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 real-time:

1. 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.

2. 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.

3. 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-size-fits-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.
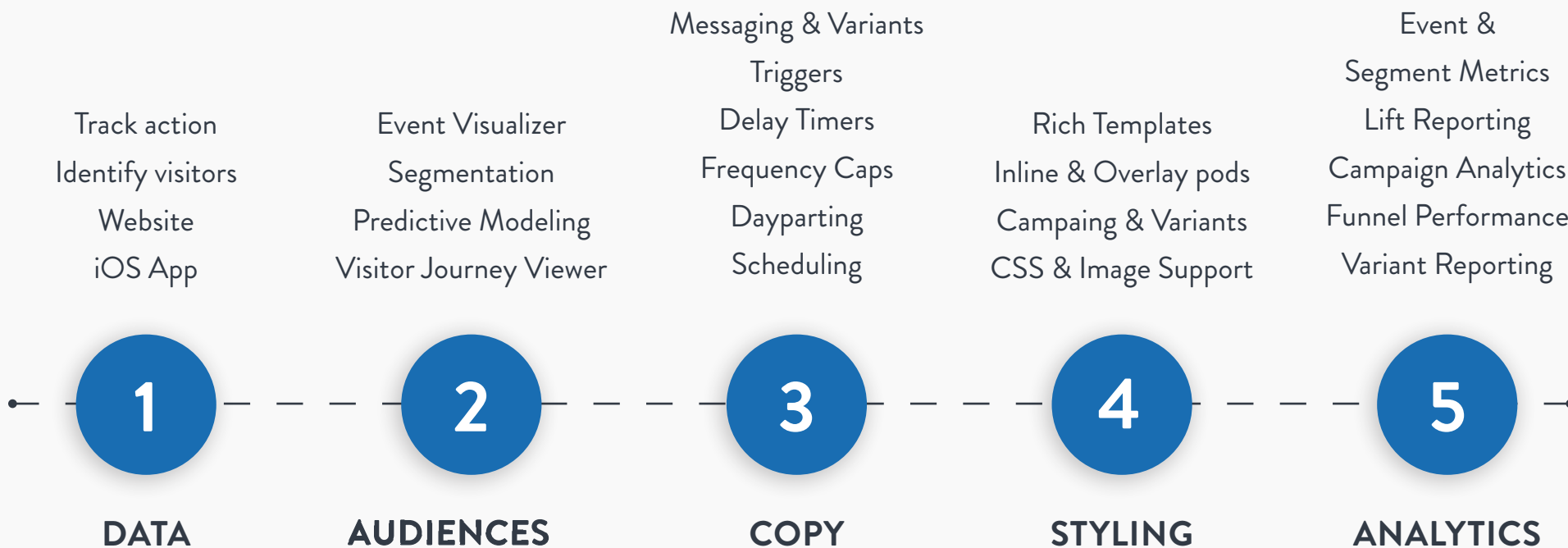
"

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

Messaging & Variants
Triggers
Delay Timers
Frequency Caps
Dayparting
Scheduling

Event &
Segment Metrics
Lift Reporting
Campaign Analytics
Funnel Performance
Variant Reporting

Track action
Identify visitors
Website
iOS App

Event Visualizer
Segmentation
Predictive Modeling
Visitor Journey Viewer

Rich Templates
Inline & Overlay pods
Campaing & Variants
CSS & Image Support

(1) **(2)** **(3)** **(4)** **(5)**

DATA **AUDIENCES** **COPY** **STYLING** **ANALYTICS**

REAL TIME DATA
IS FUEL

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.
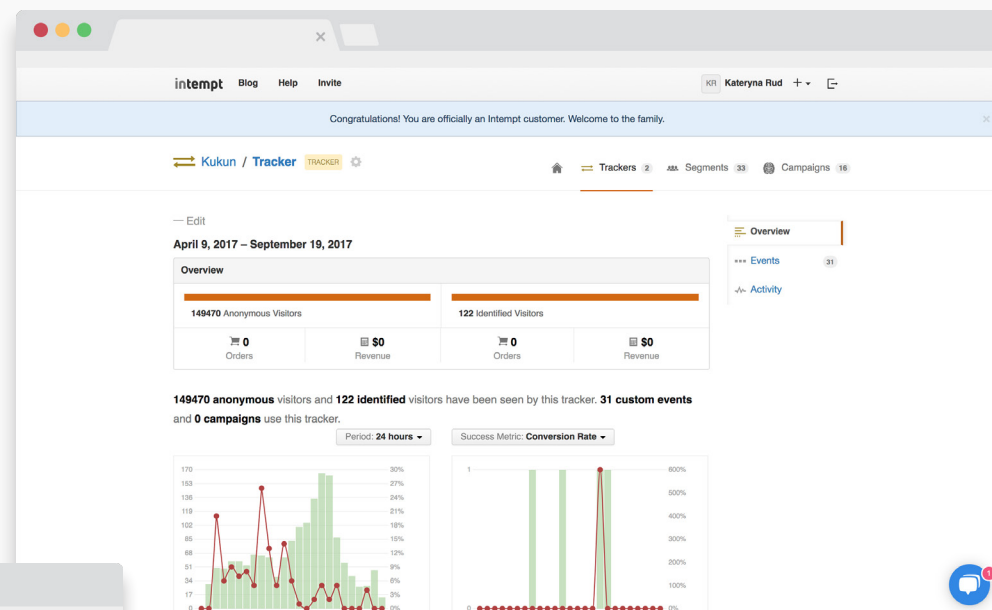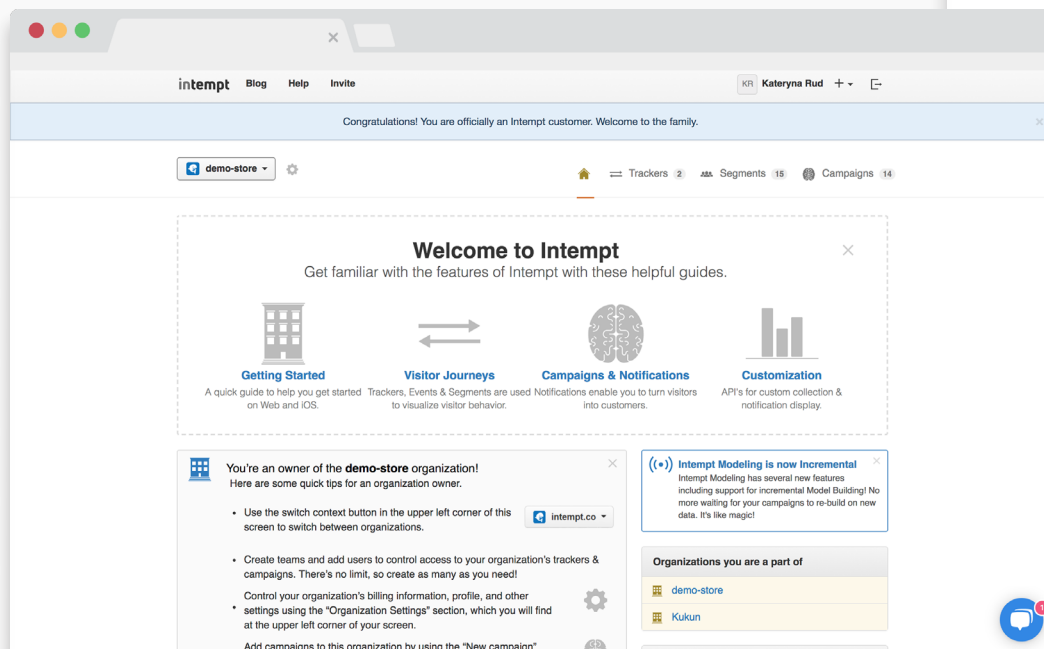
TRACK ACTIONS AND IDENTIFY VISITORS

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.

PREDICTIVE SEGMENTATION

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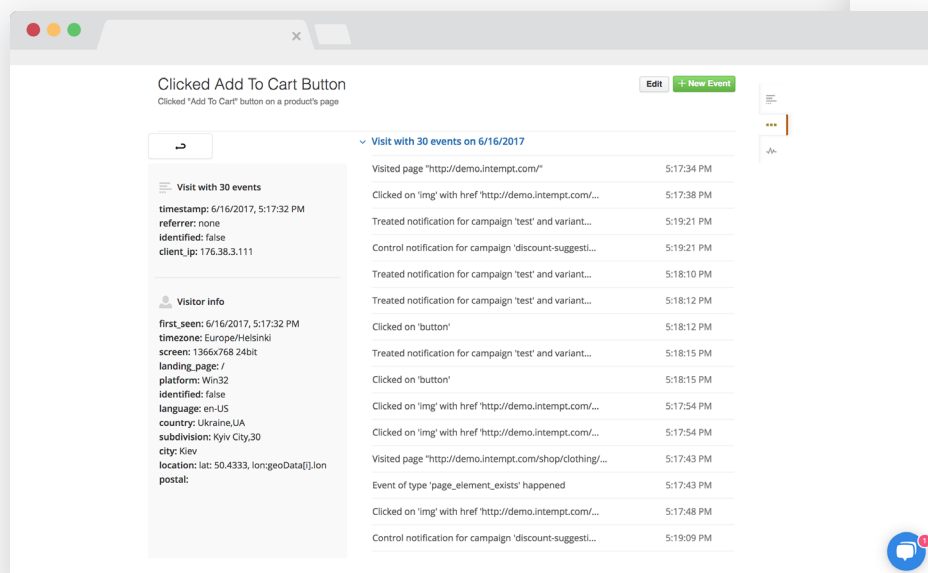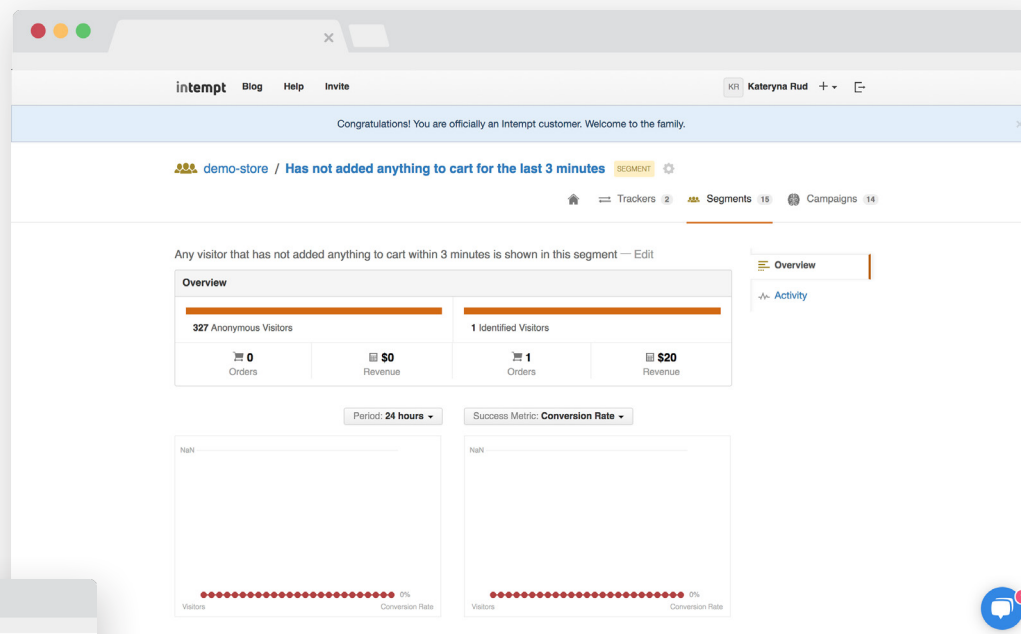
VISITOR JOURNEY VIEWER

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: Choose your audience		Step 2: Goal		Step 3: Select your channels
T	Step 4: Write your message		Step 5: Delivery preferences		Step 6: 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.

Variant 1 ✕   Variant 2 ✕   Variant 3 ✕   Add Variant

Write   Preview   Payload

B I U S̶ ☰ ☷ H1 H2 H3 H4 P pre ❞ Variables ▾

≡ ≡ ≡ ≡ ≡ ≡ 🖼 🔗 ▶ ↺ ↻ ⊘ </> Characters: 103

You can calculate the equity built from this project later. **Only Zipcode is Required for the estimation**

Update

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.

Edit a campaign

| ✓ | Step 1: Choose your audience | ✓ | Step 2: Goal | ✓ | Step 3: Select your channels |
| ✓ | Step 4: Write your message | 📅 | Step 5: Delivery preferences | 💡 | Step 6: Review & Go Live |

Notification trigger (send notification when):
- ● a visitor does any action
- ○ a visitor does the event [Select event... ▾]

Delay (this message after user qualifies):

[0] [minutes ▾]

Leave empty for no delay

Frequency cap (stop delivery after):

[1] [daily ▾]

Leave empty for no frequency cap

Delivery window (only deliver during these times):
☑ M ☑ T ☑ W ☑ Th ☑ F ☑ Sa ☑ Su
From [12 Midnight ▾] To [12 Midnight ▾]

[Update]

Campaigns

- ☰ Overview
- ▼ Funnels
- 👥 Segments

Campaigns allow you to message users on your site, targeting events or segments. Campaign reporting shows you the impact on revenue. After you setup your campaigns, you can define funnels to understand how traffic flow was impacted by your messaging.

Learn More

SCHEDULING

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

FREQUENCY CAPS

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

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.

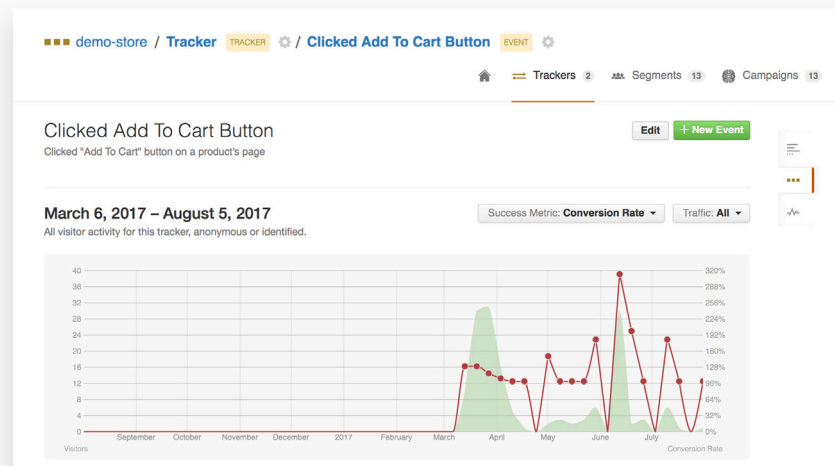Creating new campaigns becomes less stressful and more efficient.
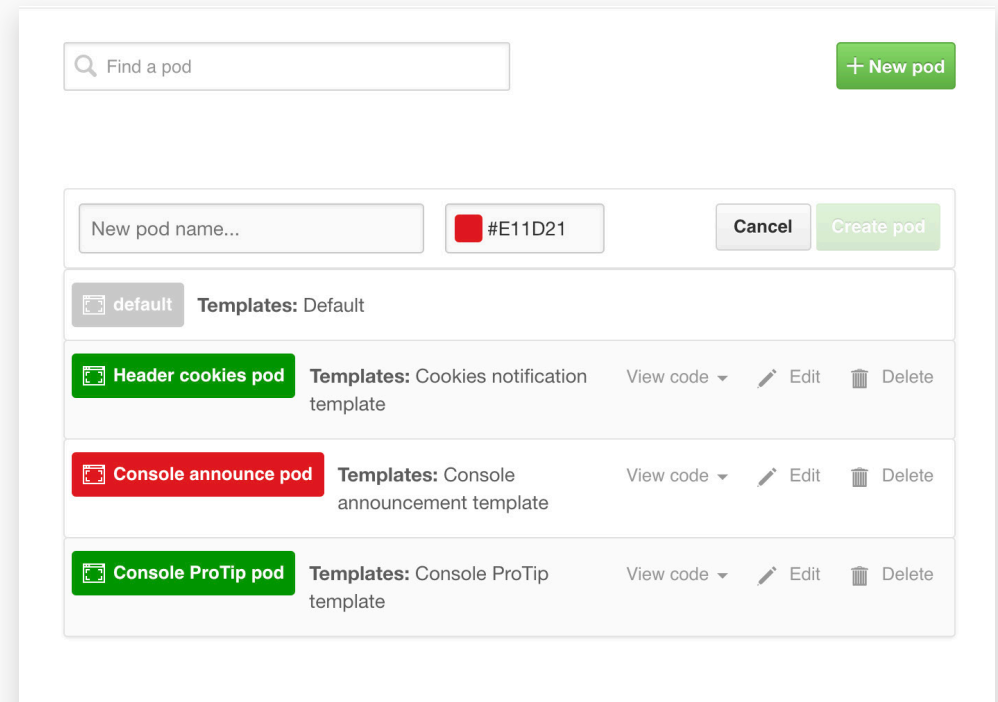
ANALYTICS GIVES
YOU CONFIDENCE

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).

There's an interactive overview showing traffic (bars) and a selected success metric (points and lines) over some period of time.
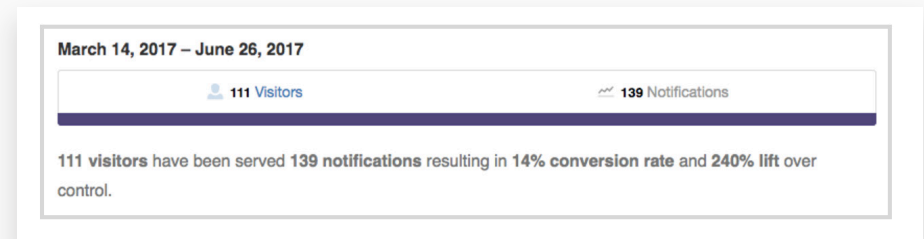
Since trackers begin collecting visitor data automatically once installed, Segment analytics is retroactive - it will contain visitor activity prior to the segment being defined.
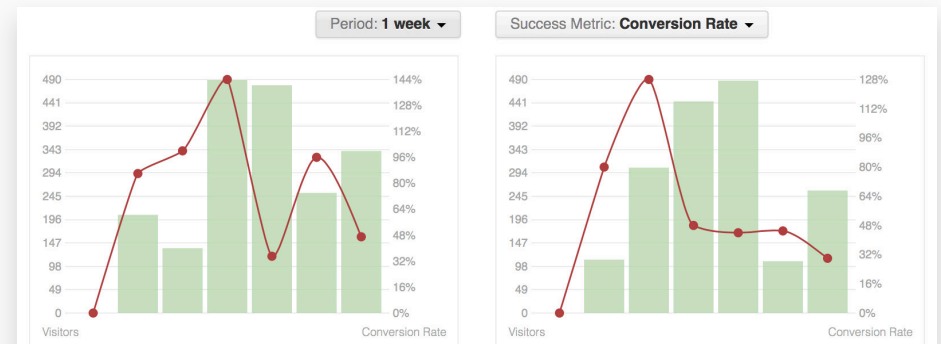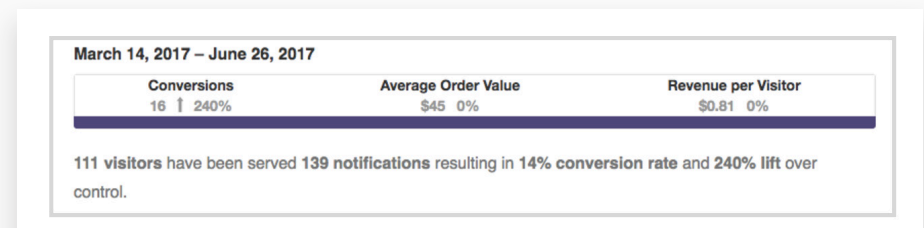
CAMPAIGN ANALYTICS

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

March 14, 2017 – June 26, 2017

👤 **111** Visitors   〰 **139** Notifications

111 visitors have been served **139 notifications** resulting in **14% conversion rate** and **240% lift** over control.

If you dig further, you will see success metrics:

— Total Conversions and lift

— Average Order Value and lift

— Revenue per Visitor and lift

March 14, 2017 – June 26, 2017

Conversions	Average Order Value	Revenue per Visitor
16 ↑ 240%	$45 0%	$0.81 0%

111 visitors have been served **139 notifications** resulting in **14% conversion rate** and **240% lift** over control.

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).
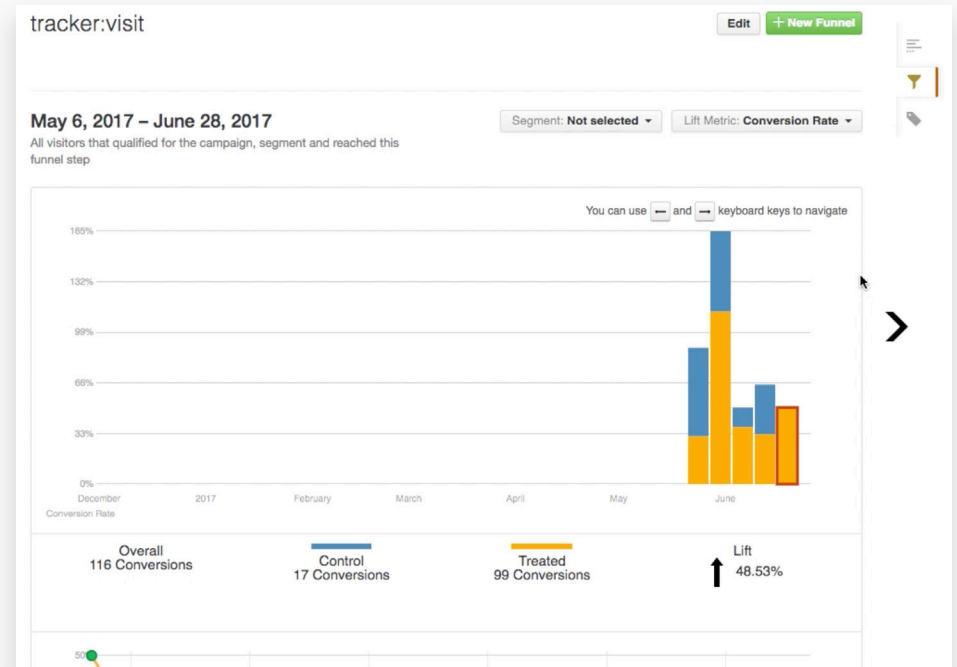
VARIANT REPORTING

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

Message variant	Conversion Rate				Average Order Value	Revenue Per Visitor
	Sent	Viewed	Clicked	Lift		
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