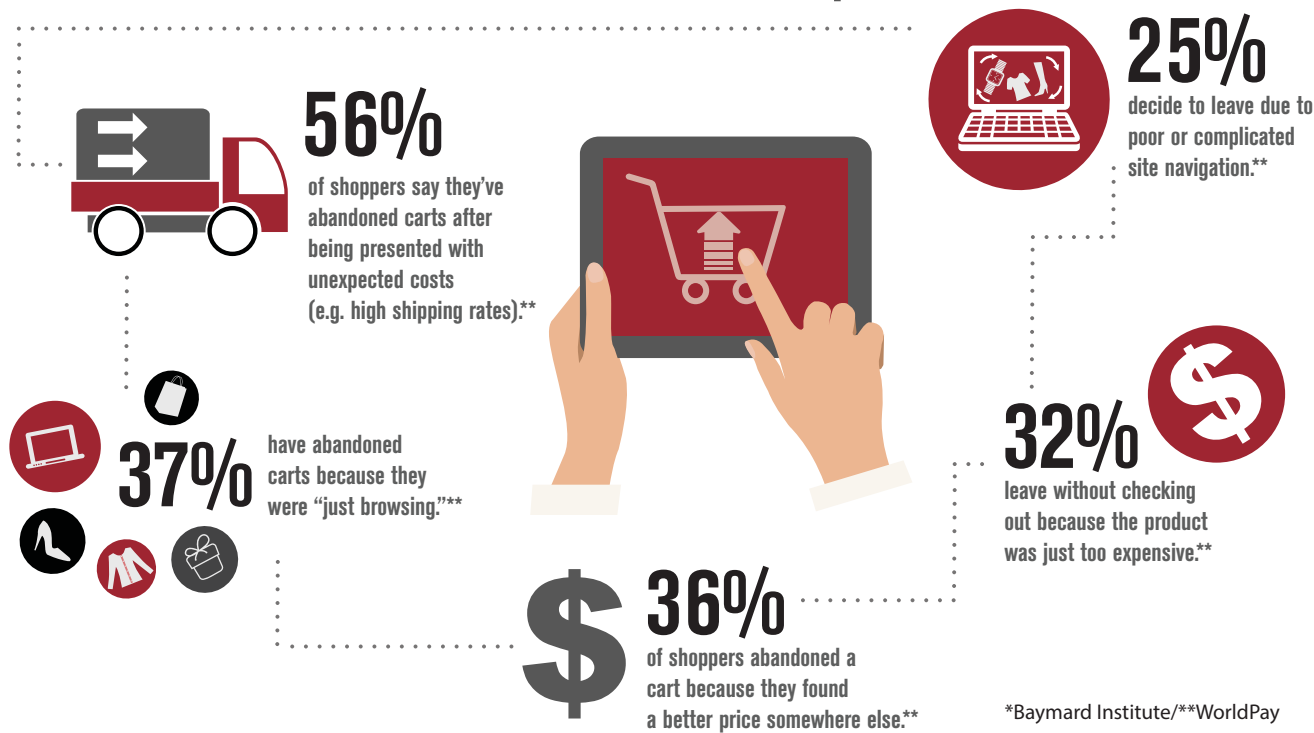


CONVERSION

CENTER

Why are more than **68% of e-commerce shopping carts abandoned*** before the transaction is completed?



Conversion Center from Celerant helps merchants tackle these challenges head-on with proactive, real-time engagement and remarketing tools.

How **real-time engagement and remarketing** thwart e-commerce **cart abandonment**.



With Conversion Center, CSRs can intervene and engage via phone or chat within an hour of abandoned cart detection.

Improvements in employee engagement led to **34% performance gains and, on average, 20% year-over-year growth, according to PwC.**

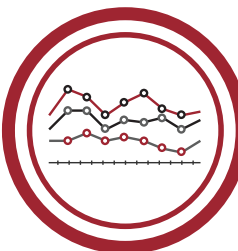


In Conversion Center, abandoned carts prompt automated e-mail remarketing efforts that can include associate assistance, discounts, or promotions to help convert cart abandoners to satisfied customers.

McKinsey says e-mail marketing is nearly 40 times more effective for customer acquisition than Facebook and Twitter combined.



Conversion Center's Running Cart feature allows CSRs to provide assistance, just as associates would in a store. Questions can be answered, items added/removed, discounts/shipping adjustments applied, and transactions completed.



Conversion Center collects and reports on customer engagement and remarketing efforts, allowing merchants to continually improve on the cadence and content of their cart abandonment outreach.



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