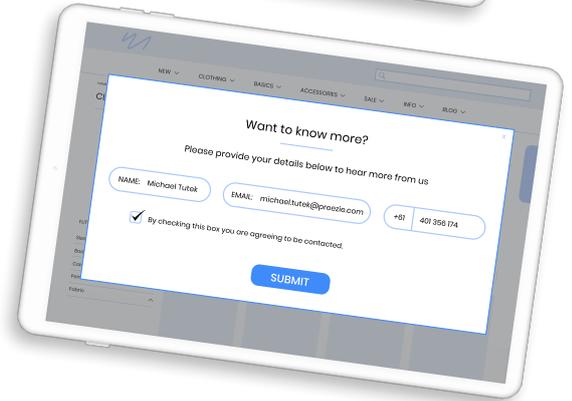
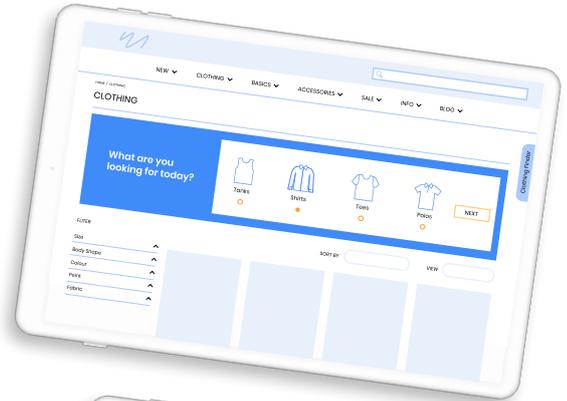


How preezie gets 530% more hyper segmented leads

How it works?

preezie can prompt users to connect their personal information to our journeys. These can trigger through popups, exit intents and calls to action.

Customers get a guided shopping experience, while your brand collects and connects emails to their personalised preferences.



530%

increase in emails captured

	before	after	% increase
Retail partner A (Fashion)	1,740	5,536	218%
Retail partner B (Furniture)	405	2,640	551%
Retail partner C (Sporting Goods)	317	2,940	827%

Unlimited profiling

When a preezie shopper enters their personal information, all their journey data is connected, allowing for unlimited profiling and hyper segmentation.

Connect all questions, answers, product recommendations, scores and more to a profile.

Individual Lead Information

Lead Name: Michael Tutek
 Lead Mobile Number: +61 401 356 174
 Lead Email: michael.tutek@preezie.com

Lead Answers & Responses

Question	Answer	Duration
What are you looking for?	Shirt	3 seconds
What fit do you fancy?	Slim Fit	2 seconds
What is the occasion?	Weekend	3 seconds
What kind of person are you?	Social	6 seconds
What colour?	Black	5 seconds

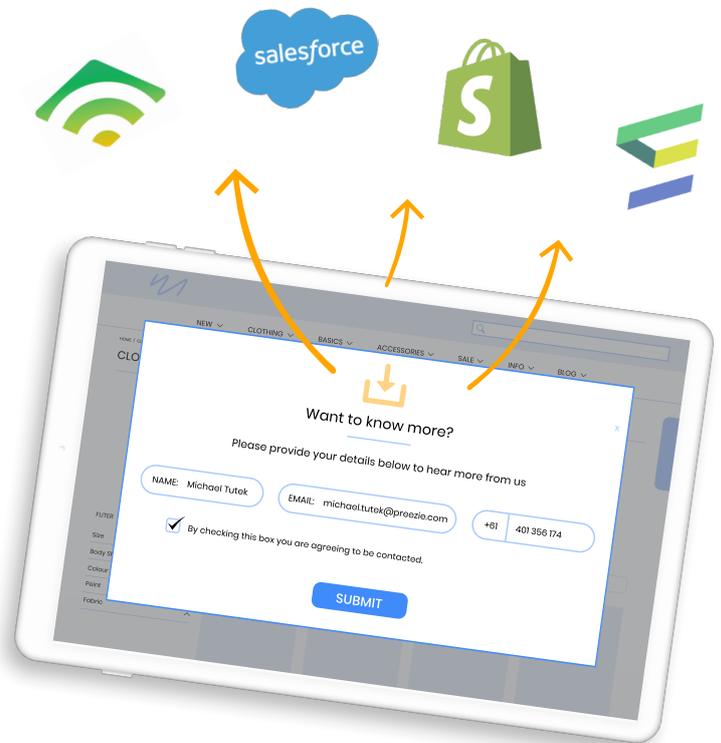
Results

Rank	Product	Score
1	Classic slim fit black shirt	100%
2	black fancy shirt 300	92%
3	Slim comfort black shirt	78%

What to do with this new-found power?

Import all preezie lead information to third party systems such as Klaviyo, Emarsys, Shopify, Salesforce commerce cloud and more.

Build hyper personalised experiences, content, promotions and email campaigns with the customer preferences learnt from preezie.



“ With great power comes great responsibility ”

Don't just take our word for it, see what our customers say

“preezie's email lead capture solution has yielded great results for both our Australian and American businesses, with the increase of subscribers significantly growing our databases and raising our conversion rates.”

Jamie Frank
Head of Marketing

