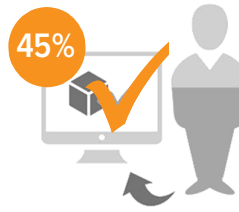


## Why eCommerce Personalization?



59% of online shoppers believe that it is easier to find more interesting products on personalized online retail stores

&



45% of online shoppers are more likely to shop on a site that offers personalized recommendations



74% of marketers know that personalization increases customer engagement

But Only



19% of marketers are actually implementing personalization

## Why use Cart Abandonment Emails?



68% Average reported shopping carts abandonment

But Only



25% of the top 1000 retailers send at least one remarketing email after a cart is abandoned

# Barilliance

Barilliance eCommerce personalization suite enables e-commerce sites of any size to deliver a personalized omni-channel shopping experience. The suite includes:

 Barilliance Target

Real Time Onsite Personalization

 Barilliance Recommend

Personalized Product Recommendations

 Barilliance Trigger

Multi-Stage Cart Abandonment Emails

Increase Conversion Rates by as much as **30%**

■ 5 Minute Set Up ■ No Need for IT Support ■ Works with any Platform

## See What Our Customers Say About Us

*"By implementing the Abandoned Cart email solution, we were able to achieve a 300% revenue lift on our previous efforts in this area and were able to more than double our previous ROI."*

**Tamara Falcke, Email Channel Manager - SurfStitch.com**



Cart Abandonment Emails Average Open Rate	Revenue from Cart Abandonment Emails	Cart Abandonment Emails ROI	Product Recommendations Revenue Contribution
<b>40%</b>	<b>+300%</b>	<b>2000%</b>	<b>26%</b>

*"Barilliance provides a powerful yet simple platform which gives you the promotional tools of the big boys. Implementation was unbelievably easy."*

**Peter Macaulay, Owner -kitchenwaredirect.com.au**



Cart Abandonment Emails Conversion Rate	Product Recommendations Conversion Rate	People who Engage with Recommendations Convert at <b>366%</b> Higher Rate Compared to Site Average Conversion Rate
<b>25%</b>	<b>10%</b>	

*"Barilliance's Cart Abandonment software has well and truly proved its worth – the ROI exceeded expectations and from a technical perspective - it just works."*

**Hamish Cameron, IT Manager, Sealink Travel Group**



Cart Abandonment Emails Conversion Rate	Average Open Rate 1 <sup>st</sup> email - <b>53%</b> 2 <sup>nd</sup> email - <b>42%</b>	Conversion Rate Compared to the Site's Average Conversion	<b>+678%</b>
<b>18%</b>		Cart Abandonment Emails ROI	<b>7500%</b>

## Trusted by over 500 eCommerce sites worldwide



**Supports Any Platform:**

