



## ARTIFICIAL INTELLIGENCE

## DIGITAL CHANNEL CONVERSION OPTIMIZATION

### **How to convert Website visitors into customers?**

The Internet is the strongest growing customer acquisition channel. While it is relatively easy to attract potential buyers to the website, only a small fraction of them decide to make a transaction. Analyzing digital customer journey, we find the best and worst path converting on the website and by minimal changes to the website, multiply the number of people making transactions.

### **Our example realizations**

Automotive company - We have successfully accomplished this task for the automotive company, that is a leader in the Internet channel.

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