



## The first generation of e-commerce was about attracting customers. The second generation is about converting them.

It's hard to believe that just ten years ago, no one shopped, booked travel or did their banking online. What began as a bold experiment has become, for millions of customers, the preferred way of doing business.

Today, e-commerce has become a nearly \$200B market. However, while billions are being invested in driving traffic to websites, the vast majority of browsers are not being turned into buyers. Conversion rates are alarmingly low (around 3%), customer satisfaction varies widely, and shopping cart abandonment is still high.

### The Online Moment of Truth.

The best opportunity to increase conversion rates may lie in what we call the "Moment of Truth." A time ... a place ... an event ... when a consumer is prompted, and ready, to take action. Responding to a promotion. Clicking "buy" to complete a purchase. Or seeking an answer to an urgent service issue.

From a marketing perspective, the goal is to create more of these Moments of Truth. Targeting the right customer, with the right offer, at the right time.

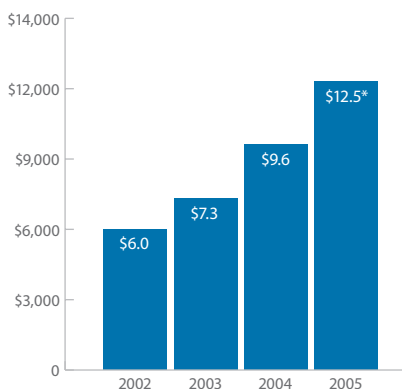
From a customer service perspective, the goal is to manage these Moments of Truth by offering the right service channel, at the right time, with the right answer.

We apply "Engagement Marketing"—integrating analytics, CRM and online customer behavior, to make the site more compelling. More personal. More relevant. The results? Higher conversion rates, revenues and customer satisfaction. A greater return on your marketing investment. And lower customer service costs.

### Benefits

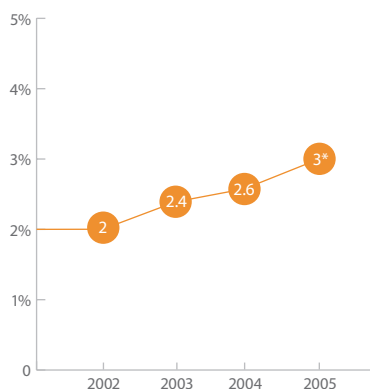
- › Increases marketing ROI and online sales
- › Reduces customer acquisition costs
- › Increases conversion rates
- › Lowers abandonment rates
- › Shortens the sales cycle
- › Deepens relationships, and increases customer loyalty and satisfaction

Internet Advertising Revenues in the U.S. (in billions)



Source: IAB/PwC Fourth-Quarter and FY 2005 Internet Ad Revenue Figures Release — March 2006  
\*Estimated

Conversion Rates



Source: The State of Retailing Online 8.0, a Shop.org survey conducted by Forrester Research Inc.  
\*Estimated

While billions are being invested to drive traffic to websites, conversion rates have barely increased. The problem? Heavier traffic doesn't necessarily correlate into bottom line revenue.

# ENGAGEMENT MARKETING AND WEB 2.0

## Real-time analytics to connect with the right customers. And web-based engagement tools to convert them.

Creating and managing online Moments of Truth is part art and part science.

We start with an understanding of your business objectives, and dive into web analytics, the customer experience and site design. Where are you losing customers? How long do transactions take? Why do customers buy in some situations and not in others?

From there, your LivePerson account team profiles the critical gaps in your site performance, and applies industry best practices, web-based technology and a deep understanding of online customer behavior to move the needle—and deliver measurable results.

### Marketing: creating moments. Proactively engage visitors to drive results.

*Proactive marketing:* reach out to customers with timely cross-sell and upsell offers.

*Behavioral targeting and segmentation:* target customers based on existing relationships or buying habits to deliver more personal, relevant offers.

*Complex sales transactions:* build the trust and comfort consumers need to complete complex or high-value transactions.

### Service: managing moments. Improve service quality to build customer loyalty.

*Customer-centric service delivery:* extend your service channels to accommodate customer preferences.

*Segmented service:* match service levels and align resources with customers based on current and potential profitability.

*Preemptive service and first-contact resolution:* address and identify issues before they arise to boost customer satisfaction and retention.

Use LivePerson to intelligently target the right customer, at the right time, through the right channel. Make customer experiences—from either a marketing or a service perspective—more action-oriented, personal, timely and relevant.

Increase  
Conversions:  
**20%**  
of chatters make a purchase

Increase Average  
Order Value:  
**35%**  
is the standard lift rate

Improve Customer  
Satisfaction:  
**80%**  
surveyed rated the chat experience either very good or excellent

Reduce  
Service Costs:  
**80%**  
lower cost per interaction than telephone (\$1/chat vs. \$5/phone)



More than 4,000 companies rely on LivePerson to help maximize the return on their marketing and e-commerce investments.

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**Jason:** I would be happy to help you with that. The main difference between the two models is the iZ506 model features the Intel® Pentium® M Processor 770 (2.13 GHz) and 1GB RAM3 and 100GB hard drive while the iZ506 features the Intel® Pentium® M Processor 780 (2.26 GHz)

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**Drive.** Business rules, based on pre-established parameters such as time on page and product value, trigger proactive chat or voice invitations.

**Connect.** Interacting with a live sales or service representative helps customers gain answers and reassurance at their online Moment of Truth.

**Target.** SmartBar automatically introduces personalized offers to targeted audience segments, influencing visitor behavior in a helpful, non-obtrusive manner.

**Measure.** Comprehensive reports deliver critical insight into your marketing campaigns, e-commerce initiatives and KPIs.

#### Lead Conversion Analysis

| Visitor Type | # of Visitors | # Proactive Sales | \$ Proactive Sales | % Proactive Sales per Chat | # Self-Serve Sales | \$ Self-Serve Sales | % Self-Serve Sales |
|--------------|---------------|-------------------|--------------------|----------------------------|--------------------|---------------------|--------------------|
| Hot Lead     | 25,411        | 488               | \$118,096          | 24%                        | 2,563              | \$476,718           | 11%                |
| Cold Lead    | 123,912       | N/A               | N/A                | N/A                        | 1,107              | \$167,157           | 1%                 |
| All Visitors | 149,323       | 488               | \$118,096          | 24%                        | 3,670              | \$643,875           | 2%                 |

# ENGAGEMENT MARKETING AND WEB 2.0

## Higher conversion rates, revenues and customer satisfaction.

### Delivering Results

Every day, LivePerson engages millions of consumers on behalf of the world's e-commerce leaders.

Today, more than 4,000 companies including—EarthLink, Hewlett-Packard, Microsoft, Qwest, and Verizon—rely on LivePerson to help maximize the return on their marketing and e-commerce investments.

Our experience with world-class financial services; retail; telecom; high-tech; and travel and hospitality brands allows us to tailor programs to individual business challenges. And, time after time, deliver measurable results.

Engagement Marketing has the potential to change behavior, and change the dynamics of your customer relationships in a significant way. LivePerson has the technology, experience and track record you need to realize the full potential of e-commerce.

How can we help you—and your customers—make the most of online Moments of Truth?

### The Timpani Platform

Timpani, our Engagement Marketing platform, is a hosted software system that supports and manages all online customer interactions—including chat, voice, email and self-service/knowledgebase. Timpani combines a proven methodology that blends real-time analytics, online interaction management and industry best practices to deliver more personalized, relevant and compelling sales and service experiences.

### Applications and Features

*Timpani Chat:* Connect with website visitors and supply a guided online experience.

*Timpani Voice:* Seamlessly escalate from Web to voice and bridge the gap between your website and call center.

*SmartBar™ and Dynamic Content:* Introduce personalized promotions and offers to targeted audience segments.

*Timpani Email:* Supply rapid and accurate responses to customer email inquiries using an automated solution.

*Timpani Self-Service:* Drive visitors to your most cost-effective support channel with this dynamic knowledgebase of information.

*Real-Time Analytics and Reporting:* Monitor visitor activity; track channel performance; and measure key performance indicators (KPIs).

### Contacts

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