

# RevPredict

A real-time predictive dashboard that quantifies incremental revenue opportunities, at no cost



## Are you leaving money on the table?

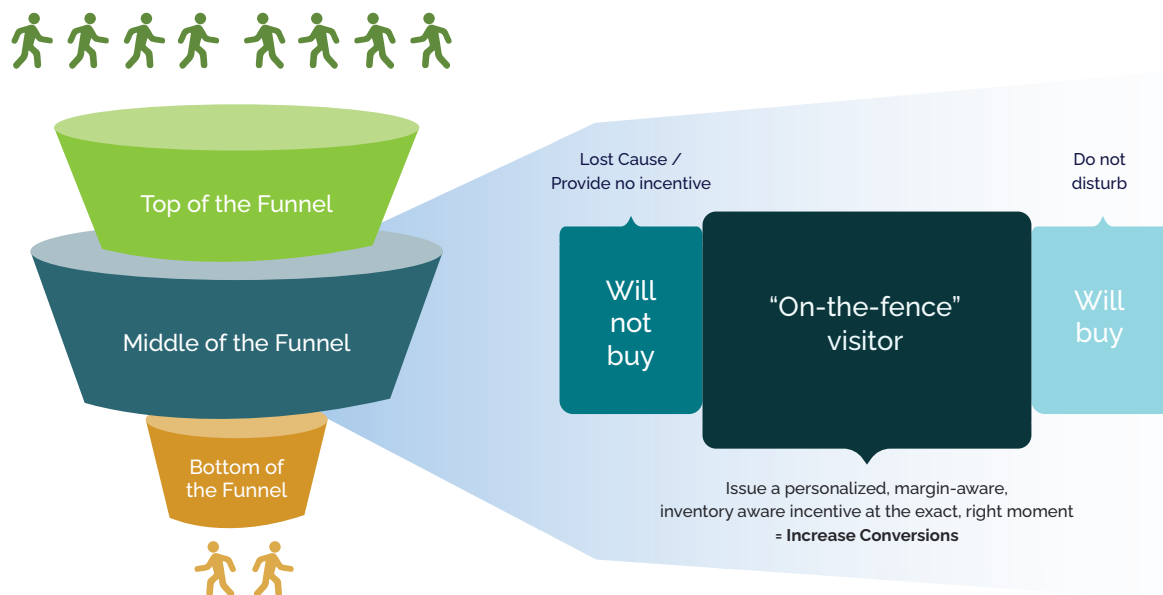
More consumers are shopping online today but in spite of the enormous investment companies place on attracting and converting visitors through their digital properties, the average conversion rates range from 2% to 4%. Why? There are multiple factors at play here:

- Consumers have a sea of choices, including well-established brands with a robust e-commerce presence
- Constantly changing consumer buying patterns, especially during these challenging times, make it difficult to understand their needs
- Recent marketing budget cuts and the imperative to do more with less are limiting marketers' ability to convert site visitors to customers

*What if you could accurately identify and target those visitors who are influenceable to optimize your limited offers and incentive budget? What if you could influence them during their current session on your site, and successfully move them through the funnel?*

ZineOne's RevPredict program includes predictive dashboards that help businesses to not only identify revenue opportunities on their website but also quantifies the incremental revenue they can gain based on their own website data.

The dashboard is powered by ZineOne's Early Purchase Prediction model, which predicts purchase outcomes early on in a visitor's session. Through this intent prediction, the model identifies site visitors by type with a high level of accuracy. This enables businesses to motivate the most influenceable visitors to engage through different real-time actions that are immediate, relevant, and lead to the desired outcome for both the business and the visitor.



ZineOne's in-session purchase prediction model identifies influenceable visitors and enables companies to target them while they are still online

## Actionable insights have yielded significant results for ZineOne's large customers:

- 15-45% increase in conversion rate for targeted audience
- 1-3% increase in overall conversion rate
- More than \$25M/year incremental revenue impact growth

## What's included in the RevPredict program:

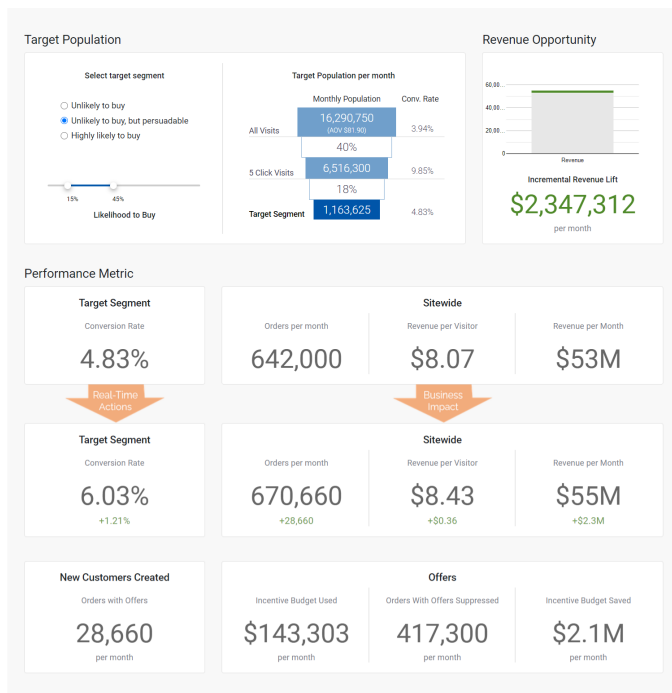
The RevPredict 30-day, no cost program helps you identify and quantify lost website revenue opportunities. Here is what's included:

- Website tags and the Early Purchase Prediction (EPP) model configured for your site based on your data
- Visual dashboards that show your live site visitors grouped based on the EPP model including the following info:
  - Incremental revenue lift
  - Amount of incentive budget saved
  - Recommended use cases to help you convert each group
  - Number of new customers
  - New conversion rate

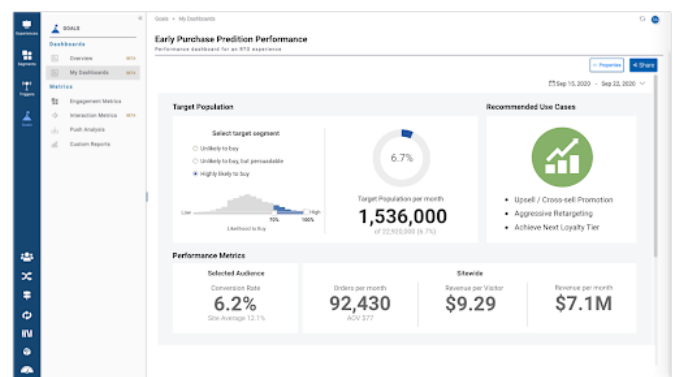
## Your visitors will be grouped into the following:

- Unlikely to Purchase
- On-The-Fence (influenceable) Shoppers
- Likely to Purchase

Sample Dashboard: Unlikely to Purchase / On-The-Fence Shoppers



Sample Dashboard: Likely to Purchase



## What you need to successfully participate in the RevPredict program:

- eCommerce site that allows consumers to make a purchase
- A minimum of 3 million website visits per month
- A tag management system with a fully implemented data layer
- Approximately 3 hours of your tagging team's time
- A business sponsor who is responsible for increasing digital conversion rates

## Get started with RevPredict program in 3 steps

**Step 1:** Deploy a single global tag on all page load events, and a click tracker for specified click events (such as cart add, size selected, color select, product quick view pop-ups, etc).

**Step 2:** Deploy the ZineOne JavaScript tags via your web tag management system (TMS)

**Step 3:** Allow the tags to stream data for the duration of the program

Now, you are ready see the likely impact of taking various real-time actions on your site visitors and, ultimately on your revenue. At the end of the 30-day period, you have the option to utilize the ZineOne platform to act on the insights delivered by the RevPredict dashboard so you can realize the benefits of real-time predictive engagement.

In the realm of digital transactions, predictive responses need to be immediate, relevant, and accurate. ZineOne's Intelligent Customer Engagement platform enables business users to understand and respond in-the-moment with relevant 1:1 customer engagements to influence desired outcomes. Recognized by Gartner as a "Magic Quadrant for Personalization Engines" provider, ZineOne has quickly positioned itself as a leading provider of AI-based predictive engagement that is delivering nearly \$1 billion dollars in new revenue while respecting and preserving margins for companies who seek to provide consumers with superior digital experiences. Its patent-pending platform and continuously learning models provide deep insights into each and every visitor across digital and physical channels while delivering intelligent customer experiences in key moments that delight customers, foster loyalty, and increase revenue.

Learn more at [www.zineone.com](http://www.zineone.com).