Session AI

AI Incentive Optimization

Use Real-Time AI to Autonomously Manage On-Site Incentives

How do retailers grab a shopper's attention at the exact moment they're fully engaged on their website? And do it in a way that's tailored for each visitor, including the anonymous, without losing margin?

Traditional promotions have been constrained to predetermined rules. They're like driving a manual car without a map, where you have to constantly adjust gears, can't easily adapt to changing conditions, and can't find the destination.

AI Incentive Optimization allows retailers to automatically set their destination—be it higher conversion, specific sales goals, or something else—and let the AI choose their route. AI Incentive Optimization ensures the most effective on-site strategy is employed to achieve the retailer's goals, providing the proverbial navigation system and automatic transmission for ecommerce.

Now you can maximize on-site performance with all available offers and options.

> AI will empower retailers to finally move beyond the limitations and manual effort of promotional calendars by embracing AI-powered strategies.
>
> - Debjani Deb, CEO, Session AI

Key Capabilities of AI Incentive Optimization

→ **Autonomous Operation:** AI plans the best mix of offers to reach goals & manage on-site incentives in real-time.

→ **In-Session Marketing:** Predict purchase intent based on site visitor behavior and deliver immediate incentives for conversion.

→ **Objective Setting:** Automate offer deployment and test against commercial goals, allowing for real-time marketing management.

→ **Advanced Segmentation:** Deliver each visitor the best offer based on their on-site behavior.

A New Era for Ecommerce

This new reality of AI incentive optimization and management for ecommerce retailers will significantly shift how retailers manage on-site marketing, with AI central to delivering tailored visitor incentives.

AI Incentive Optimization will allow retailers to move beyond the backward-looking and static strategies of promotion calendars to deliver the efficient, real-time business processes that are the true promise of AI.

Goal Oriented Promo Strategy
Pursue objectives with the flexibility to apply constraint conditions.

Convert the Anonymous
No need for PII or historical data to achieve the best outcome for all shoppers.

Complex Goal Pursuit
Pursue commercial goals within business constraints, such as pausing offers once a revenue target is reached.

About Session AI

Session AI is the pioneer of in-session marketing, the critical capability that leading online retailers need to convert site visitors in a privacy-first world. Using patented artificial intelligence, Session AI predicts purchase intent in five clicks, enabling online retailers to provide each visitor with the right incentive in real time. Major brands rely on Session AI to increase conversion and margin without the need for personally identifiable information or third-party cookies. Learn more about the future of ecommerce marketing at www.sessionai.com.

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