

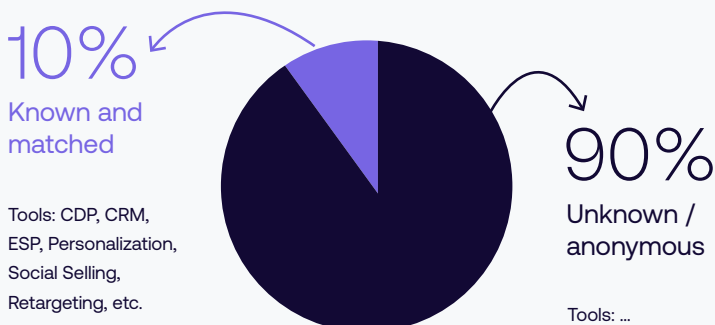
# Convert anonymous visitors in 5 clicks



In an era where consumers have more control over their data due to new regulations, it's crucial to maximize each visitor session. In a privacy-first world, this can only be done with AI.

Session AI harnesses the power of in-session marketing - targeting the pivotal conversion moment when shoppers are live on your site. Some of the biggest names in retail are using Session AI to reduce reliance on promotions, drive growth, increase margin, and see millions in incremental revenue.

Session AI uses clickstream data from each site visitor. During that time on-site, their behavior determines whether they are likely to buy, not likely to buy, or persuadable. This patented AI technology understands these buying signals without any personal data.



Up to 90% of traffic on ecommerce sites is anonymous and unknown. But, most technology investment is for known or matched traffic.

Users are choosing not to reveal themselves, and this reality makes it critical for brands to invest in converting the anonymous.

# In-session marketing focuses on the most important moment



## Convert the anonymous

Up to 90% of visitors are anonymous, even with matching. In-session marketing converts known and anonymous visitors, delivering in ways your existing tools can't.

## Reduce promotions

In-session marketing predicts purchase intent and delivers real-time actions in five clicks. This patented AI reduces sitewide promotions and discounting.

## No customer data needed

Changes in privacy laws and third-party cookie policies break your current marketing. In-session marketing converts visitors using only session data.

## Results for \$10B retailer:



# 35%

reduction in  
promo spend



# \$5.3M

savings in first 10  
weeks



# 22%

CVR lift for anonymous  
shoppers

## About Session AI

Session AI is the pioneer of in-session marketing, the critical capability online retailers need to convert site visitors in a privacy-first world. Using patented artificial intelligence, Session AI predicts purchase intent in five clicks, enabling online retailers to provide each visitor with the right offer in real time. Major brands rely on Session AI to increase revenue and engagement without the need for personally identifiable information or third-party cookies. Learn more about the future of ecommerce marketing at [www.sessionai.com](http://www.sessionai.com).

## Discover ways to elevate your ecommerce outcomes with Session AI

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