



# **COMMON QUESTIONS & EFFECTIVE ANSWERS**

UpSellit Conversion Rate  
Optimization Solutions



# About UpSellit

UpSellit increases your profit per visitor with integrated on-site and email experiences that optimize your cross-device customer journey. Our managed service begins with a complete analysis that identifies missed opportunities and outlines conversion optimization strategies.

With a suite of new-to-market technologies, we develop every campaign from the ground up to perfectly compliment your marketing mix and maximize visitor value. For more information on how we can optimize your conversion funnel, visit [UpSellit.com](http://UpSellit.com).

## **ABOUT THIS DOCUMENT**

This document was created to help our sales team better field some of the common questions we hear from advertisers.

If you are consistently hearing a question that is not covered in this document, please be sure to let Bryan Gudmundson know so that we can add it. Alternatively, if you're finding any of the answers provided in this document to be ineffective or have suggestions for improvement, please be sure to let us know.



## We don't allow 3<sup>rd</sup> party tech integrations.

Our technology has passed the rigorous security evaluations from companies like Samsung, Dunn & Bradstreet, and FedEx. Data integrity is maintained through strong schema architecture and strict, limited internal access to data storage machines, with no direct public access. Sensitive data is stored on databases without any public ports and is encrypted using AES encryption. We employ dual A10 Load Balancers for added SSL security and all communication between the two network interfaces is only permitted over specified ports.

If you'd like to have your data protection officer or website manager jump on a quick call or provide a security questionnaire, our team would be more than happy to accommodate.

## Will the tag slow down our website?

We realize that even adding a second to the load of the page can cost sales. As a conversion optimization company that's unacceptable, so our default deployment only includes code after the "onload" event triggers. This means your page will have fully downloaded and rendered before this first call is even made to our servers. This also means that our code couldn't slow down the load of a page even if it tried.

After the page has rendered, our code loads almost instantaneously. You can verify the load time with our Samsung integration by referring to Pingdom's speed test: <https://tools.pingdom.com/#!/eo6Yr3/https://www.upsellit.com/-launch/samsung.jsp>

In addition, we can offer up our code through our <https://upsellit.turbo-bytnes.net> network which offers up 174 global spots for speedy world-wide delivery: <https://www.turbobytes.com/products/optimizer/network-map/#cdn>

Our goal is and always has been to keep our implementation smart and servers lightning fast so that our overall footprint on our clients' sites is as close to zero as possible.



## I don't want to add another widget to the site.

UpSellit is not a widget, we are a managed service with a powerful tech team that builds completely custom conversion experiences that integrate into your website and your customer journey in a way that plugins or widgets simply cannot.

## My client already does retargeting in-house.

UpSellit doesn't provide any display retargeting, we provide conversion optimization solutions. We optimize conversions by personalizing the shopping experience with on-site and email marketing strategies.

## We already have an email marketing solution.

UpSellit isn't a traditional email service provider, we complement existing email campaigns to close the gaps in the customer journey. We combine lead generation strategies with a one-to-one email platform to deliver highly personalized messages that trigger during pre-defined events. It might make sense for us to jump on a call with your email team so we can better identify any missed opportunities.



## Why wouldn't we just build this ourselves?

With UpSellit's solutions, you're getting over 12 years of optimization experience. You're getting a dedicated campaign success manager who knows what will work and what won't. You're getting our team of developers who have worked with thousands of sites like yours and know what kinds of technological pitfalls to look out for and how to code around them. You're getting a platform that automatically monitors system performance and ensures your visitors are getting the best possible shopping experience.

Could you put together an internal team that would eventually reach something resembling UpSellit solutions? Yes, but consider the opportunity cost and risk involved. When an advertiser tells us they'd like to build it themselves, we usually say 'go ahead, but in the meantime, let's get our tag up and running now so you're not leaving money on the table.'

## Why would I pay a percentage per sale when I can pay a small flat fee with a competitor?

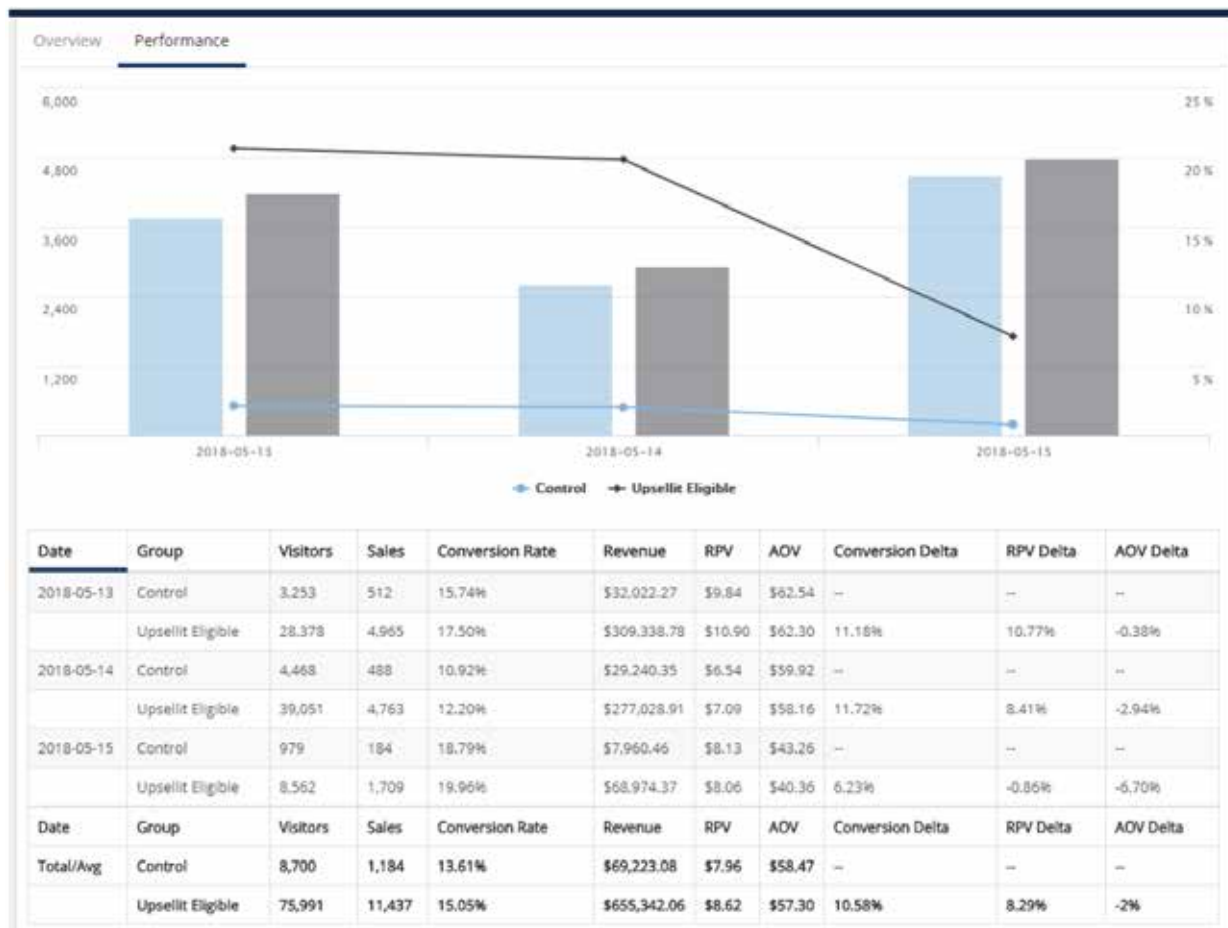
We prove an incremental lift and our pay-for-performance price model ensures a positive ROI. If you prefer the predictability of a flat fee, we can certainly do that, but we would recommend getting some baseline performance metrics on a CPA first to ensure your flat fee is profitable.

If you're comparing us to some kind of shopping cart plug-in, you should keep in mind that there are lots of plugins that appear less expensive at first, but when you evaluate the financial impact of the errors, poor UX, and negative shopping behaviors that come with turn-key solutions, you'll understand why it makes more sense to pay a small CPA on new revenue.

# How do I know I am getting incremental sales?

It's our best practice to launch new solutions with a control group. Our reporting engine works independently or integrates with popular analytics engines to allow advertisers to monitor conversion rates, conversion volume, revenue per visitor and average order value. We make it very easy to calculate campaign ROI and ensure that you're getting an incremental increase in sales. If for some reason the control group doesn't produce favorable results, you can simply terminate the campaign – we don't require any length-of-use agreements.

Sample Incremental Lift Test Report:





## We don't like pop-ups.

UpSellit doesn't provide pop-ups. Some of our conversion strategies involve modals and overlays, however they are always integrated into the website and shopping experience. There are many different conversion optimization strategies in our solution suite that look completely native to the page, where we can dynamically insert personalized messages in-line with the website, so seamless that shoppers would never realize a third-party application was optimizing their shopping experience.

## We can't give discounts or incentives.

Incentives are effective, but we don't rely on incentives to increase revenue. UpSellit uses several different strategies to promote value, create urgency and stay top-of-mind. Combining social proof, purchase gamification, intelligent product recommendations, unique selling propositions, and real-time product updates, we can increase your conversions without hurting your bottom line.

## I am familiar with UpSellit, we're not interested.

UpSellit has been around for 12 years. Our name hasn't changed, but our solutions and technologies are completely different. I'd love to hop on a quick demo call and show you all of the new ways we are driving incremental gains in revenue.



## How are you different from your competitors?


There are several key differentiators, but the complexity of our technology and the agility of our development team behind it really sets us apart. All of our solutions have been developed in-house from the ground up over the last 12 years. This allows us to develop highly complex conversion strategies very quickly. You aren't going to get the same level of website integration and user-based personalization with our competitors because they don't have the development teams to support it.

With our competitors you're going to get a lot of marketing suggestions – 'change the color of this, change the wording of that' but not very much in the way of technology. UpSellit provides a comprehensive optimization process that combines changes in strategy with improvements in technology to deliver incremental performance gains.

## It looks like most of your clients are typical retailers. I don't think this would work for my B2B company.

There are some fundamental differences between selling to businesses versus selling to consumers, but at the end of the day, you're still selling to people. Most of the same conversion optimization strategies that work with consumers will work for decision makers at businesses. While the majority of our clients are B2C, we work with some leading B2B advertisers and would be happy to review what's worked well in the past.





## Is this going to take away sales from our other affiliates?


UpSellit increases your profitability a few different ways, increasing conversions, increasing AOVs and increasing lifetime value. When our solutions are working to increase conversions, we are only engaging people who were not going to make a purchase by themselves, so the affiliate wouldn't have provided a sale anyway. We can prove this using incremental lift tests with control groups. When we are working to increase AOVs, we can simply suppress affiliate traffic. Our email campaigns that are designed to increase lifetime value don't conflict with affiliates because our campaigns are bringing the shopper back to the site, not the affiliate.

## Are my customers able to easily request their data be removed or deleted?

Yes, we are able to provide an additional 'Erase My Data' link either at the bottom of emails or on the unsubscribe page that will notify you of the request. It then immediately removes the data from our database and delivers an email to your customers confirming the deletion of their data.

## Do you contact my customers or access their data without my permission?

No, in no way do we process, access or use your customer data without your expressed consent. Furthermore, we do not spam your customers in any way, shape, or form. We take our data privacy and protection laws very seriously and do everything in our power to adhere to the utmost data & privacy standards.



## Do you have a designated Data Protection Officer to help facilitate the collection, processing, and storage of data?

Yes, we have our own in-house Data Protection Officer whose objective is to ensure data is lawfully collected and stored. In addition, this Officer actively develops strategies to ensure the safety and protection of collected data is upheld at all times.

## We don't have the bandwidth to take this on.

UpSellit is a managed service that operates as an extension of your team, providing you with more resources and making you a more effective marketing manager. Once our tag is live, we provide you with a complete proposal that outlines exactly how we're going to increase your online profitability. All we need is your approval and we handle everything from design to development – we maintain incredible transparency throughout the whole process. Our reporting engine can even send you automated performance reports, so you don't have to leave your inbox to keep tabs on our solutions. However, if at any point you find the bandwidth and want to try out new ideas, we are more than happy to follow your direction.