


# Leveraging AI to grow conversion via real time targeted offers

# Artificial intelligence delivering real results.

“Wait and see” conversion is not an option in today’s competitive retail market.



**Metrical** models retailers' unique customer behavior to anticipate future shopper needs and provide a more relevant experience in real-time—turning casual shoppers into higher value customers.



# Metrical improves conversion rate for Anatomie



ANATOMIE®

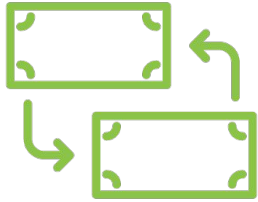
*"We didn't realize that targeted financial offers would have such a positive impact on our conversion rate."*

Anatomie is a luxury brand women's clothing retailer with a loyal affluent shopping audience.

Despite the growing traffic on their site, Anatomie was struggling with **low conversion** and a cart abandonment rate above the industry benchmark at 85%.

# Results

Weeks after Metrical began presenting targeted offers, there were significant increases in:



**↑ 25%**  
CONVERSION  
RATE



**↓ 5%**  
CART  
ABANDONMENT  
RATE



**↑ 17%**  
INCREASES  
IN OVERALL  
REVENUE



**↑ 1100%**  
BETTER RETURN  
ON AD SPENDING



## Approach

# Leveraging AI and behavioral data to increase conversion

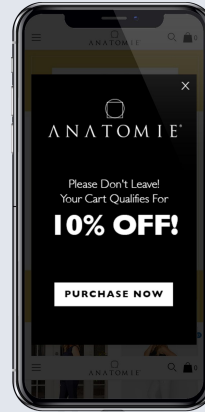
By identifying shoppers that are about to leave, Metrical served on-site, **targeted offers** in real time. These offers were A/B tested to see which ones deliver the highest margin optimization for Anatomie.

Once installed, behavioral data was collected over a short period to build an accurate model.



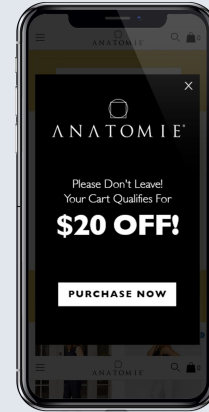
Metrical's software automatically A/B tested various offers to find the one that converted best and maximized Anatomie's margins.

%



VS.

\$



WINNER!

# AI Implemented Simply

## Up and running quickly and painlessly

- Fast and seamless API implementation, typically under five days
- No impact to page load times and customer experience
- Immediate access to abandonment analytics
- Full ROI in under a month

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 Magento

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