# intempt PRODUCT OVERVIEW

# WHAT IF YOU COULD OWN THE VISITOR JOURNEY?

The way people buy has changed - they expect to establish a relationship before they buy.

What doevs this relationship look like?

- Hands off: "Infer my needs before asking for my email."
- Personalized: "Grab my attention before you ask for my wallet."
- Engaged: "Delight me with personalized experiences."

With the rise of AI, marketers are exposed to a wide range of personalization software. However, most marketing software lacks the infrastructure to create, personalize and adapt visitor experiences in realtime:

- Traditional Analytics, AB Testing and other BT (behavioral targeting) techniques can act upon large amounts of consumer data, but not marketer driven and in real-time, when a visitor has done something indicative.
- Because of the delay in personalization, eCommerce relies on data-driven retargeting techniques like emails or banner ads, which are expensive and chase down an abandoned shopping session.
- Analytics software often focuses on web sessions and overlooks individual visitors' fingerprints on websites and apps. Such an

approach to analytics prevents marketers from reacting to consumer intent on a personal level, and pushes them to a "one-sizefits-many" marketing program.

So when a potential buyer is on your website or app, how do you get them to purchase from you? The answer lies in owning the visitor journey via creating real-time, predictive personalization campaigns.

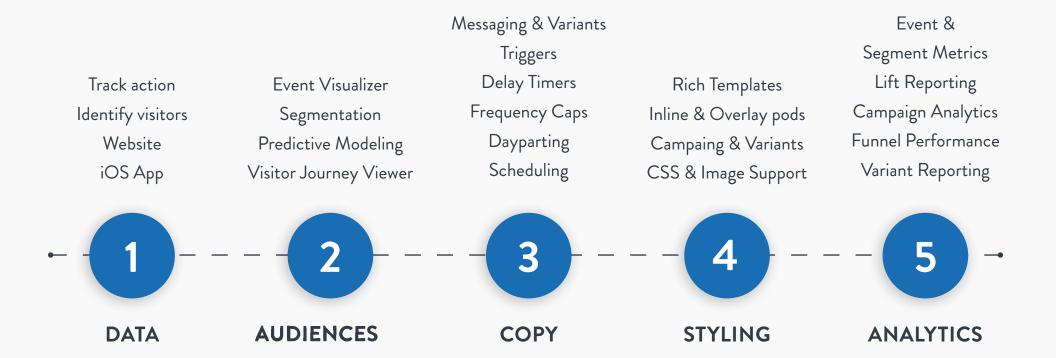
The ideal predictive personalization platform allows a marketer to gain control over the visitor journey, personalize visitor experiences and own incremental revenue.

# 66

With Intempt, marketers can act on consumer intent during their consideration phase - even when consumers haven't explicitly volunteered preferences. You don't have to bottleneck marketing campaigns on web developers and data scientists - flight campaigns that allow your brands to convert their visitors.

# FEATURES THAT GIVE YOU LIFT

Data, Intelligence, Copy, Styling & Analytics are the five pillars of the platform



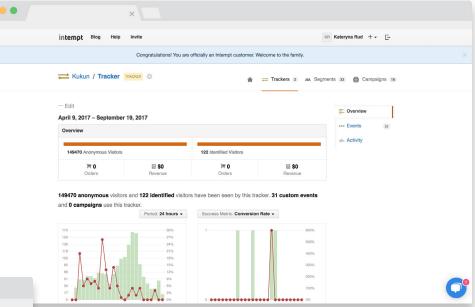
# REAL TIME DATA IS FUEL

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# ON THE WEBSITE OR THE APP

You install Intempt's tracking code on the frontend of your website or application, and our platform handles the tracking, analysis and notifications.

| • ×   |   |
|---|---|
| intempt Blog Help Invite  | KR Kateryna Rud + - [   |
| Congratulations! You are officially an Interrupt customer. Welcon   | me to the family.   |
| <table-cell> demo-store • 👌 🔅</table-cell>  | Trackers 2 AM Segments 15 🍈 Campaigns 14  |
| Welcome to Intempt<br>Get familiar with the features of Intempt with these  | ×<br>e helpful guides.  |
| Getting Started Visitor Journeys Campaigns & M<br>A quick guide to help you get started Trackers, Events & Segments are used Notifications enable y<br>on Web and IOS. to visualize visitor behavior. into custo  | You to turn visitors API's for custom collection &  |
| You're an owner of the <b>demo-store</b> organization! ×<br>Here are some quick tips for an organization owner.<br>• Use the switch context button in the upper left corner of this<br>screen to switch between organizations.  | ((*)) Intempt Modeling is now incremental<br>Interpt Modeling has several new features<br>including support for incremental Model Building No<br>more waiting for your campaigns to re-build on new<br>data, its like mage! |
| Create teams and add users to control access to your organization's trackers & campaigns. There's no limit, so create as many as you need!     Control your organization's billing information, profile, and other     settings using the "Organization Settings" section, which you will find at the upper left corner of your screen. | Organizations you are a part of            ظ demo-store             ظ Kukun   |
| at the oppentent content of your screen.<br>Add campaigns to this organization by using the "New campaign"  |   |



# TRACK ACTIONS AND IDENTIFY VISITORS

Once the tracker is installed on your website or app, Intempt auto-captures rich visitor data, including demographic and purchasing behavior, and uses those variables to build statistical models that determine future behavior patterns. TARGETING CLEVER AUDIENCES FOR LIFT

### **EVENT VISUALIZER**

You don't need to write any tracking code. Just add events by tapping around your website. The Event Visualizer lets you define behavior events by simply performing the action yourself. Anyone in your company can set up a conversion funnel or targeted segment in seconds. If you can point and click, you are good to go.

|   | associated will be tallied accordingly.   |
|---|---|
| Happy Ninja   | Type:Click on +         Capture:         Off       On         Use       Ctrl + Shift + / to turn it on and off  |
| \$35.00   | button.button.alt.single_add_to_cart_button         path: div:nth-child(1) > div > di         type: submit         name: add-to-cart         value: 53         number: 53 |
| Pellentesque habitant morbi tristique senectus et netus et<br>malesuada fames ac turpis egestas. Vestibulum tortor quam<br>feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu<br>libero sit amet quam egestas semper. Aenean ultricies mi vit<br>est. Mauris placerat eleifend leo. | class: single_add_to_cart_button  |
| 1 Add to cart   | One level up Create event   |

# **PREDICTIVE SEGMENTATION**

Identity is core to marketing. Predictive segmentation helps you to define audiences based on their individual consumer fingerprint.

|           | 2                          | <                           |  |                          |                         |  |
|-----------|----------------------------|-----------------------------|--|--------------------------|-------------------------|--|
| inter     | mpt <sup>Blog</sup> Help I | nvite                       |  | н                        | KR Kateryna Rud + - [   |  |
|           |                            | Congratulations! You are o  | fficially an Intempt customer. Welco   | ome to the family.       |                         |  |
|           | demo-store / Has no        | t added anything to c       | cart for the last 3 minutes            | SEGMENT                  |                         |  |
|           |                            |                             | ♠ ≕                                    | : Trackers 2 AM Segm     | nents 15 🍈 Campaigns 14 |  |
|           |                            |                             |  |                          |                         |  |
| Any v     | visitor that has not added | anything to cart within 3 r | ninutes is shown in this segmer        | nt — Edit                | - Overview              |  |
| Over      | erview                     |                             |  |                          | Activity                |  |
| _         |                            |                             |  |                          | -Activity               |  |
|           |                            |                             |  |                          |                         |  |
| 32        | 27 Anonymous Visitors      |                             | 1 Identified Visitors                  |                          |                         |  |
| 32        | 27 Anonymous Visitors      | <b>≣ \$0</b><br>Revenue     | 1 Identified Visitors                  | <b>≣ \$20</b><br>Revenue |                         |  |
| 32        | `≡ 0                       | Revenue                     | Ì <b>⊟ 1</b><br>Orders                 | Revenue                  |                         |  |
| 32        | `≡ 0                       |                             | 注1                                     | Revenue                  |                         |  |
| 32<br>NoN | `≡ 0                       | Revenue                     | 는 1<br>Orders                          | Revenue                  |                         |  |
|           | `≡ 0                       | Revenue                     | Crders Success Metric: Conversion Rate | Revenue                  |                         |  |
|           | `≡ 0                       | Revenue                     | Crders Success Metric: Conversion Rate | Revenue                  |                         |  |
|           | `≡ 0                       | Revenue                     | Crders Success Metric: Conversion Rate | Revenue                  |                         |  |
|           | `≡ 0                       | Revenue                     | Crders Success Metric: Conversion Rate | Revenue                  |                         |  |

| ••• | ×  |   |                  |    |
|-----|--|---|------------------|----|
|     | Clicked Add To Cart Button<br>Clicked "Add To Cart" button on a product's page |   | Edit + New Event |    |
|     | د  | <ul> <li>Visit with 30 events on 6/16/2017</li> </ul> |                  | ~~ |
|     |  | Visited page "http://demo.intempt.com/"               | 5:17:34 PM       |    |
|     | Visit with 30 events<br>timestamp: 6/16/2017, 5:17:32 PM                       | Clicked on 'img' with href 'http://demo.intempt.com/  | 5:17:38 PM       |    |
|     | referrer: none<br>identified: false  | Treated notification for campaign 'test' and variant  | 5:19:21 PM       |    |
|     | client_ip: 176.38.3.111  | Control notification for campaign 'discount-suggesti  | 5:19:21 PM       |    |
|     |  | Treated notification for campaign 'test' and variant  | 5:18:10 PM       |    |
|     | 🔔 Visitor info   | Treated notification for campaign 'test' and variant  | 5:18:12 PM       |    |
|     | first_seen: 6/16/2017, 5:17:32 PM<br>timezone: Europe/Helsinki                 | Clicked on 'button'                                   | 5:18:12 PM       |    |
|     | screen: 1366x768 24bit<br>landing_page: /                                      | Treated notification for campaign 'test' and variant  | 5:18:15 PM       |    |
|     | platform: Win32<br>identified: false   | Clicked on 'button'                                   | 5:18:15 PM       |    |
|     | language: en-US  | Clicked on 'img' with href 'http://demo.intempt.com/  | 5:17:54 PM       |    |
|     | country: Ukraine,UA<br>subdivision: Kyiv City,30                               | Clicked on 'img' with href 'http://demo.intempt.com/  | 5:17:54 PM       |    |
|     | city: Kiev<br>location: lat: 50.4333, lon:geoData[i].lon                       | Visited page "http://demo.intempt.com/shop/clothing/  | 5:17:43 PM       |    |
|     | postal:  | Event of type 'page_element_exists' happened          | 5:17:43 PM       |    |
|     |  | Clicked on 'img' with href 'http://demo.intempt.com/  | 5:17:48 PM       |    |
|     |  | Control notification for campaign 'discount-suggesti  | 5:19:09 PM       |    |
|     |  |   |                  |    |

### **VISITOR JOURNEY VIEWER**

After a thought through deployment that takes less than a day, Intempt automatically captures every user interaction with no extra code. This includes clicks, touches, gestures, form submissions, and page views. You can visualize visitor journeys through your site or app since we thread this comprehensive data set by each visitor.

# WORKING COPY FOR THE WIN

#### **MESSAGING & VARIANTS**

With Intempt, you can communicate with your visitors using messaging they will find most compelling. Personalize messaging based on visitors' individual traits like name, location etc, These will be delivered at random, allowing you to A/B test your notifications.

#### Edit a campaign

| Step 1:              | Step 2:              | $\checkmark$ | Step 3:              |
|----------------------|----------------------|--------------|----------------------|
| Choose your audience | Goal                 |              | Select your channels |
| T Step 4:            | Step 5:              | ۲            | Step 6:              |
| Write your message   | Delivery preferences |              | Review & Go Live     |

Every time a visitor receives notification, use random variant

By default, the visitor will only receive notifications with the first received variant.

| Writ | е | Previe | w | Paylo | ad          |    |     |         |    |   |     |         |                 |
|------|---|--------|---|-------|-------------|----|-----|---------|----|---|-----|---------|-----------------|
| В    | Ι | U      | S | ≔     | 1<br>2<br>3 | H1 | H2  | H3      | H4 | Ρ | pre | 99      | Variables -     |
| ≡    | Ξ | Ξ      | ≡ | Ē     | ≣           |    | 90  | ٠       | C  | C | 0   |         | Characters: 103 |
|      |   |        |   |       |             |    | est | imatio  | n  |   |     | e is Re |                 |
|      |   |        |   |       |             |    | est | timatio | n  |   |     |         |                 |

# NOTIFICATION TRIGGERS

You can choose what visitors' action triggers the notification to appear, based on their visitor journey.

# **DELAY TIMERS**

You can set a delay between when a user qualifies and when they see the notification. If the user no longer qualifies for the notification before the delay completes, the notification will not be sent.

| Step 1:     Step 2:       Choose your audience     Goal   | Step 3:<br>Select your channels  |
|---|--|
| V Step 4:<br>Write your message Step 5:<br>Delivery preferences   | Step 6:<br>Review & Go Live  |
| Notification trigger (send notification when):  | Campaigns  |
| a visitor does the event Select event   | ── Overview ▼ Funnels  |
| Delay (this message after user qualifies):  | Segments   |
| 0 minutes  Ueave empty for no delay   | Campaigns allow you to message users on your site, targeting events or   |
| Image: Constraint of the second se | segments. Campaign reporting shows<br>you the impact on revenue. After you<br>setup your campaigns, you can define<br>funnels to undersand how traffic flow<br>was impacted by your messaging. |
| Delivery window (only deliver during these times):<br>☑ M ☑ T ☑ W ☑ Th ☑ F ☑ Sa ☑ Su  | Learn More   |
| From 12 Midnight - To 12 Midnight -   |  |
| Updat   | e  |

# SCHEDULING

The delivery window lets you specify days and times during the week when the campaign will be active.

# **FREQUENCY CAPS**

Edit a campaign

If a user qualifies for a notification again after dismissing it, it will trigger again. Setting a frequency cap allows you to limit how often your user will see the notification. This can be period-based (for example, once an hour) or a total.

# HOW STYLING GIVES YOU LIFT

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# **STYLING MADE EASIER**

Intempt simplified the process of creating campaigns for marketers and designers by introducing the concept of pods and templates.

Pod is a flexible location on your website where you want the notification to appear. Your IT team deploys pods on your website once allowing you to orchestrate campaigns with no further IT involvement.

You can choose between 3 pods: Inline, Overlay and Embedded. Take 1 pod and associate it with multiple templates and campaigns of your choice. A template gets created by your designer who uploads it to the platform.

Creating new campaigns becomes less stressful and more efficient.

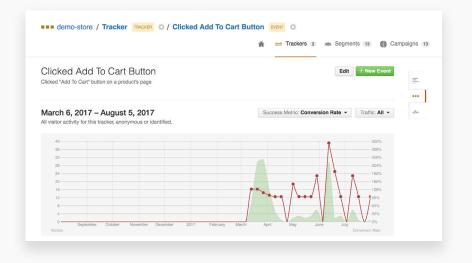
| Q Find a pod         |   | + New pod                     |
|----------------------|---|-------------------------------|
| New pod name         | #E11D21                                     | Cancel Create pod             |
| default Templates    | : Default                                   |                               |
| 🗔 Header cookies pod | Templates: Cookies notification template    | View code 👻 🧪 Edit 🛛 💼 Delete |
| Console announce p   | od Templates: Console announcement template | View code 👻 🧪 Edit 👔 Delete   |
| Console ProTip pod   | Templates: Console ProTip template          | View code 🗸 🧪 Edit 👔 Delete   |

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# ANALYTICS GIVES YOU CONFIDENCE

# **EVENT & SEGMENT ANALYTICS**

Once you have set up an event, you are able to view activity data on it, retroactively. Since a tracker records user behavior automatically when installed, you'll be able to see event data that occurred before your event was formally defined.



In the Segment overview, you will find information about the traffic within that segment over the last six months (or since tracker creation).

| 6 Anonymous Visitors |           | 3 Identified Visitors |           |
|----------------------|-----------|-----------------------|-----------|
| <b>=</b> 1644        | ■ \$19149 | <b>=</b> 4131         | ■ \$40115 |
| Orders               | Revenue   | Orders                | Revenue   |

There's an interactive overview showing traffic (bars) and a selected success metric (points and lines) over some period of time.

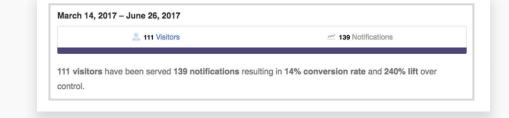
Since trackers begin collecting visitor data automatically once installed, Segment analytics is retroactive - it will contain visitor activity prior to the segment being defined.



# **CAMPAIGN ANALYTICS**

On the analytics view for a particular campaign, you'll see an overview describing basic information about campaign performance:

- Number of visitors in the campaign
- Number of notifications sent
- Conversion rate
- Lift



If you dig further, you will see success metrics:

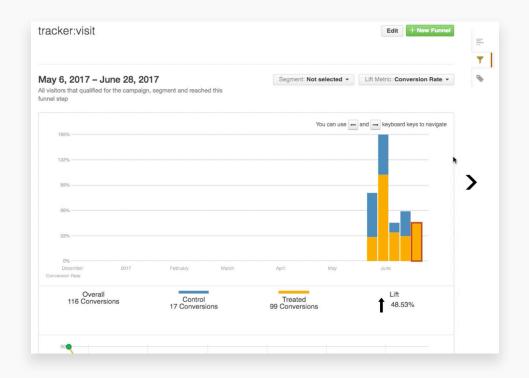
- Total Conversions and lift
- Average Order Value and lift
- Revenue per Visitor and lift

| Conversions | Average Order Value | Revenue per Visitor |
|-------------|---------------------|---------------------|
| 16 1 240%   | \$45 0%             | \$0.81 0%           |
|             |                     |                     |

### FUNNEL PERFORMANCE

A funnel is a way to view campaign analytics while filtering for visitors who have reached various steps along a conversion path. You can configure sets of analytics charts for those who have completed the first event in the funnel, or filter only those visitors who have completed each subsequent step of the funnel.

The view combines both control and treated conversions (conversion rate for those who saw the notifications and for those who didn't).



### VARIANT REPORTING

On each step of the funnel, you can see notification delivery and lift details for each message variation.

| Message variant | Conversion Rate |       |          | Conversion Rate Life |     | Lift | Value | Visitor |  |
|-----------------|-----------------|-------|----------|----------------------|-----|------|-------|---------|--|
|                 | Sent            | Viewe | d Clicke | ed                   |     |      |       |         |  |
| Control Variant | 55%             |       |          | -                    | \$0 | \$0  |       |         |  |
| Variant 1       | 59%             | 64%   | 0%       | 7.27%                | -   | \$0  |       |         |  |
| Variant 2       | 76%             | 87%   | 0%       | 38.18%               |     | \$0  |       |         |  |
| Variant 3       | 71%             | 82%   | 0%       | 29.09%               |     | \$0  |       |         |  |
| Overall         | 69%             | 75%   | 0%       |                      | \$0 | \$0  |       |         |  |