




# INCREASE NEW CUSTOMER ACQUISITION WITH UPSELLIT'S BEHAVIORAL MARKETING PLATFORM



**+11%**  
Conversion Lift




**+28%**  
More Qualified Leads




**+15%**  
Incremental Revenue

UpSellit understands that a New-to-File (NTF) customer looks different for all affiliate programs. Whether your business goals are to collect new emails, create more accounts, or generate net-new sales, UpSellit's suite of conversion optimization strategies can meet any program's needs and objectives.


## GENERATE MORE SALES



**RECOVER ABANDONING NEW USERS**




**IMPLEMENT LOW STOCK ALERTS**




**UTILIZE SOCIAL PROOF**

Converting new users is a tall order that affiliate managers must fill. To help achieve this goal, UpSellit's conversion strategies can identify new users and motivate them to convert with one-to-one messaging. With in-house parsing tools, UpSellit's development team can pinpoint new users with laser accuracy to provide the largest possible incremental lift.


## COLLECT MORE QUALIFIED EMAILS




**SAVE USERS CARTS**



**SEND BACK-IN-STOCK NOTIFICATIONS**



**PROVIDE PRICE DROP ALERTS**



**LEVERAGE NEW USER INCENTIVES**

Shoppers are more protective of their information than ever before, which is why so many retailers rely on UpSellit's Lead Capture strategies. By engaging shoppers with messaging and incentives that provide +15% new-to-file email uplifts, UpSellit turns an abandoning shopper into unlimited future sales potential. Collected emails can be nurtured by UpSellit's perfectly timed email series or passed along to your preferred CRM database.

## PRODUCE MORE SUBSCRIPTIONS, FREE TRIALS, & SIGN-UPS



**PROMOTE FREE TRIALS**



**HIGHLIGHT LATEST FEATURES**



**RECOVER ABANDONED FORMS**

Unless a shopper is already convinced they love your brand, getting them to create an account, sign-up for a service, or start a subscription will prove difficult. UpSellit's proprietary technology uses one-to-one strategies to keep users on track. If a user tries to abandon at any point in the funnel, UpSellit can reengage users with messaging that will guide them to the next step of the sign-up process.



**ALANA CASO - BRAND MANAGER - PROCTER & GAMBLE GILLETTE**

UpSellit has contributed to 34% of our revenue YTD. They are the top driving publisher in our affiliate program and are a significant contributor to our YoY increases in revenue and CVR.