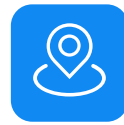
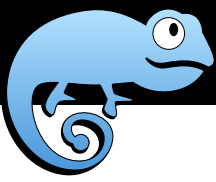


Darwin Pricing

Dynamic Geo-Pricing Solution

Price for profit and grow your online business
with the next-generation dynamic pricing solution

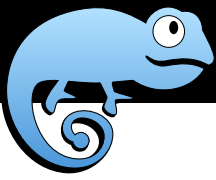


What is Geo-Pricing?

- ✓ Darwin Pricing identifies cities and regions where your eCommerce is performing poorly. Either because of local competitors, or due to a lower average income in these locations.
- ✓ Darwin Pricing offers e-coupons targeted specifically at these regions and measures the impact of different coupons on conversions, revenue and profits in each location.
- ✓ Darwin Pricing activates in real-time the optimal offer in every city and generates the highest profits with its fully-automated geo-pricing engine.






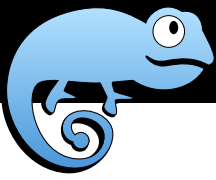
Details of a geo-targeting strategy within the US



Benefits

Our proven strategies are ensuring the success of over 50,000 online shops:

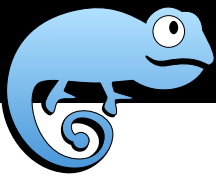
-  **Conversion Optimization: +50% more orders** with professional Exit Intent coupon boxes, optimized for tablets and smartphones.
-  **Sales Growth: +40% more revenue** with discounts targeted at weak regions, while you keep high margins in your main market areas.
-  **Profit Growth: +30% more profits** with a highly efficient campaign optimization, based on real-time data analysis with artificial neuronal networks.



Exit Intent Technology

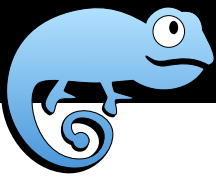
About 95% of your visitors leave your site without buying. Our Exit Intent technology uses refined behavior analysis techniques to trigger a coupon box with an appealing offer to retain them in the moment they were about to leave!

- ✓ **Darwin Pricing analyses mouse movements** and triggers a popup when visitors are about to close the tab or the window.
- ✓ **Darwin Pricing analyses the scrolling behavior** and triggers a popup when visitors with touch devices are about to navigate away.
- ✓ **Darwin Pricing analyses the browsing behavior** and triggers a popup when visitors are hesitating or comparing prices with other online shops.



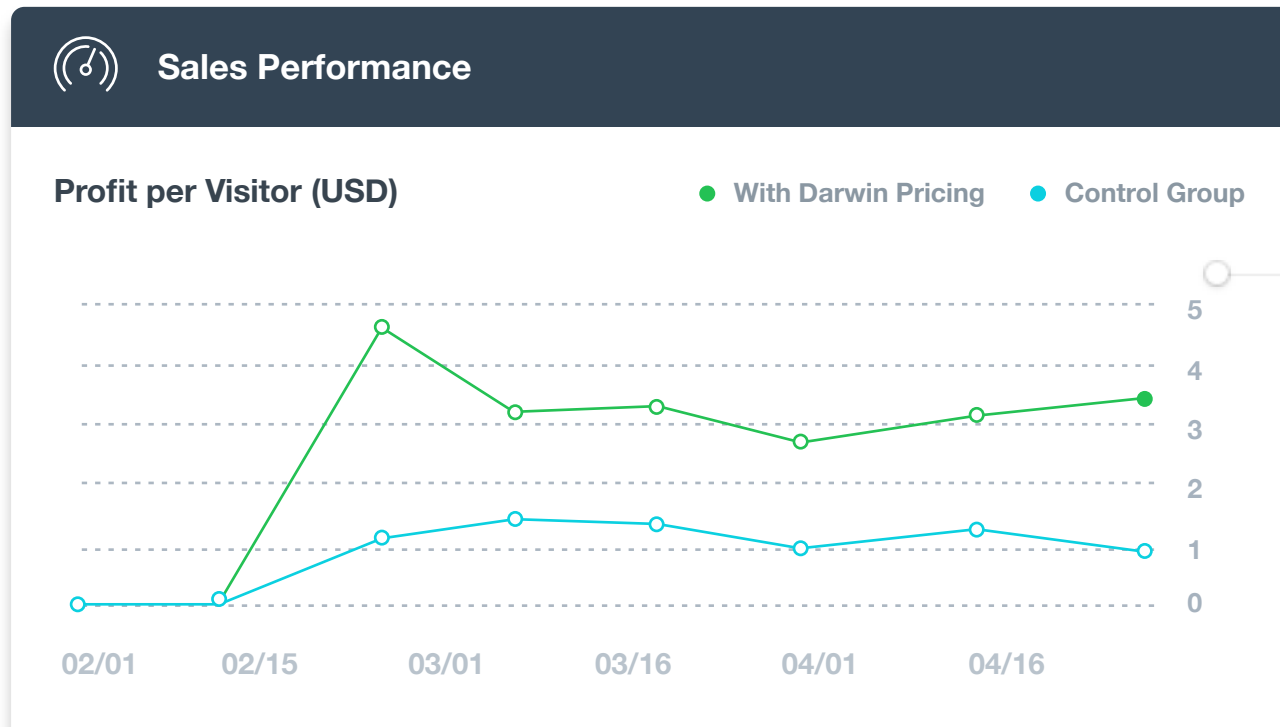
Geo-Pricing Engine

- ✓ **Visitors are being geolocated based on their IP address.** They never have to accept cookies nor to accept sharing their geolocation data.
- ✓ **Darwin Pricing is an industry leader in IP geolocation accuracy** and can rely worldwide on the IP intelligence services provided by MaxMind.
- ✓ **Darwin Pricing uses the most advanced machine learning technologies,** with SVM and UCB1-Tuned algorithms to adapt faster and drive more profits.
- ✓ **Darwin Pricing's rock-solid IT infrastructure is highly reliable and scalable** with servers hosted in the Amazon Cloud and operated by RedHat OpenShift.

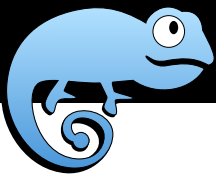


Performance-Based Pricing

- ✓ Test our dynamic geo-pricing solution at no risk with a free 30-day trial
- ✓ Measure your sales improvement scientifically with a built-in split test
- ✓ 150% ROI Guaranteed: Pay less than 40% of the generated profit!



Built-in split test to measure the actual improvement of your sales performance



Professional Services

- ✓ **Professional customization of your coupon box** to match your corporate design and reach the highest conversion rates.
- ✓ **Technical support and trainings** for a full integration into your eCommerce environment and your e-mail-marketing campaigns.
- ✓ **ROI Reporting and analysis of growth opportunities** to optimize your pay-per-click advertizing campaigns and expand internationally.

Interested?

You would like to improve the profitability of your business with our dynamic geo-pricing solution?
We're looking forward to your enquiry!

Contact us at sales@darwinpricing.com
to schedule a call and request a free demo!

