

Real-Time Offers Professional

Make AI-based, 1:1 personalized offers in real-time. Be up and running in <15 days at no cost



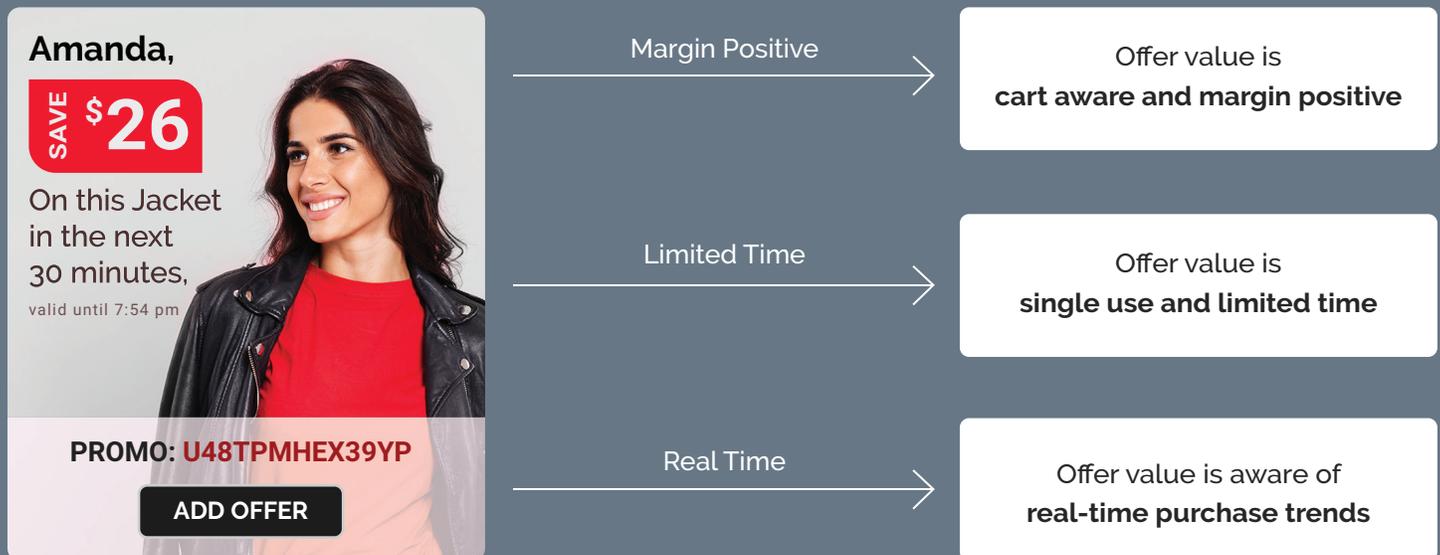
Challenges facing companies in today's environment

More consumers are shopping online today but they have a sea of choices. ZineOne has pivoted its offerings to help companies increase their digital revenue while maintaining profitability, during these challenging times. We want your company to stand out from your peers through relevant, timely, and compelling engagement.

However, despite the enormous investment companies place on attracting and converting visitors through their digital properties, the average conversion rates range from 2% to 4%. What if you could identify the 70% to 90% of your online visitors who are "on the fence" so you could make an in-session cart-aware and margin positive offer that is personalized for each visitor?

What if you could take such hyper-personalized actions in real-time, while they are engaged with you? The ZineOne Intelligent Customer Engagement (ICE) platform can help you identify "fence-sitters" early in their online session with a high degree of accuracy (prediction accuracy is up to 90% by the 5th click), so you can engage them, while they are on your site and before they bounce.

Example of a Real-Time Offer

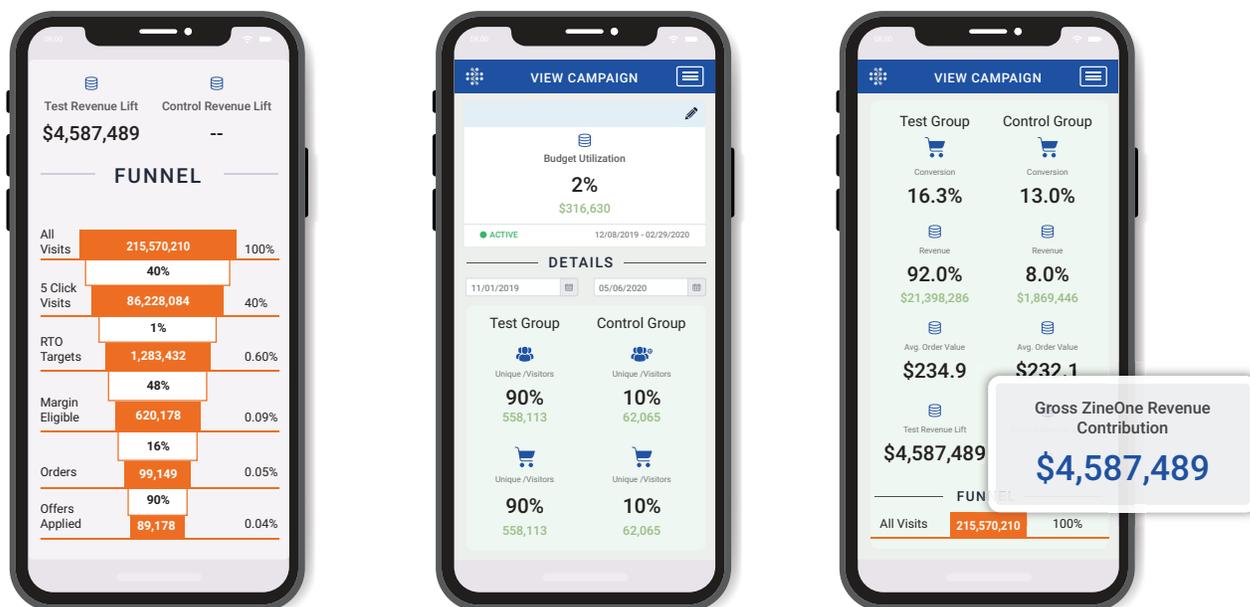


AI-driven, real-time personalization yields significant results

Here is what's included to help you benefit from the ZineOne Real-Time Offers Pro (RTO Pro).

- ML-based solution to allow you to quickly prove value and get into production
- One domain for desktop and mobile responsive offers
- One personalized offer per visitor, displayed as a banner
- Minimal effort on your part with no cost for this 30-day offering

Examples of Reports in the RTO Pro Performance Dashboard



Actionable insights that quickly lead to increased revenue

RTO Pro is a great way to bump up your revenue quickly and easily. It provides access to the ICE platform to help you to understand visitor activity better and obtain insights into their intent so you can take relevant and timely action. Here is what's included:

- **Actionable predictions**, made by our patent-pending machine learning models which incorporate live clickstream data from your '.com' or 'm.com' to accurately predict purchase propensity in real-time. This will arm you with insights on how to best engage with your visitors.
- **ZineOne Campaign Manager dashboard & Funnel report access**, which shows the increase in revenue due to the RTO Pro offers and the real-time funnel of visitors actions from browsing to order.
- **Purchase Prediction model**. This pre-trained ML model will predict, in real-time, whether your online visitors will buy or not during the session, based on their online behavior, historical data and 3rd party data.

Get started with RTO Pro in just two steps

Step 1: Identify the digital channel, listed below, where you want to implement the "Purchase Prediction" model.

Step 2: Add our RTO SDK to your desktop website, mobile website or your responsive desktop/mobile website. This is typically done via tag management and should take approximately 2-4 hours of your time.

Once you've done the above, sit back and let us show you how you can provide one-to-one, real-time personalized offers to drive conversions and incremental revenue.

In the realm of digital transactions, predictive responses need to be immediate 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 encourage desired outcomes. Recognized by Gartner as a "Magic Quadrant for Personalization Engines" provider, ZineOne's platform has quickly positioned the company as a leading AI personalization provider that is delivering nearly \$1 billion dollars in new revenue while respecting and preserving margins for companies who seek to provide consumers with superior shopping experiences. The patent-pending platform and its continuous 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.