



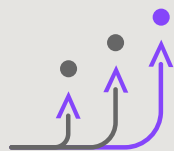
Increase Conversions and Sales with MarketLinc Intelligent Live Chat

MarketLinc's Intelligent Live Chat Solution gives you everything your eCommerce business needs to rapidly increase conversion rates, deliver exceptional customer service and maximize revenue. Our all-in-one, turnkey managed solution identifies, engages and converts high value visitors into buyers at the right point in their online shopping journey.



Seamless

Integrates with and works seamlessly with your existing technology and tools.



Scales Fast

Easily scales to engage and convert a high volume of visitors into paying customers.



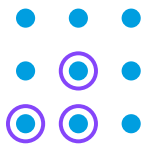
Hassle-free

Fast easy implementation with no additional resources or specialised in house expertise required.

- **Advanced targeting** analytics help you identify and prioritize the best visitors to target, and when and how to engage them.
- **Proactive live chat** software easily integrates with your existing environment to deliver a seamless and personalized visitor experience.
- **Expert live sales assistants** trained to successfully guide visitors to a sale, maximize revenue per visitor and deliver a great customer service.
- **Performance optimization services** leverages MarketLinc's proprietary live chat attribution reporting enabling optimization of targeting, digital engagement strategies and live engagement to maximize revenue and customer satisfaction.
- **Fully managed solution** means you don't have to worry about people, process or technology. We do it all.
- **Unique pay-for-performance compensation model** means You Pay **ONLY** for a percentage of incremental revenue after the revenue has been delivered, agreed and verified as incremental.

"MarketLinc's intelligent chat solution has highlighted the importance of knowing who the right customers are to talk to on your site, making sure they aren't falling out, and providing a platform to upsell and cross sell them to increase revenue per visitor and customer lifetime value."

— MIKE REAKA,
RETENTION MARKETING MANAGER
FOR CANADA'S NORTON BUSINESS



Intelligent Visitor Targeting

- ✔ Zero in on high-value website visitors that can be profitably engaged and converted into buyers using historical and real-time visitor data.
- ✔ Build comprehensive, data-rich and dynamic visitor profiles and segments with 100s of attributes captured in real time.
- ✔ Accurately predict which visitors have the propensity to buy, accept sales assistance and deliver incremental revenue – even anonymous visitors.



Intelligent Live Chat Attribution

Accurate and reliable attribution reporting enables your to measure and optimize the chat program.

- ✔ Incremental revenue and customer satisfaction reporting by micro-segment and engagement tactic.
- ✔ Ongoing optimization of visitor identification algorithms, digital engagement strategies, and live engagement based on incremental revenue and CSAT reporting.
- ✔ Closed loop feedback to enhance live sales agent performance.
- ✔ Your dedicated team of conversion optimization experts continuously monitor and report on program performance to deliver the best results.



Intelligent Live Engagement

- ✔ Effectively deliver personalized help with live chat or phone from live sales assistants.
- ✔ Skills & performance based routing pairs visitors with the best agents based on their needs.
- ✔ Multi-mode engagement enables agents to seamlessly shift from chat to phone based on visitor preference.
- ✔ Real-time information delivered about visitor interests and behaviors enabling sales assistants to tailor their sales approach and personalize offers.
- ✔ Assisted, secure check-out which removes all obstacles to purchase by providing a co-browse enabled secure checkout option.



Intelligent Digital Engagement

- ✔ Proactively offer help at the right time with contextually personalized live chat invitations.
- ✔ Digital body language monitoring detects when help is needed and proactively triggers a personalized live chat invitation.
- ✔ A control group methodology creates a control group of “like” visitors in the same flows that are not offered sales assistance for accurate attribution reporting.
- ✔ Chat invitation optimization of messaging, graphics, placement and timing of invitation to maximize incremental revenue and customer experience.



The MarketLinc Difference

Revenue Lift Guaranteed

Proven to grow revenue by up to 20%, increase conversion rates by up to 80% and increase average order values by up as much as 50%.

Measurable Results You Can Bank On

Get full visibility into the incremental revenue we create with precise performance live chat attribution reporting.

No Upfront Investment Required

Pay only for the incremental revenue we generate or we don't get paid. Our solution requires no upfront budget for set up, licensing or management fees or additional staff.

Get Started in As Little As 6 Weeks

Our quick start program ensures fast and easy implementation and requires no in-house expertise.

Organizations using MarketLinc's Intelligent Live Chat, experience 39% more chats than click-to-chat, leading to 38% more sales and 63% higher RPV (on average)

Free Revenue Lift Analysis

Find out how much incremental revenue is within your reach. Contact us for your free customized report to discover how much incremental revenue we can help your eCommerce business generate.

For more information about MarketLinc's Intelligent Live Chat Solution, visit marketlinc.com or call +1 866 454 2662

The MarketLinc Intelligent Live Chat Solution enables eCommerce businesses to capture up to 20% more revenue. Our real-time, managed solution delivers everything your business needs – advanced targeting analytics, proactive live chat software, expertly-skilled live sales assistants and performance attribution reporting – to rapidly increase conversion rates, decrease abandonment rates and maximize your ROI.

MarketLinc

marketlinc.com | 866 454 2662