

THE \$3 TRILLION DOLLAR CHALLENGE

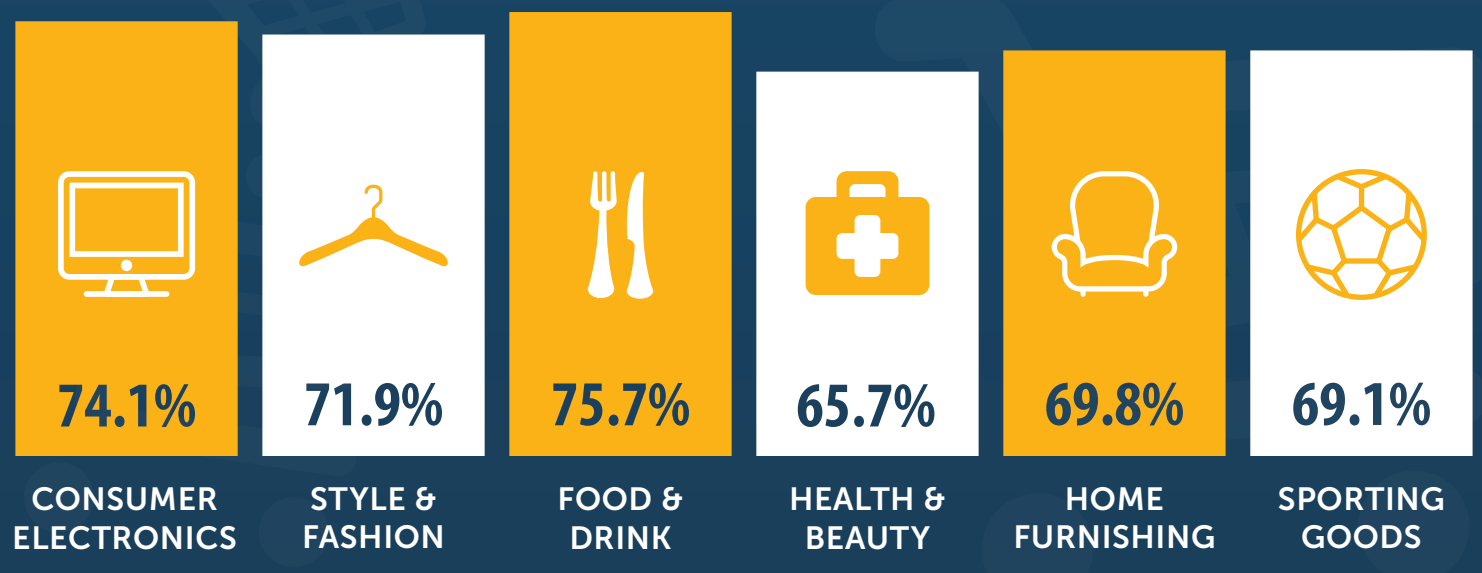
THE SIZE OF THE PRIZE IN 2014

*Source: Rakuten



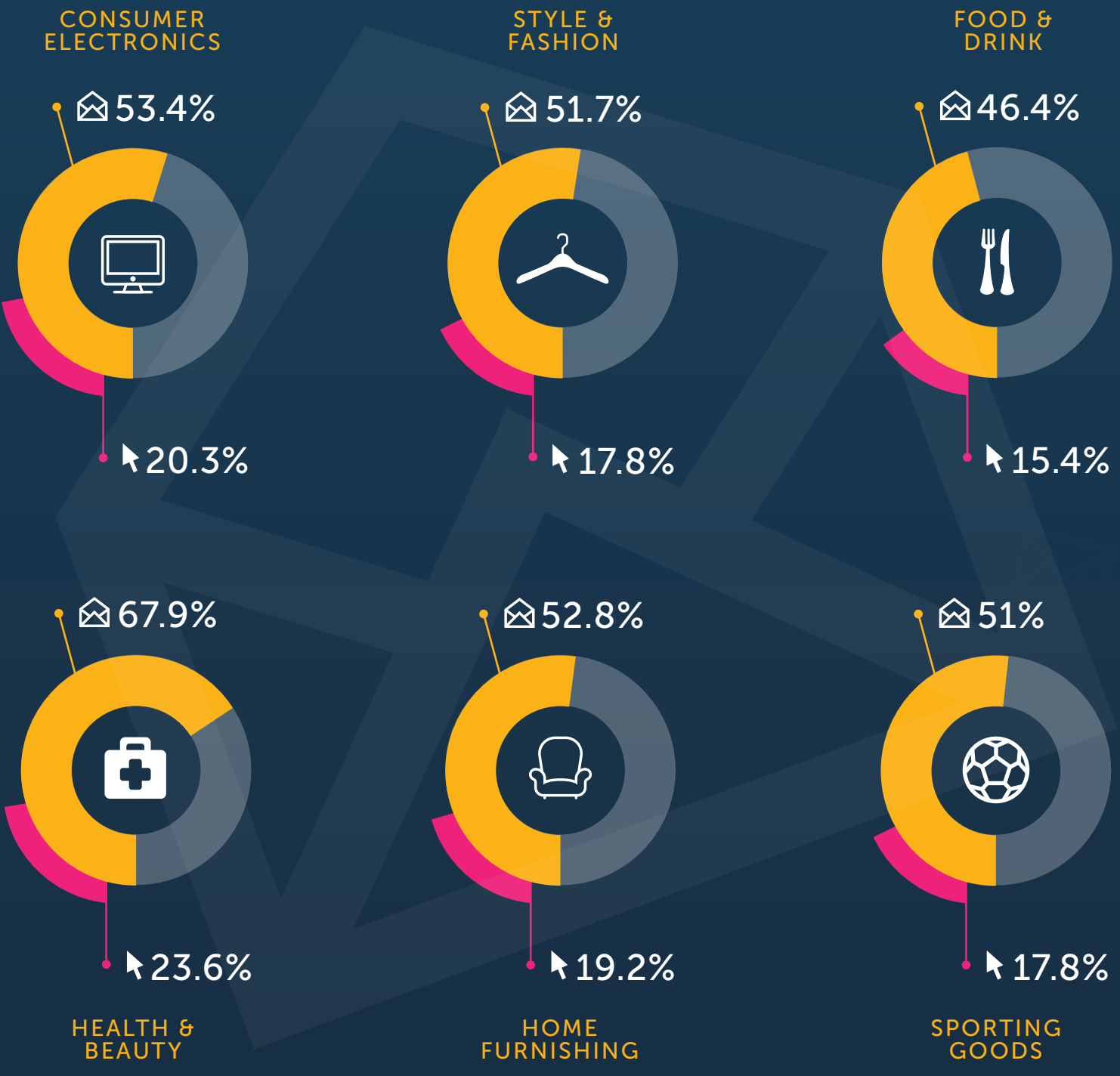
ABANDONMENT RATES IN RETAIL

*Source: SaleCycle



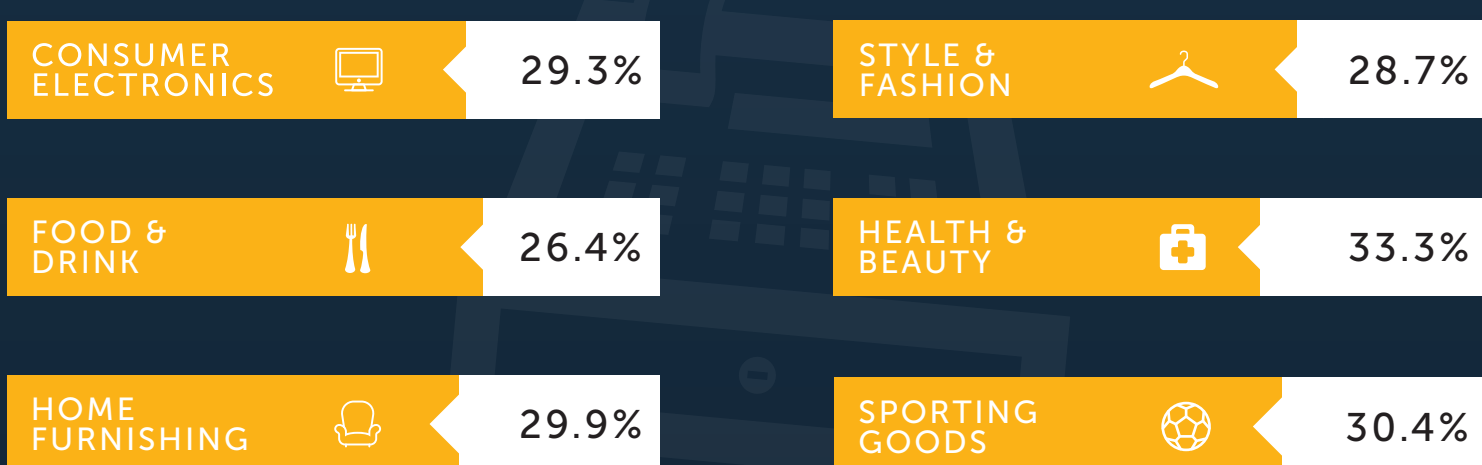
EMAIL REMARKETING ENGAGEMENT

● OPEN RATE ● CLICK RATE



EMAIL CONVERSION RATE

*Source: SaleCycle



REVENUE PER EMAIL SENT

*Source: SaleCycle

