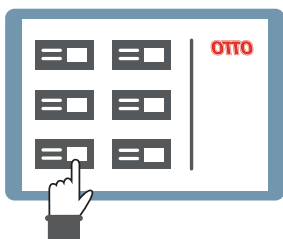


# ARE 97% OF YOUR ONLINE SHOP VISITORS LEAVING WITHOUT BUYING?

More revenue for your online shop:  
**Akanoo convinces visitors with the right incentive at the right time.**

WITH AKANOO YOU WIN MORE CLIENTS FROM EXISTING VISITOR STREAMS IN THREE EASY STEPS.



## 1. Understanding behavior

Every new visitor to your site is an unknown person to you. Potential to buy, price sensitivity and loyalty are unknown. Based on 100+ different variables Akanoo evaluates and understands, with self learning algorithms, the behaviour and intentions of your clients - completely anonymously.



## 2. Finding attention

Every visitor is unique and that is why you should find a way to provide individual attention to each visitor. Akanoo is using experience from over 70 million analysed visitors to show the right incentive at the right time.



## 3. Convincing visitors

By providing the right attention at the right time, visitors become customers who would have otherwise left the shop without buying. Akanoo creates additional revenue without additional marketing costs. This makes Akanoo an essential tool for increasing the efficiency of your online shop and keeping it sustainable.

## DEVICE-DEPENDENT PREDICTION MODELS FOR ALL USAGE SITUATIONS



Whether on computer, smartphone or tablet, Akanoo delivers incentives optimized for all devices.

## WHAT AKANOO DELIVERS:

### Less Selling Termination

By delivering the right incentive at the right time Akanoo increases the possibility that a visitor stays in your shop and purchases.

### More Revenue

With Akanoo online shops reach their ambitious goals. This applies to transactions just like to interaction with the shop or generating of new contacts.

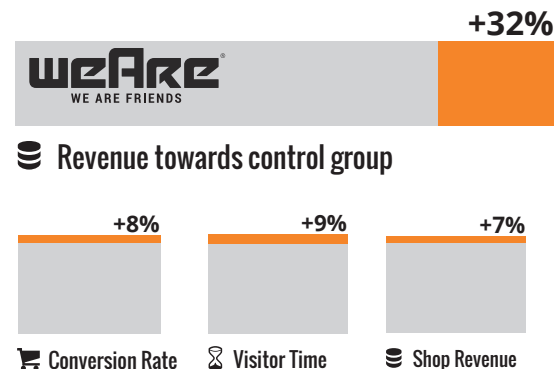
### Efficient Marketing Spending

Akanoo generates more transactions from existing marketing generated customer flow and increases the ROI for marketing spend.

## SUMMARY:

- Behavioural analysis in real time
- Algorithm based determination of the most effective incentives
- Extensive database of incentives
- More revenue from existing visitor streams
- Pricing based only on additional revenue generated by Akanoo
- Transparent performance monitoring by continuous multivariate tests
- Easy integration for standard shop-systems, tag-container and custom shop solutions

## CASE STUDY



**„We are convinced.  
Akanoo increases our  
revenue.“**

**Steffen Oberquelle**  
CEO WeAre

## INTERESTED?

We would be happy to take some time to show you how Akanoo generates additional and sustainable revenue for your online shop. Feel free to contact us by phone: **+49 40 609 4623 40** or email: [hi@akanoo.com](mailto:hi@akanoo.com).

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