Fanplayr™

Fanplayr's **Behavioral Personalization Solution** gives retailers best-in class real-time analytics and segmentation, that targets site visitors in real-time with personalized content and offers, to improve **yield** and **customer loyalty**.

Campaign Strategies include:

- New Customer Acquisition
- Engage and Convert Casual Browsers
- Historical Engagement - better understand and guide multi-visit customer journeys toward conversion.
- Reduce Cart Abandonment
- Request--for-Quote captures high value abandoners
- Historical Upsell
- Product Specific Campaigns
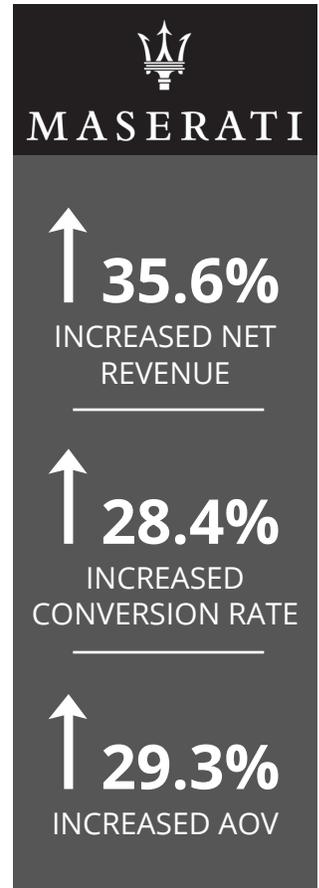- Location-based Shipping Incentives
- Email capture

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

Transparent pricing and reporting

Multiple languages and currencies easily managed

Expert Service with dedicated Campaign Managers who have analyzed **billions** of visitor shopping experiences across 100+ countries.

Case Study *

MASERATI

↑ **35.6%**
INCREASED NET REVENUE

↑ **28.4%**
INCREASED CONVERSION RATE

↑ **29.3%**
INCREASED AOV

* Within targeted segments

Alitalia   AirEuropa   Thomas Cook

GUESS   KIKO MILANO   NewYorker

eBags   Lenovo   MASERATI

SPORTS DIRECT   thewarehouse   SOCIETE GENERALE

> *The Fanplayr platform with its analytic insight and targeting capabilities has helped our team develop engaging campaigns that have demonstrated a meaningful lift to our conversion rate and a profound bottom-line impact.*

Chris Seahorn | VP Marketing, **eBags**

Analyze → Segment → Target → Optimize

Behavioral data is key to successful segmentation & personalization.

Fanplayr assimilates real-time behavioral data to provide intelligence for user interactions. Behavioral data drives decision making process for today's customers. During a site visit users' behavioral signals are the true indicators of intent.

Our technology makes "magic happen in the cloud" during site visits, no complex IT integration is necessary, just a single line of code is injected into site pages.

Fanplayr increases site yield & improves user experience.

Fanplayr is Making Behavioral Data Actionable!

USA	**EUROPE**	**LATAM**	**JAPAN**	**RUSSIA**	**FRANCE**
			Jamu Inc	*Actionpay LLC*	*Digitailwise SARL*
830 Menlo Avenue, Suite 201 Menlo Park, CA 94025 sales@fanplayr.com +1 855 326 7529	Via Vittor Pisani 9 20124 Milano, Italy europe@fanplayr.com +39 393 5467693	Bonpland 1281 of 101 1414 Beunos Aires, Argentina latam@fanplayr.com +54 11 4590 2235	6-14-18 Shimouma Setagaya-ku Tokyo 154-0002, Japan www.jamuinc.com info@jamuinc.com +81 80 1342 0258	Новоданиловская наб. 4а, 117105 Moscow, Russia actionpay.ru actionpay@fanplayr.com +8 499 685 0096 ext. 203	16 boulevard de Maillane, 13008 Marseille, France kilian@fanplayr.com