

Blueprint for better margins

How to reduce the use of promos with AI

How can you influence a visitor's decisions during their active session, right when they are engaged on your site? Chances are, your main tool is a sitewide promotion that can raise conversion and works for both known and anonymous visitors. But sitewide promos hurt margins.

Forward-looking ecommerce leaders want to reduce promotions and increase margin. Session AI's in-session marketing platform delivers new levers that outperform conventional sitewide offers without eroding your margins. The technology moves brands away from sitewide offers toward targeted offers.

The AI discerns likely-to-buy shoppers already leaning towards a purchase and suppresses their offers, reserving discounts for persuadable on-the-fence visitors. The in-session marketing platform then directs a real-time action to each visitor raising conversion and margin. This platform safeguards your margins from unnecessary discounts and contributes to a premium brand experience.



Real-time offers are incentives that work

These tactics succeed for likely-to-buy visitors, contributing to higher margins, revenue, and AOV

- No offer: Instead of a sitewide offer, they receive no discount. CVR is not affected because the visitor wanted to check out.
- Targeted upsell/cross-sell: The visitor receives an add-on recommendation, increasing AOV at high margin.
- Threshold free shipping/loyalty bonus: The visitor receives an offer that doesn't affect product margin and raises AOV.

These tactics succeed for on-the-fence visitors, raising conversion with less impact to sitewide margin

- Real-time offer: The typical promo is presented to the visitor, not sitewide. A/B testing optimizes the discount over time.
- Abandoned cart incentive: For visitors that need a little extra boost to check out, the promo is reserved until an item is in cart.
- Gift with purchase: An alternative to a discount offer that can be time-limited or seasonal for added impact.

The 3 stages of in-session maturity

How Session AI fits into your promo strategy

1 Proving targeted incentives
Use real-time incentives within current calendar

2 Scaling targeted incentives
Reallocate budget from sitewide sales to targeted incentives

3 Limited sitewide incentives
Improve margin and conversion with targeted incentives

Current state **With Session AI**

Date	Sitewide Sales	Sitewide Sales	Real-time incentives
Mon 3/1			OTF: 10% off
Tue 3/2	15% off \$50	15% off \$50	
Wed 3/3			
Thu 3/4			
Fri 3/5			OTF: Loyalty
Sat 3/6	10% off weekends	10% off weekends	
Sun 3/7			
Mon 3/8			OTF: 10% off
Tue 3/9	Flash sale	Flash sale	
Wed 3/10			
Thu 3/11			OTF: Free shipping \$99
Fri 3/12			
Sat 3/13	10% off weekends	10% off weekends	
Sun 3/14			
Mon 3/15	Flash sale	Flash sale	

Current state **With Session AI**

Date	Sitewide Sales	Sitewide Sales	Real-time incentives
Mon 3/1			OTF: 10% off
Tue 3/2	15% off \$50		
Wed 3/3			OTF: 15% off \$50
Thu 3/4			
Fri 3/5			
Sat 3/6	10% off weekends	10% off weekends	
Sun 3/7			
Mon 3/8			OTF: 10% off next 2 hours
Tue 3/9	Flash sale		
Wed 3/10			
Thu 3/11			OTF: Free shipping \$99
Fri 3/12			
Sat 3/13	10% off weekends	10% off weekends	
Sun 3/14			
Mon 3/15	Flash sale		LTB: Upsell

Current state **With Session AI**

Date	Sitewide Sales	Sitewide Sales	Real-time incentives
Mon 3/1			OTF: 10% off
Tue 3/2	15% off \$50		OTF: Free gift while supplies last
Wed 3/3			
Thu 3/4			
Fri 3/5			
Sat 3/6	10% off weekends		
Sun 3/7			
Mon 3/8			LTB: Upsell
Tue 3/9	Flash sale	Flash sale	
Wed 3/10			
Thu 3/11			OTF: Free shipping \$99
Fri 3/12			
Sat 3/13	10% off weekends		
Sun 3/14			
Mon 3/15	Flash sale		LTB: Upsell

Current sale
 Real-time incentive

*Calendar images are illustrative.
 OTF = On-the-fence segment, LTB = Likely-to-buy segment

The journey to targeted incentives

- 1** Real-time incentives fit into your current calendar and raise performance beyond current promos.
- 2** Scale targeted incentives and begin to use them in place of untargeted, sitewide promos.
- 3** Reduce sitewide promos to a minimum, using targeted incentives as the lever of your strategy.

About Session AI

Session AI is the pioneer of in-session marketing, the critical capability 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 offer in real time. Major brands rely on Session AI to increase revenue and engagement without the need for personally identifiable information or third-party cookies. Learn more about the future of ecommerce marketing at www.sessionai.com.