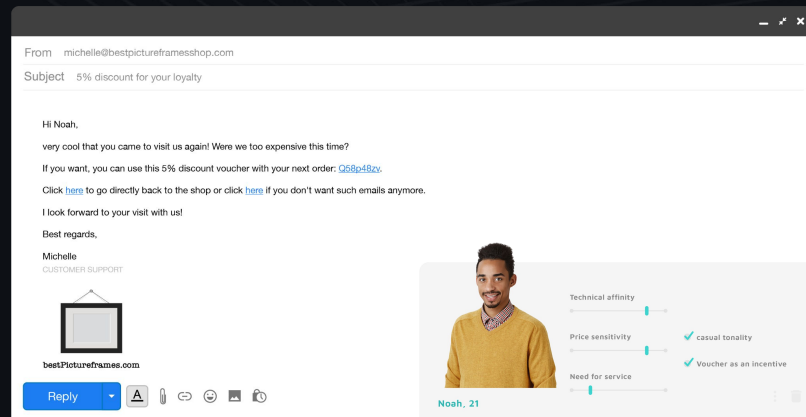
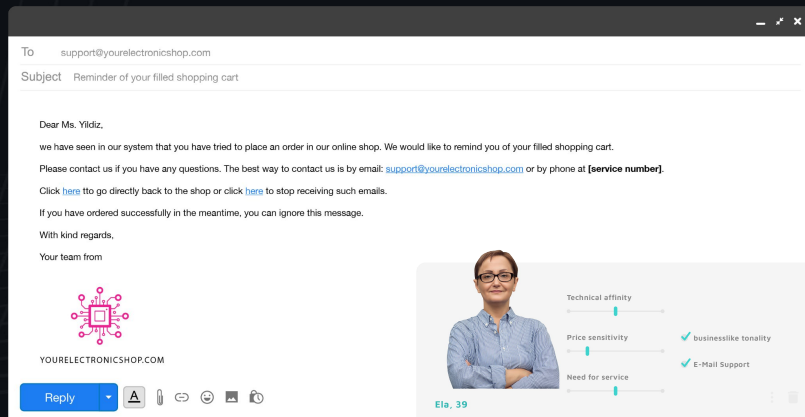
Reply





TRIGGER-MAILS

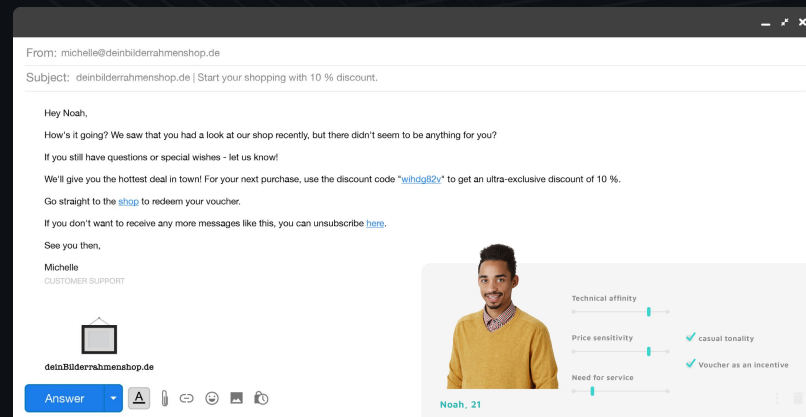
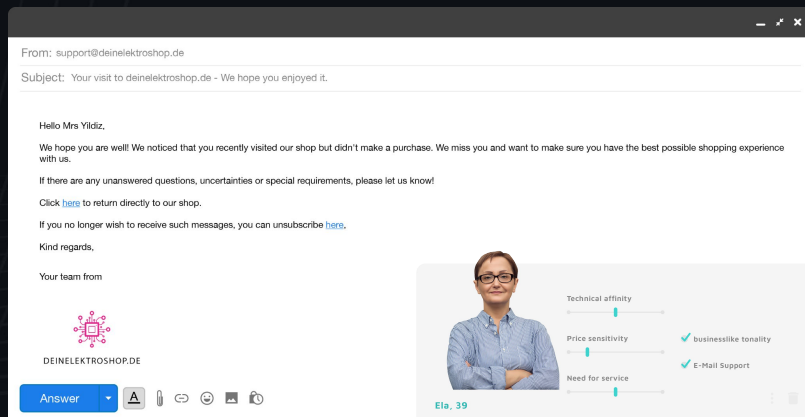
Trigger: Cart Abandonment





TRIGGER-MAILS

Trigger: Browse-Abandonment





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



Ela, 39

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

Answer

TRIGGER-MAILS

Trigger: Come-Back-Mails

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 **"welcome80y"** 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



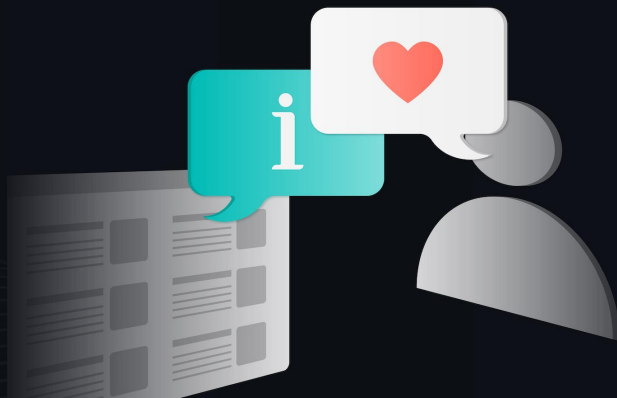
Noah, 21

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

Answer

TRIGGER-MAILS

Additional benefits



1 NO ANNOYANCE FACTOR

Recipients of Trigger-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

- Data Processing Agreement
- Current Data Protection and Security Concept



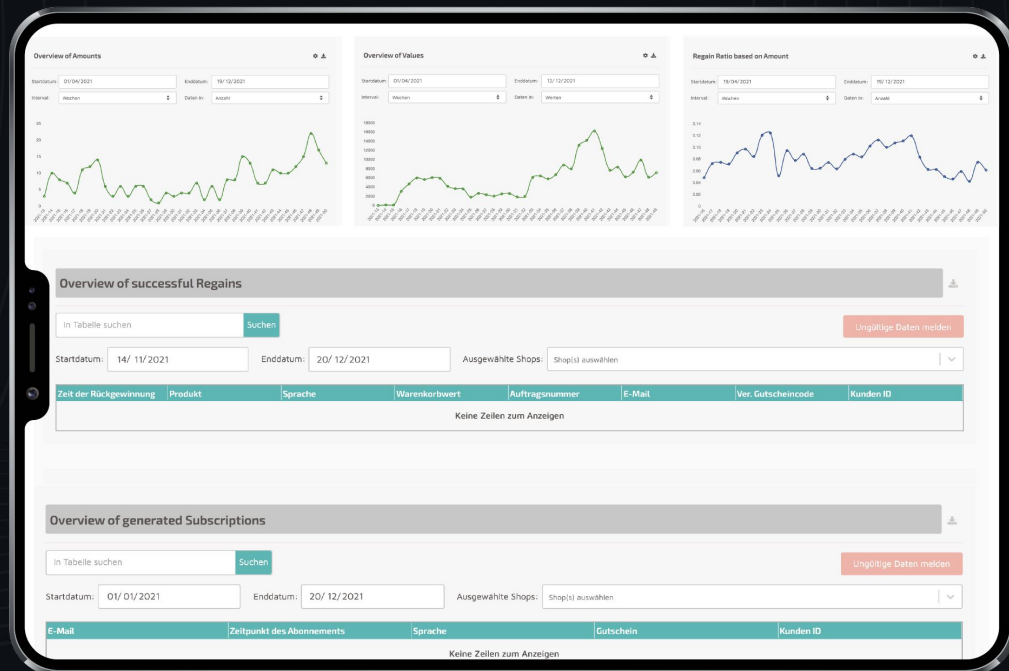
DATA PROTECTION COMPLIANT MAILING

- Mail dispatch only to opt-in customers and/or
- Existing customers according



SERVER LOCATION IN GER

- Server in Frankfurt
- Encrypted and securely stored



LIVE DASHBOARD

Experience personal success



Matomo
PIWIK

MONTHLY REPORT AS PDF

COMMISSION*

%

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

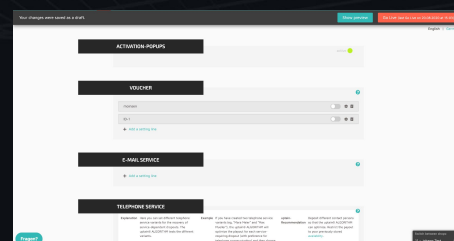
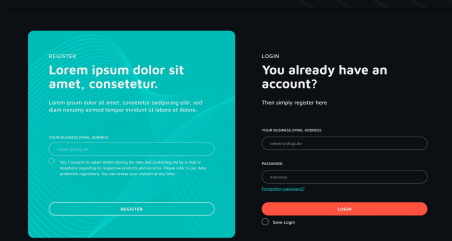


***PAY ONLY IN CASE OF SUCCESS!**

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

in 3 simple steps

READY TO GO WITHIN MINUTES!



- Plugins for different shop systems

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

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



YOUR CONTACT PERSON

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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

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harald.neuner@uptain.de

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+49 (0) 40 696 39 10 39

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YOUR CONTACT PERSON

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