

## *Every Online Traveller has a telling story Revealed by their Digital Body Language.*

Fanplayr's eCommerce predictive marketing solution gives Airlines, Hotels, and Travel companies a segmentation Engine that Targets shoppers in real-time with personalized & engaging offers and messages to yield higher Conversion Rates and AOV

### Capabilities for online retailers

- Loyalty Targeting
- New Customer Acquisition
- Itinerary Specific Targeting
- Upsell Targeting
- Reduce Reservation Abandonment
- Email Capture

**Our technology** runs on a proprietary, cloud-based, industry-leading platform with easy-to-use tools and simple JavaScript integration

**Transparent** performance based pricing and reporting

**Expert Service** with dedicated account managers who have analyzed over 1 billion visitor shopping experiences across 100 countries in multiple languages & currencies and design campaigns that run at their maximum potential

### Case Study \*

↑ **53.1%**  
INCREASED NET  
REVENUE

↑ **30.9%**  
INCREASED  
CONVERSION RATE

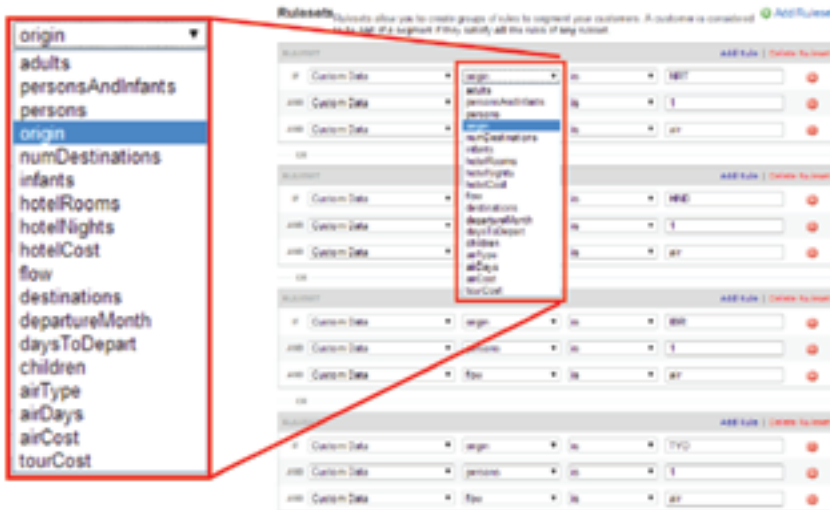
↑ **17.1%**  
INCREASED AOV

\* Within targeted segments



Possible Custom Variables:

- **Destination month/interest:** target only specific months of the year or just some exclusive destinations
- **Class or service upgrade:** for frequent travellers
- **Number of passengers:** fight low occupancy rates with targeted offers
- **Hotel:** offer free activities or products in partner hotels to incentive the purchase
- **Low conversion rate:** identify those users with an historically low conversion rate and focus on them
- **And more...**



*Fanplayr proved to be an excellent tool thanks to which we were able to identify and target an audience otherwise extremely difficult and expensive to reach*

Nicola Arnese | VP Digital & E-Commerce, Alitalia

## USA

830 Menlo Avenue,  
Suite 201  
Menlo Park, CA  
94025  
sales@fanplayr.com  
+1 855 326 7529

## EUROPE

Via Vittor Pisani 9  
20124 Milano, Italy  
europe@fanplayr.com  
+39 393 5467693

## LATAM

Bonpland 1281 of 101  
1414 Beunos Aires,  
Argentina  
latam@fanplayr.com  
+54 11 4590 2235

## JAPAN

JAMU INC.

6-14-18 Shimouma  
Setagaya-ku Tokyo  
154-0002, Japan  
www.jamuinc.com  
info@jamuinc.com  
+81 80 1342 0258

## RUSSIA

Actionpay LLC.

Новоданиловская наб. 4а,  
117105 Moscow, Russia  
actionpay.ru  
actionpay@fanplayr.com  
+8 499 685 0096 ext. 203