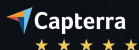




## CUSTOMER ENGAGEMENT OPTIMISATION FOR ONLINE SHOPS

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

## Opt-in Popups



Visitors can be contacted

## Trigger-Mails



Visitors are brought back to the  
shop

**INCREASE YOUR CUSTOMER ENGAGEMENT FOR MORE AND MORE HAPPY CUSTOMERS**



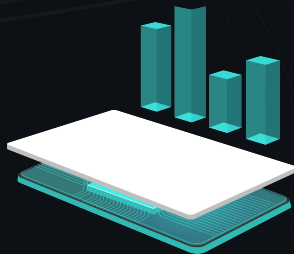
## INTELLIGENT SEGMENTATION

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

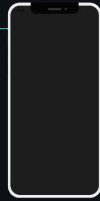


Every trigger email is individually written by our AI/LLM based on the specific user and your shop data.





VALERIA, 27  
Student



Device: Smartphone  
operating system: Android  
Browser: Google Chrome

#### TECHNICAL DETAILS



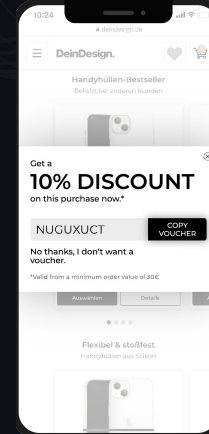
- Referrer: price comparison site
- Tab change in the checkout to compare prices

#### USER BEHAVIOUR



- cases for latest smartphones in shopping cart

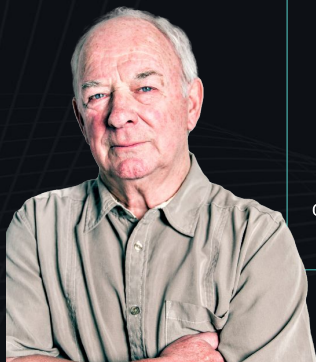
#### PRODUCT INFORMATION



# uptain® ALGORITHM

Example

BERNHARD, 70  
Pensioner



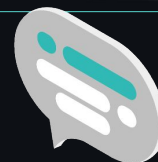
Device: Desktop  
Operating system: Windows  
Email: AOL

#### TECHNICAL DETAILS



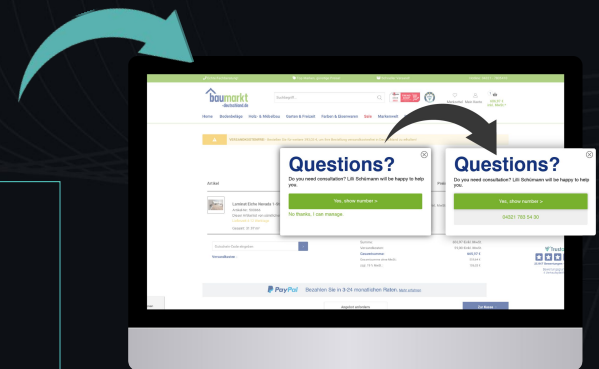
- High length of stay on informative pages
- Scrolling to the end of the page

#### USER BEHAVIOUR



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

#### PRODUCT INFORMATION



### Questions?

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

Yes, show number >

No thanks, I can manage.

### Questions?

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

Yes, show number >

04321 783 54 30

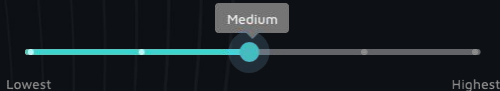
You define the rules for optimisation

## 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?



You decide the intensity

# 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

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

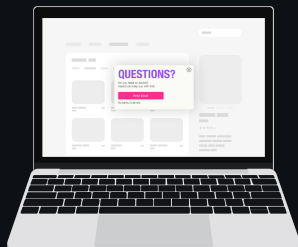
[I don't have any questions, thanks.](#)



# ON-SITE ACTIVATION POPUPS

Triggering the pop-ups

## TRIGGER Desktop



Back button



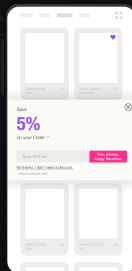
Tab change



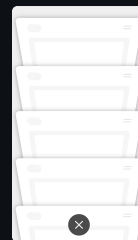
Closing window



## TRIGGER Mobile




Back button



App change / tab change

## Suitable popups



Technical affinity

Price sensitivity

Need for service

✓ casual tonality

✓ Voucher as an incentive

Save

**5%**

on your Order .\*

Qvm-A73-hui

Yes, please, Copy Voucher.

No thanks. I don't need a discount.

\* minimum purchase 100€.

10/28



## 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.

✕

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 first to know about new 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

✕

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.

✕

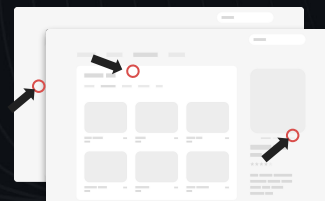
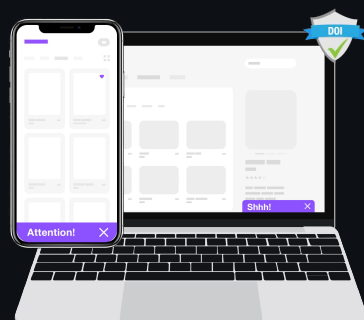
## OPT-IN POPUPS



# OPT-IN POPUPS

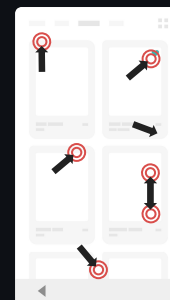
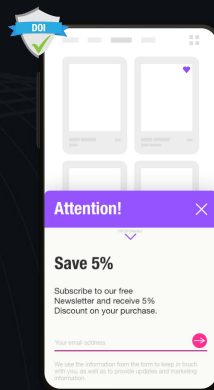
Triggering the Opt-in Popups

## TRIGGER Desktop



Interest and engagement

## TRIGGER Mobile



Interaction and engagement

## WhatsApp POPUPS

uptain® ALGORITHM Beispiele

The webdemo interface features a user profile for Valeria, 27, with a device of TABLET. Below the profile, there are three sliders for user preferences: Willingness to buy, Need of information, and Price sensitivity. To the right of these sliders are three checkboxes, all of which are checked: Duzen, businesslike tonality, and Pop-up with voucher. A large WhatsApp popup is displayed on the right side of the screen. The popup has a purple header with the text 'Save 5€!' and a close button. The main content of the popup reads: 'Secure our exclusive offers. Subscribe to our WhatsApp newsletter and get the best deals in time. By scanning the code or clicking the button, you agree to receive marketing messages via WhatsApp. You can unsubscribe at any time. Our...'. Below this text is a QR code with a WhatsApp logo in the center. At the bottom of the popup is a purple button with the text 'TEXT NOW' and a WhatsApp icon. The background of the webdemo is a light gray with a grid pattern.

Up

Valeria, 27  
DEVICE: TABLET

Willingness to buy  
Need of information  
Price sensitivity

✓ Duzen  
✓ businesslike tonality  
✓ Pop-up with voucher

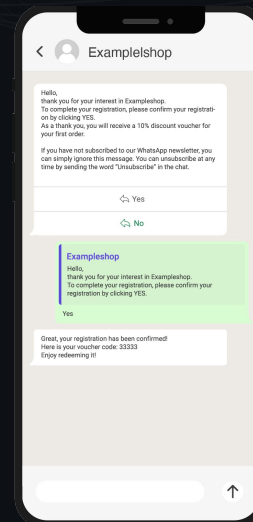
Save 5€!

Secure our exclusive offers. Subscribe to our WhatsApp newsletter and get the best deals in time.

By scanning the code or clicking the button, you agree to receive marketing messages via WhatsApp. You can unsubscribe at any time. Our...

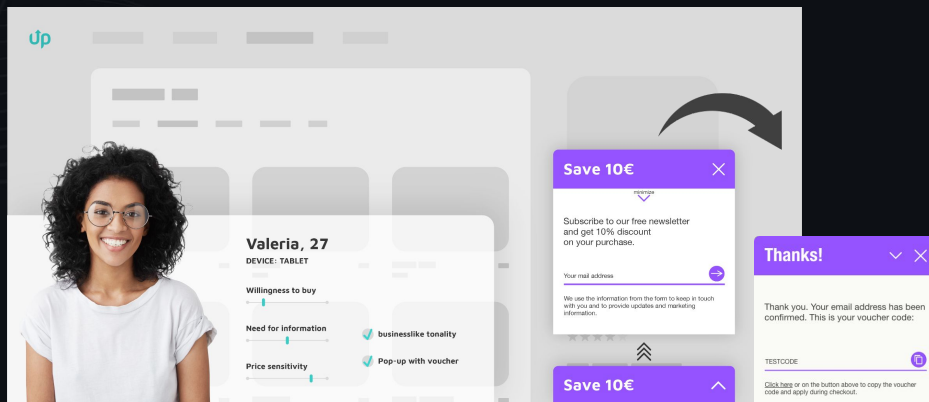
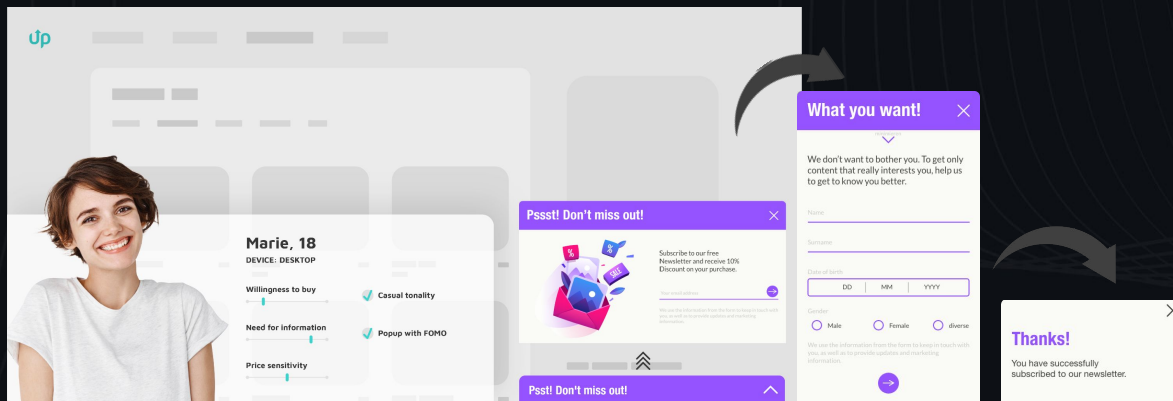
TEXT NOW

Save 5€!

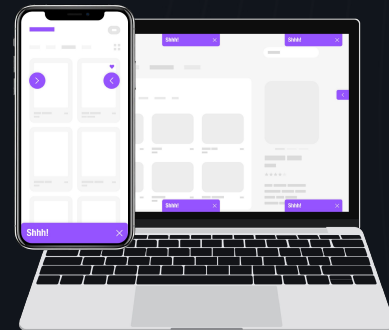


## NEWSLETTER POPUPS

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.

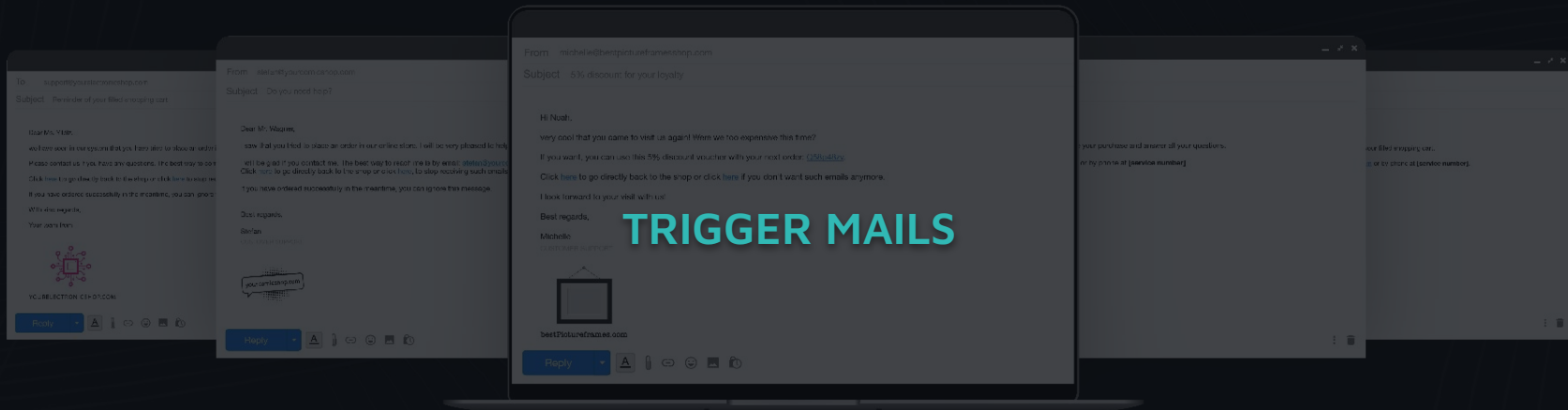
# 3

### EXPORT AS CSV FILE

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



## TRIGGER MAILS



# TRIGGER-MAILS

Various Trigger



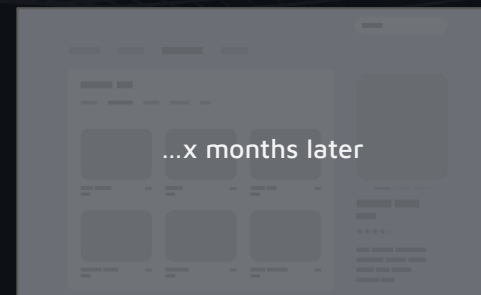
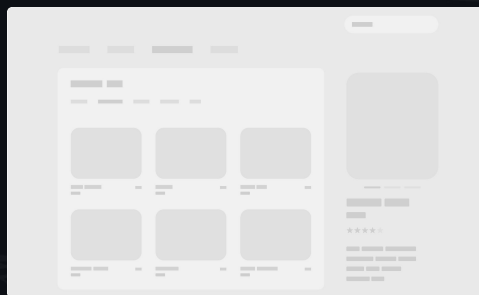
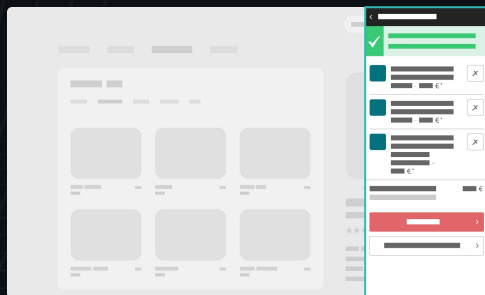
**TRIGGER**  
Shopping Cart  
Abandonment



**TRIGGER**  
Browse Abandonment



**TRIGGER**  
long-time-no-see



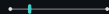


**Bernhard, 70**

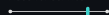
DEVICE: DESKTOP



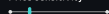
Technical affinity



Need for service



Price sensitivity



cordial tonality

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**

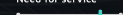
DEVICE: DESKTOP



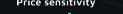
Willingness to buy



Need for service



Price sensitivity



Casual tonality

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].

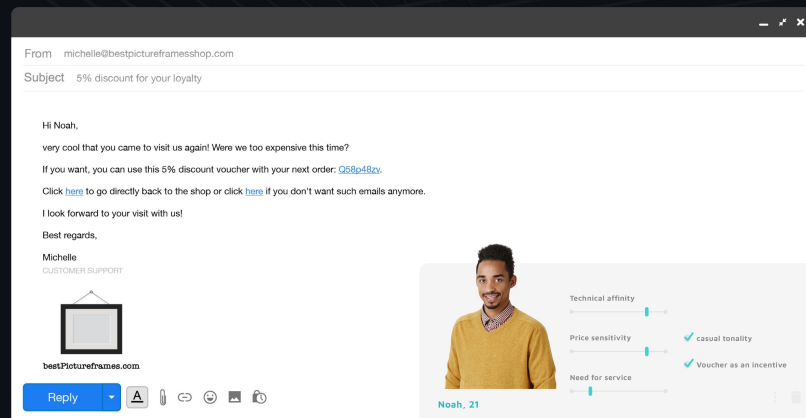
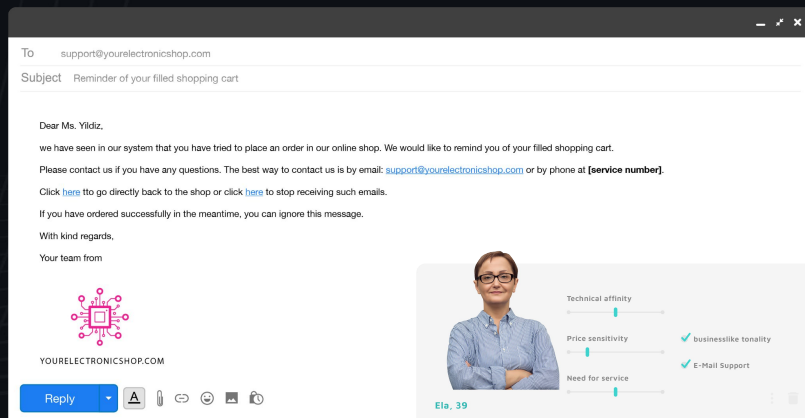
Warm regards,  
Your Jordan from NaturalSupplements.de

Reply



## TRIGGER-MAILS

Trigger: Cart Abandonment





## TRIGGER-MAILS

Trigger: Browse-Abandonment

From: support@deinelektroshop.de  
Subject: 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

  
Ela, 39

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



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 "[whdg52v](#)" 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

  
Noah, 21

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



## TRIGGER-MAILS

Trigger: Come-Back-Mails

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



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 "[wldg82y](#)" 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

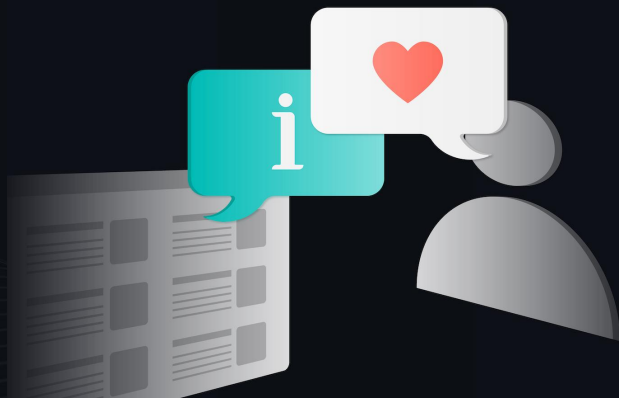
Technical affinity  
Price sensitivity  
Need for service

casual tonality  
Voucher as an Incentive



## 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



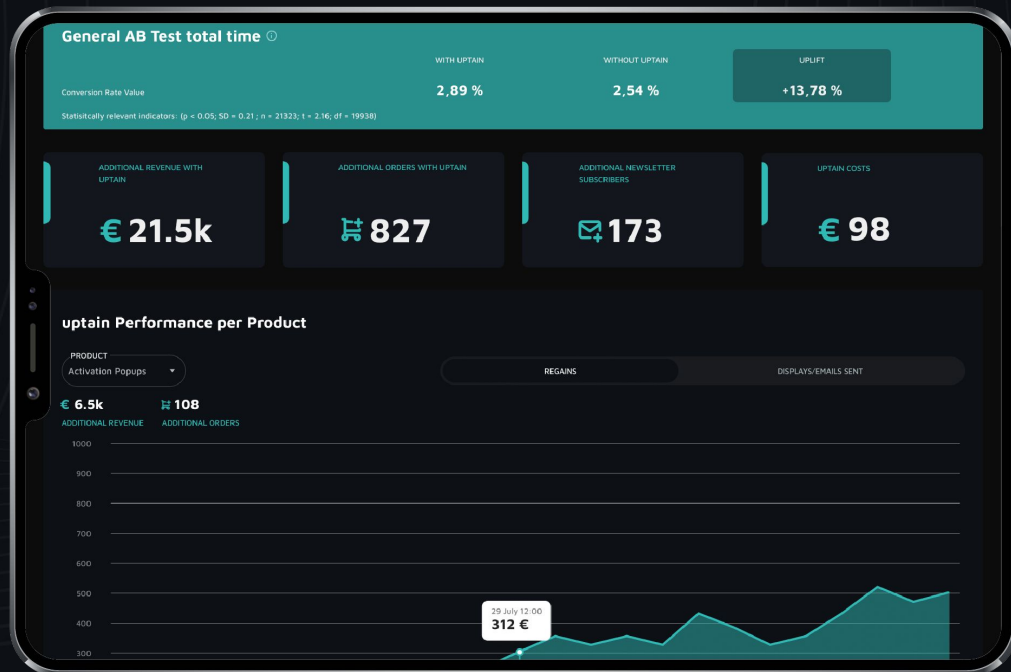
## DATA PROTECTION COMPLIANT MAILING

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



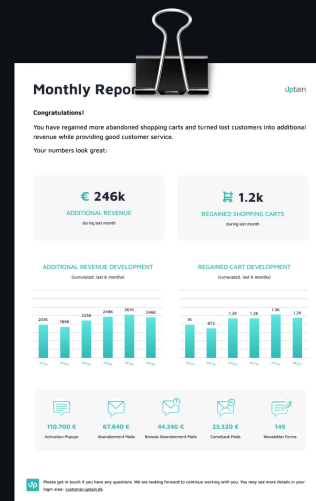
## SERVER LOCATION IN GER

- 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!**

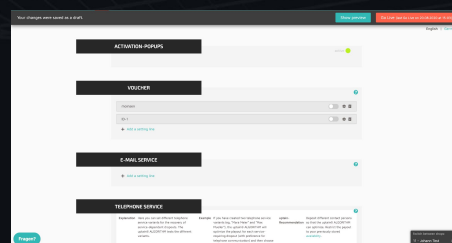
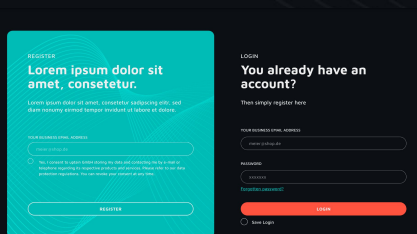
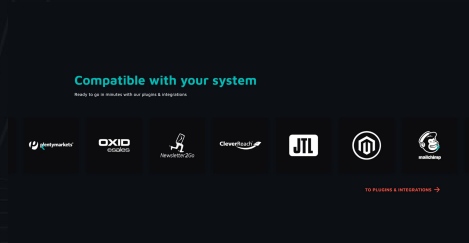
<https://uptain.de/en/pricing>



# 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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