



ARTIFICIAL INTELLIGENCE DIGITAL CHANNEL CONVERSION OPTIMIZATION

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

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