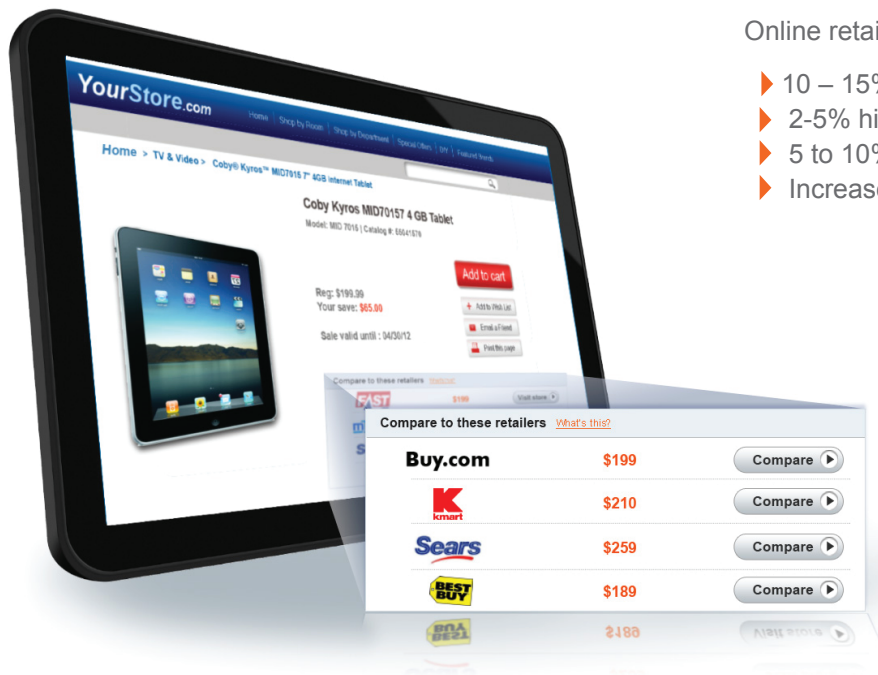


**A turnkey solution for delivering sustained revenue growth.** Streamline the purchasing cycle for your visitors and build the kind of confidence that promotes sales. Get instant access to trends that let you maximize your revenues and refine your merchandising strategy.

## Smart Pricing Comparison

Don't let visitors leave your site in order to comparison shop: Give them the tools and confidence they need to finalize their buying decisions right on your product pages. Onsite Comparative Pricing displays relevant pricing-comparison information on your product pages, giving visitors the confidence they need to click BUY.



Online retailers that use WinBuyer 2.0 consistently see:

- ▶ 10 – 15% more sales
- ▶ 2-5% higher AOV
- ▶ 5 to 10% Increase in sales revenue
- ▶ Increased time spent on product pages

WinBuyer 2.0 gives visitors the confidence they need to click BUY.

## Advanced Business Rules

WinBuyer 2.0 lets you cater to all of your targeted segments, using business rules based on behavioral targeting and analytics on a page-by-page or category basis, some of the rules you can apply include:

- ▶ Merchants to eliminate from your display (blacklist)
- ▶ Number of competitive merchants to include in your display
- ▶ Price range for visitors to see
- ▶ Message, brand, location of OCP display

## Multi-Pronged Strategy for Revenue Growth

Sustained revenue growth comes from an increase in conversions to sales, and higher order value. In addition, WinBuyer 2.0 lets you monetize aspirational shoppers – shoppers who have no real intention to buy.

## Continuous Testing and Optimization

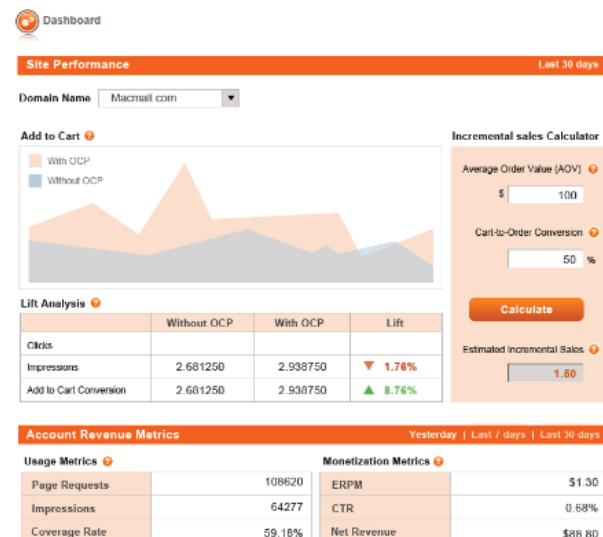
WinBuyer 2.0 lets you assess and optimize your OCP implementation and merchandising strategy in real time so you can maximize your sales revenue.

▶ **Continuous A/B Testing.** A powerful reporting engine combined with a built-in A/B testing system that provides data on the incremental sales delivered by WinBuyer 2.0.

▶ **ROI Dashboard.** Reports on conversion rates and analysis of trends. Measure the incremental revenue WinBuyer 2.0 delivers.

▶ **Operational Reports.** Get the insights you need to maximize the lift from your OCP strategy. Analyze your brand elasticity and optimize your OCP coverage with those powerful reports.

▶ **Market Insight Report.** Aggregates pricing data from across the Web. See at-a-glance how your prices compare to the market



## Easy Implementation

Implementation is quick and easy, and once WinBuyer is running on your site, the solution's algorithm automatically assesses and tracks your products and shopper's behaviors in order to optimize results.

## Get Started

Ready to get started? Go to [www.winbuyer.com](http://www.winbuyer.com)