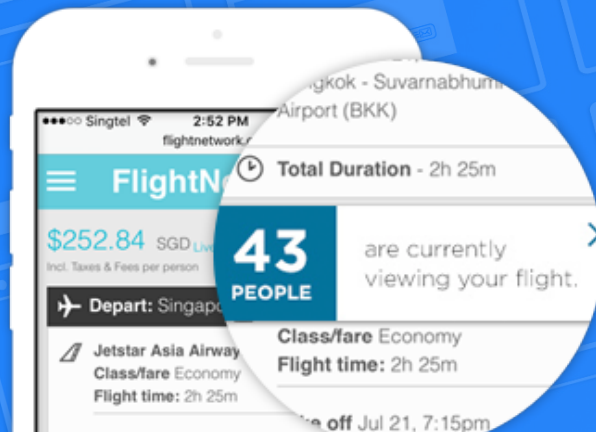


SaleCycle

Live Trends



Have you ever found your indecisiveness has delayed your purchase? Or even stopped you making a purchase entirely?

With **Live Trends**, we show your shoppers just how many other people are looking at the same product, adding urgency, and making “now” the right time to buy.

This is how we do it...

- We show purchasers an on-site alert as soon as they show intent to leave your site
- We highlight the number of people who have looked at the same product over a customizable time period
- We drive customers back to your site by incorporating Live Trends into your cart abandonment emails

Live Trends generate impressive results, especially when used early in the checkout process.

The table below shows the kind of results our clients have seen when adding Live Trends to their existing SaleCycle campaigns:

| Live Trends used... | Average Conversion Uplift |
|--|---------------------------|
| On-site message on cart page | 4% |
| On-site message on product page | 13% |
| Cart abandon email (conversion from click) | 56% |

Using LiveTrends across your campaigns provides you with an effective way of keeping your customers shopping, while promoting products with less availability, such as flights or hotel rooms. Utilizing this urgency can also be great for low stock or limited edition products.

Used well, Live Trends provides your shoppers with relevant data to influence their purchase decision - a win-win situation for both you and your customers!