

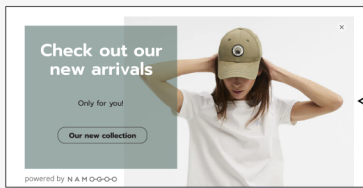
# INTENT-BASED & SEGMENT-BASED ANNOUNCEMENTS **IN REAL TIME**

Leverage real-time data to direct shoppers to the places on your site you want them to see.

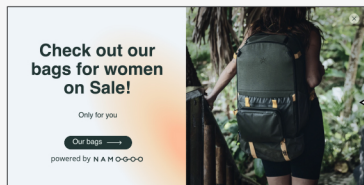
Intent-Based and Segment-Based Announcements are features of Namogoo's Intent-Based Promotions offerings. It leverages our proprietary promotion engine to provide non-discount promotions that are customized based on shopper intent and segments, and are calculated by Namogoo in real time. The announcements are displayed at the right moment in the shopper's journey to direct them to the areas of your website that will encourage them to convert, resulting in a significant increase in conversion rates and revenue per visitor.

## Intent-Based Announcements

Announcements based on visitor intent calculated in real-time such as probability to purchase, to abandon, to return, to engage with coupons and more.



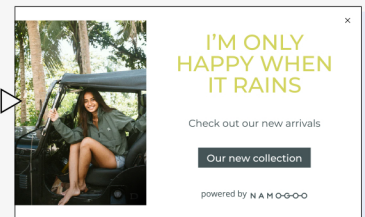
High Intent



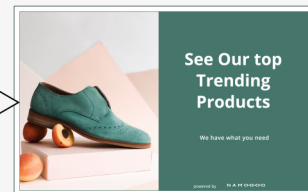
Low Intent

## Segment-Based Announcements

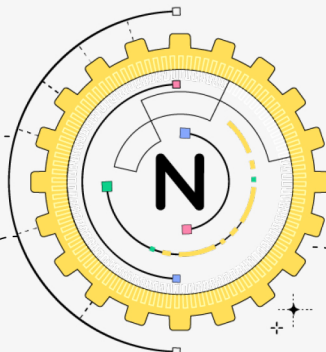
Announcements based on unique shopping segments including trend seekers, shoppers who live in places with hot or cold weather, or those who are loyal coupon users.



Rainy Location



Indecisive Shopper



Promotion Engine

## Committed To Your Success

**5%**

Uplift in RPV

**10-15%**

Boost in retention rate  
(90-day period)

**10%**

Increase in CVR

**Harness the Power of Namogoo's Real-Time Segments & Predictions to Boost Your Revenue With Non-Discount Promotions**