Suzu Brain

Convert more sales in the moment.

www.suzu.io

What do we do?

Suzu is a technology company that offers marketing software for online retailers.

We specialise in pre-basket abandonment technologies that work on-site and 'in the moment', increasing sales revenues for our clients by growing basket adds.

Why Suzu Brain?

We believe that like most data-driven retailers, you probably have a good idea of where your shoppers drop out of the sales funnel. But for those that abandon before adding to basket, do you have any idea why? How can you convert them if they haven't signed in or provided any contact details?

This is where Suzu Brain comes in.

Suzu Brain helps retailers convert more potential customers by incentivizing them to make a purchasing decision at the best possible time: ***while they are still on the site, thinking about it.***
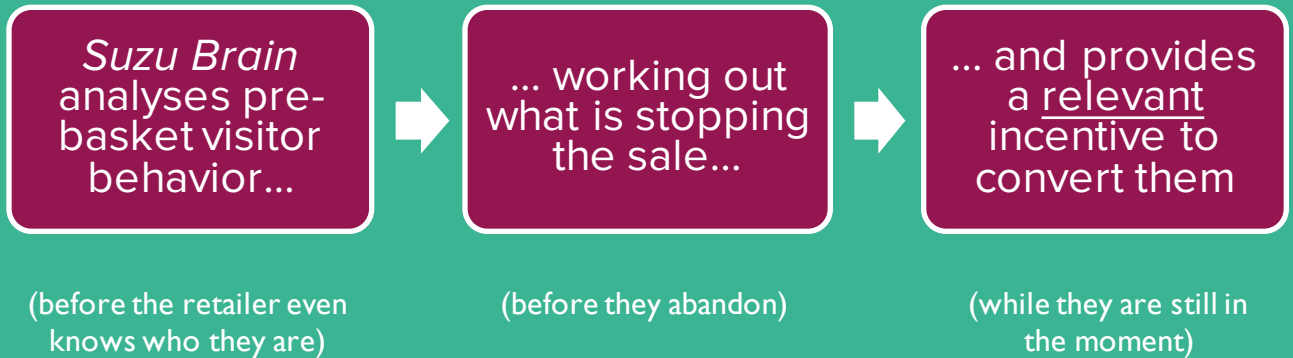
VISITOR #7268

"WORRIED ABOUT SHIPPING COSTS"

FREE SHIPPING!

Suzu Brain analyses pre-basket visitor behavior…

… working out what is stopping the sale…

… and provides a <u>relevant</u> incentive to convert them

(before the retailer even knows who they are)

(before they abandon)

(while they are still in the moment)

… ALL MADE POSSIBLE WITH A LITTLE BIT OF ~~MACHINE LEARNING~~ MAGIC.

Benefits of Suzu Brain

1. **Converting potential customers while they are still <u>on-site</u> and <u>in the moment</u>,** instead of retargeting the 'maybe laters' .

2. **<u>Relevant</u> incentives based on pre-basket behaviour**, not just 'dumb discounting' that may erode your brand or your margins.

3. **<u>Intelligently timed</u> incentives,** directed only at those we think are <u>high potential</u> customers who are on the verge of abandoning, not cannibalizing those who would have converted anyway.

4. **Targeting <u>anonymous</u> visitors** who have not yet provided their email address or logged in to their account.

5. **Self-taught, machine learning technology** that improves over time, led by your own data and assisted by lessons learned from other Suzu clients

6. **Quick and simple integration**, with results from day one, and no ongoing time commitment from anyone on your team – just insert a Javascript snippet onto your site and we'll do the rest.
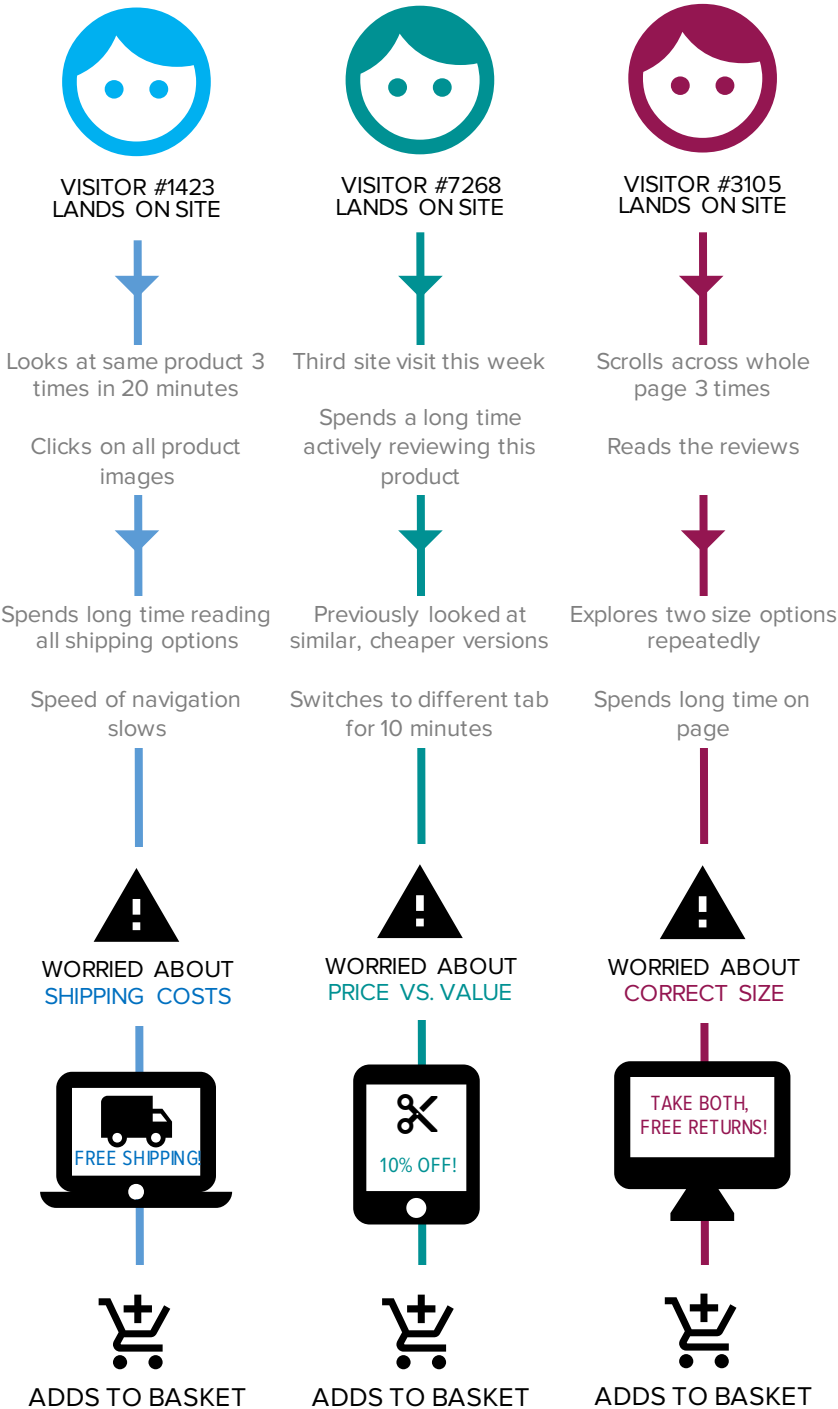
How it works

With
Suzu Brain

Without
Suzu Brain

★ *Suzu Brain* checks visitor history and starts tracking behavior

★ *Suzu Brain* flags this visitor as a high potential customer

★ *Suzu Brain* notices a **change in pattern** and flags this visitor at **high risk of abandonment**

★ *Suzu Brain* delivers a **relevant i**ncentive in the moment to prevent lost sale

VISITOR #1423 LANDS ON SITE

VISITOR #7268 LANDS ON SITE

VISITOR #3105 LANDS ON SITE

Looks at same product 3 times in 20 minutes

Clicks on all product images

Spends long time reading all shipping options

Speed of navigation slows

Third site visit this week

Spends a long time actively reviewing this product

Previously looked at similar, cheaper versions

Switches to different tab for 10 minutes

Scrolls across whole page 3 times

Reads the reviews

Explores two size options repeatedly

Spends long time on page

IP address stored in Google Analytics (if available)

WORRIED ABOUT
SHIPPING COSTS

WORRIED ABOUT
PRICE VS. VALUE

WORRIED ABOUT
CORRECT SIZE

FREE SHIPPING!

10% OFF!

TAKE BOTH, FREE RETURNS!

NO ACTION TAKEN

ADDS TO BASKET

ADDS TO BASKET

ADDS TO BASKET

ABANDONS (without leaving email.)

INTERESTED IN A FREE TRIAL? GET IN TOUCH!

info@suzu.io

About us

Experts in data science, CRM and web technologies. Passionate about e-Commerce.

Andy Bryant, Co-Founder & CEO

- Former COO and Head of CRM for a global enterprise of 120 employees
- Strong background in analytics and data science
- 1st Class MEng, endorsed by the Royal Academy of Engineering
- 10 years experience in technical and executive roles

in https://uk.linkedin.com/in/andyjbryant

Claudiu Soare, Co-Founder & CTO

- Full stack software engineer
- Strong background in cloud and web technologies
- Co-founded 2 web startups before Suzu
- MEng, Computer Science from the University of Bristol

in https://www.linkedin.com/in/claudiusoare

We are proudly backed by Entrepreneur First, Europe's leading pre-seed investment programme for technical founders who want to work on hard problems.
Find out more at www.joinef.com

ef.