



Success stories in predictive analytics in Retail and CPG

Top 50 Best Companies to Work for in India 2016 – Silicon Review Magazine

Predictive Analytics Company of the Year 2014 – CIO Review Magazine

Top 20 Company in India - TiE Lumis Entrepreneurial Excellence Awards 2013

Top 50 Big Data Analytics Companies in India 2013 – CIO Review Magazine



An online travel company reduced cart abandonment by 30%, increased daily transactions and improved customer engagement and loyalty through Web Analytics

Objectives

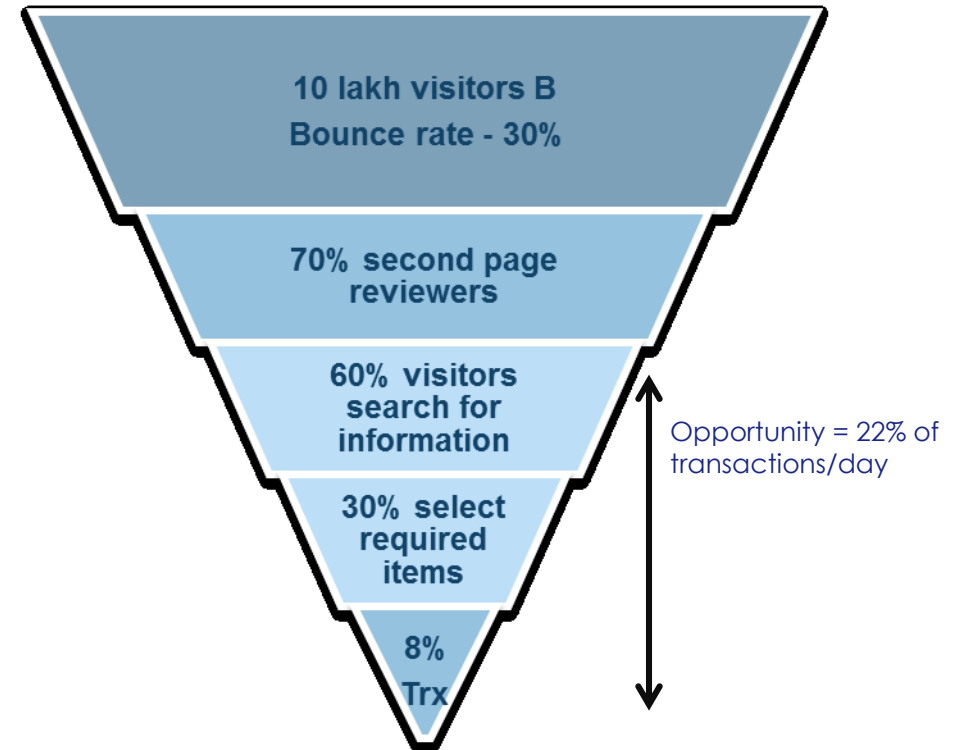
An online major experienced lower conversion rates from its website following to cart abandonment at various stages in the booking flow

Our Approach

- Web Analytics setup
 - Setup Web analytics for seamless tracking of multi-device web behavior
- Customize setup based on KPIs, website goals and operation domain
- Analyze Drop-Offs
- Analyze visits by agents, retail customers separately
- Identify stages of abandonment
- Create a clear picture of each visit
- Segment cart abandoners
 - Area of interest
 - Spending power
 - Transacting intent
 - Geography
- Re-targeting communications
- Generate daily email list of abandoners
- Create personalized offers based on segmentation
- Send mailers to enable transaction completion

Impact

- Cart abandonment reduction by 30%
- Daily transactions increased by 2% directly bolstering top-line
- Highly relevant targeted offers improved customer engagement and added to customer loyalty



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