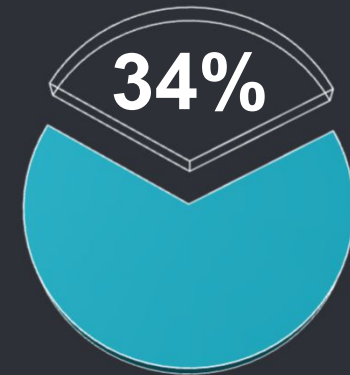


# ● YOUR GOALS

- SELL MORE  
DELIVER  
BETTER  
EXPERIENCES

## IMPROVEMENTS NEEDED

A 2018 Forbes Insights survey found the 34% of marketing executives cite their marketing goals are for Improving the CX (Customer Experience).



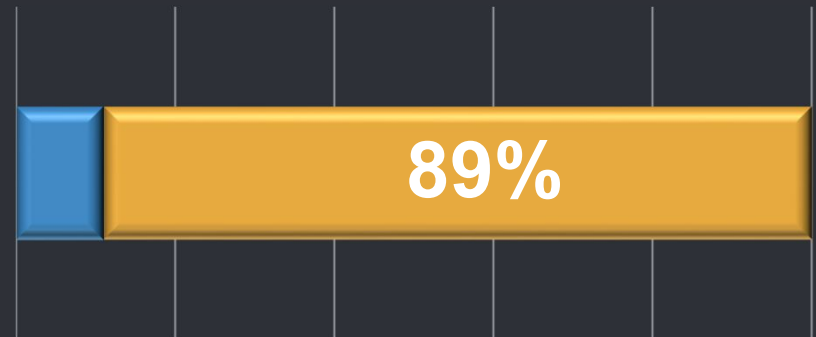
## HAPPY CUSTOMERS

Over 70% of Marketers agree that it is cheaper to sell to an existing customer than to acquire a new one. A happy purchase experience is one without a STRUGGLE.



## CUSTOMER EXPERIENCE

89% of companies see CX (Customer Experience) as a key factor in driving customer loyalty and retention.



## ● IMPORTANT METRICS



What is your bounce rate?

Estimated

Your Company

**697,900**

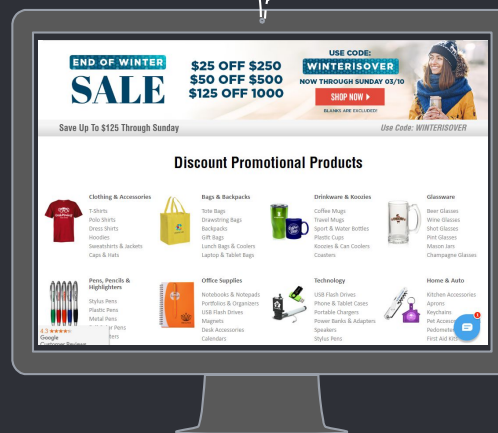
visitors/month

**56.41%**bounce  
rateLeave after  
ONE Page**393,700**bounced  
visitors**GONE****682,700**

Lost visitors/month

**BOUNCE RATE**

This is the percent of visitors to your website that view one page and leave.

**CUSTOMER STRUGGLE**

Typically, more than **95%** of website visitors that do not bounce will leave a website without completing an interaction, inquiry or purchase.

**289,000**

+95% Leave  
With NO  
Purchase

# HOW CAN THESE ISSUES BE FOUND AND RESOLVED ?

## AI ALGORITHM

SessionCam's unique, machine-learning algorithm identifies key usability issues through analyzing over 130+ data points, and highlighting pages and sessions where users struggles.

## KEY JOURNEY DETECTION

Key Journeys brings automatic journey mapping to your funnels, revealing the natural paths people take across your site without any configuration.

**130 DATA POINTS**

**AI AUTOMATED**

## FINDS ERRORS

Error detection will highlight your pages, fields, and Javascript errors, prioritizing them by the dollar amount of Revenue at Risk.

## FINDS ANOMALIES

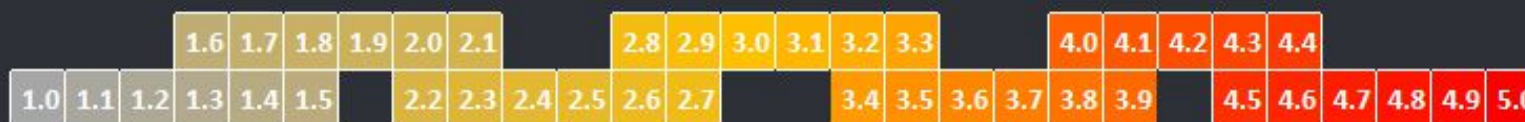
Anomaly detection performing 10,560 checks across your segments, facets, and funnels, revealing any major shifts in behavior, errors, or conversions.

**SHOWS \$\$\$ LOSS**

**10,560 CHECKS**

## CUSTOMER STRUGGLE – RETAIL EXAMPLE

Customer Struggle Scores (CSS) range from 1 to 5, with 5 being the most problematic.



| Type | Path | Name                          | Recordings | Conversion Rate | CS Score | Revenue at Risk | Converted Revenue | Actions |
|------|------|-------------------------------|------------|-----------------|----------|-----------------|-------------------|---------|
|      | ▼    | apply promo code at check out | 278        | 8.27%           | 4.3      | \$215,910       | \$17,388          |         |

Indicates that this is a Key Journey, an **automatically detected** series of pages that customers often follow

The name **automatically assigned** to the key journey or as modified by the client

**278** website visitors followed this journey (series of pages)

**8.27%** of the 278 visitors (23) completed the journey and converted

The CS Score was calculated to be **4.3**, the struggle on this journey

**\$215,910** in revenue was at risk by 255 visitors not completing the journey

The actual conversion was **\$17,388** of the 23 that completed the journey

Replay sessions

## ● WHAT CAN SESSIONCAM DO FOR ME?

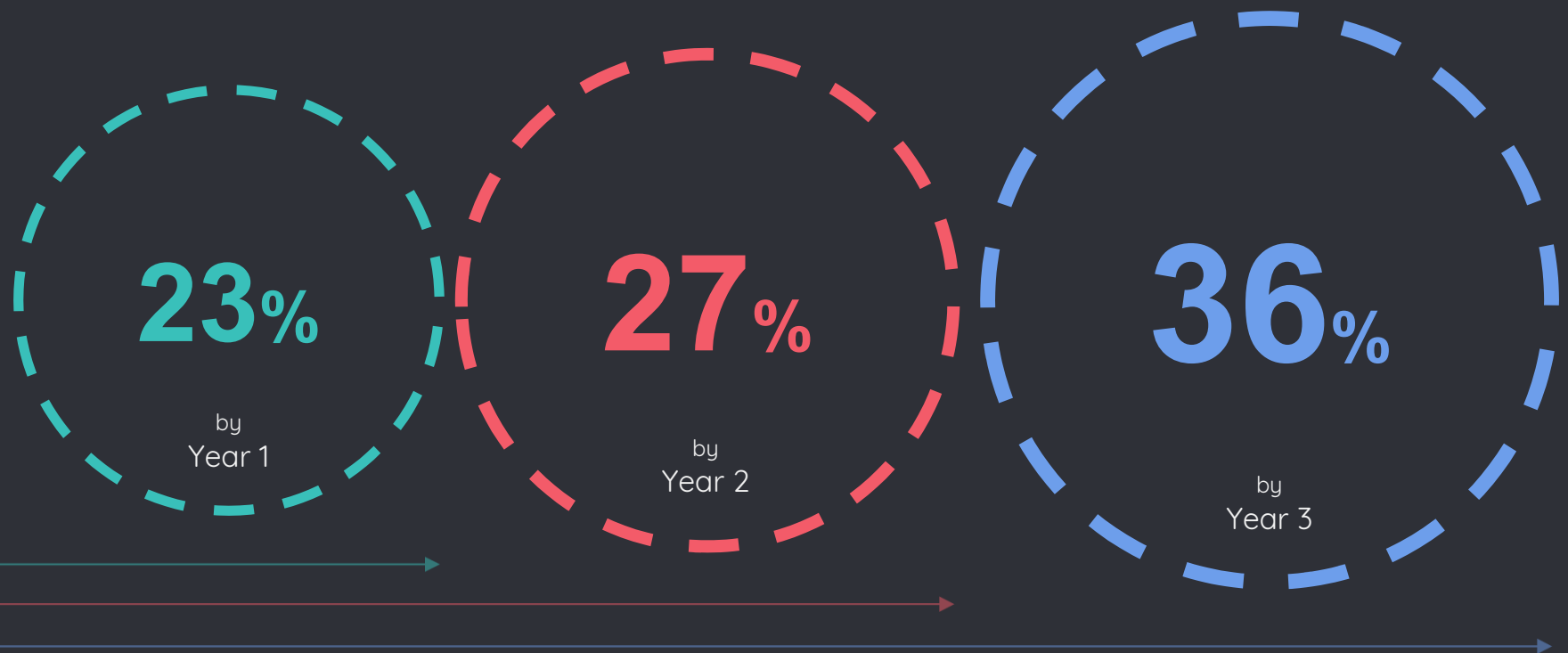
SessionCam will:

- **Increase Conversion**
- **Improve Website UX/UI**
- **Identify Bugs and Errors**
- **Enhance Customer Experience CX**
- **Increase Customer Retention**

Experience all of this with a  
**1 Month FREE Trial** and Insights Report

# • RESULTS

## Average Conversion Uplift with SessionCam





# Clients

## Using SessionCam Include



John Lewis



TED BAKER  
LONDON



TED BAKER  
LONDON



CALVIN KLEIN



SEE  
THE

# Power of SessionCam

**Brent J. Dreyer**, DataEM, LLC

Managing Partner

BrentJDreyer@DataEM.com

Off. 954.906.2590

Cell 954.612.7697

**SCHEDULE  
YOUR  
20 MINUTE  
DEMO  
TODAY**

## About DataEM, LLC

**DataEM** represents **Data Enriched Marketing**.

**DataEM** is a consortium of independent **Marketers** and **Database Administrators**, each having decades of practical experience. The **wisdom** and **knowledge** availed to data DataEM clients provides unsurpassed **insight** across **multiple marketing channels** and industry verticals, including healthcare, telecom, hospitality, insurance, finance, manufacturing, retail and education.

**DataEM** is a premier US Partner of SessionCam, an international, behavioural analytics platform. Our relationship with SessionCam extends beyond six years, with **multiple successful installations**.