

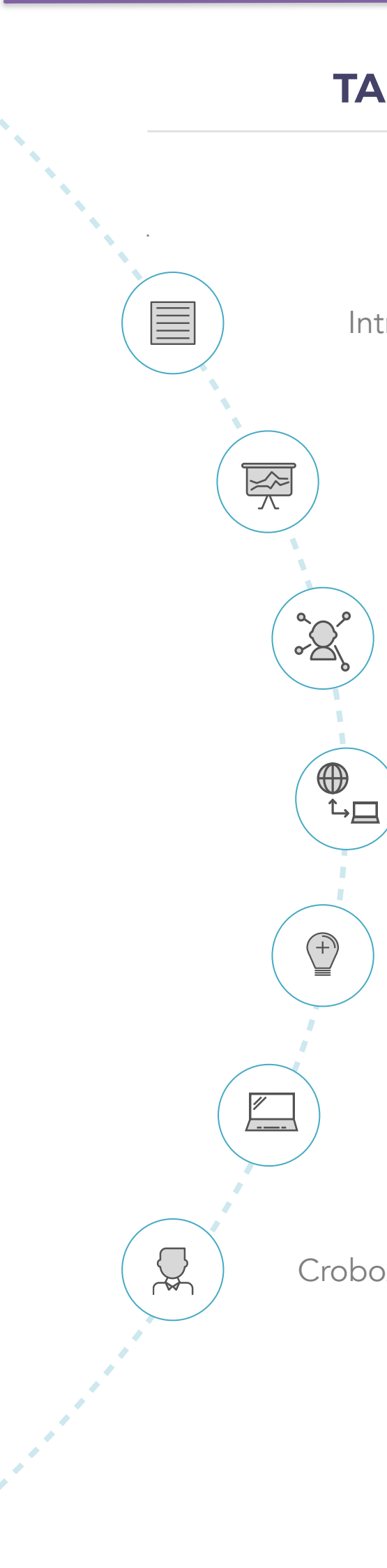









PERSUASION PROFILING

Improved relevance through consumer psychology
profiling & machine learning

How our persuasion platform boosts e-commerce performance and refines insights.

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INTRODUCTION

Advertising is about selling, whether it is on or off site. By nature, advertising is neither neutral nor objective. Advertising informs, entertains, sells, and occasionally it even inspires. If advertising is about selling, then persuasion is how we get there. Persuasion is not about the product; persuasion is about the psychology of the consumer.

By mapping the psychology of the consumer to a persuasion framework, it is possible to steer consumer behaviour to your advantage and make gains to e-commerce performance in the form of revenue, engagement and retention.

This white paper explains the power of **Persuasion Profiling**:

- How it works
- Where to use it
- How to deploy it
- The problems it solves

We'll show you how persuasion profiling is simpler than most marketers think and how it can be deployed without significant impact to your technology stack and provide significant potential in the short term.

MAPPING CONSUMER BEHAVIOUR

Persuasion is not an art. It is a science.

Did you know 95% of our decisions are driven by our emotions? They're made irrationally, deep inside the subconscious mind. The question every marketer asks is: How do you influence subconscious behaviour to drive purchase intent?

The answer can be found through persuasion profiling.

Our technology proves that this unknown variable can be triggered by looking beyond behaviour and into the psychological triggers that initiate behaviour.

At Crobox, we've identified more than 200 strategies that influence online behaviour and, using these persuasion principles, we've developed our own data-driven persuasion framework.

Crobox's philosophy is simple; To influence the consumer's next actions, you must understand their emotional needs.

Through our persuasion framework, we can understand the consumer's subconscious interest in the product: their emotional need. With this knowledge, we can motivate them from a different angle. We can communicate the right message and optimise a 'persuasion type' to fit the consumer. This is what we call *Persuasion Profiling*.



PERSUASION PROFILING

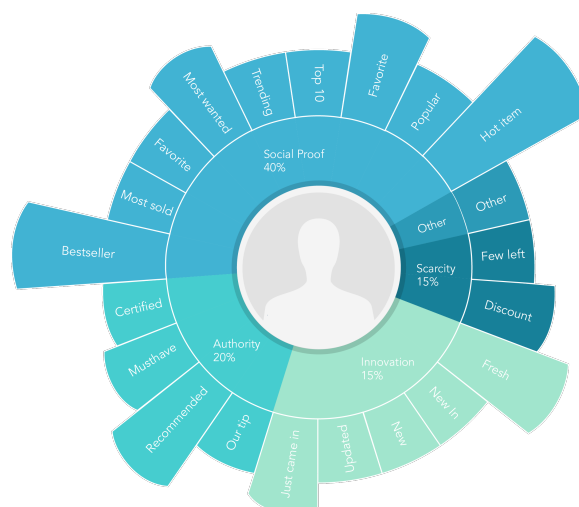
Backed by behavioural science, optimised with data and machine learning.

The Crobox Persuasion Platform helps you understand and act on the consumers' needs in real time. As soon as a visitor arrives on your e-commerce platform our algorithms start profiling them.

By using a combination of dynamic copy, messaging, and product tagging, along with several other proven persuasion strategies, we can accurately profile a visitor's cognitive process. With this technology, you can leverage millions of mathematically generated triggers in real time.

These algorithms provide you with a better understanding of how a visitor is responding towards marketing copy and persuasion principles. You'll quickly see if a person more susceptible to social proof or scarcity. If they're responding to loss aversion or if they're more discount driven.

This graphic shows the creation of a persuasion profile which is used to determine which persuasion technique is most likely to trigger the desired behaviour.

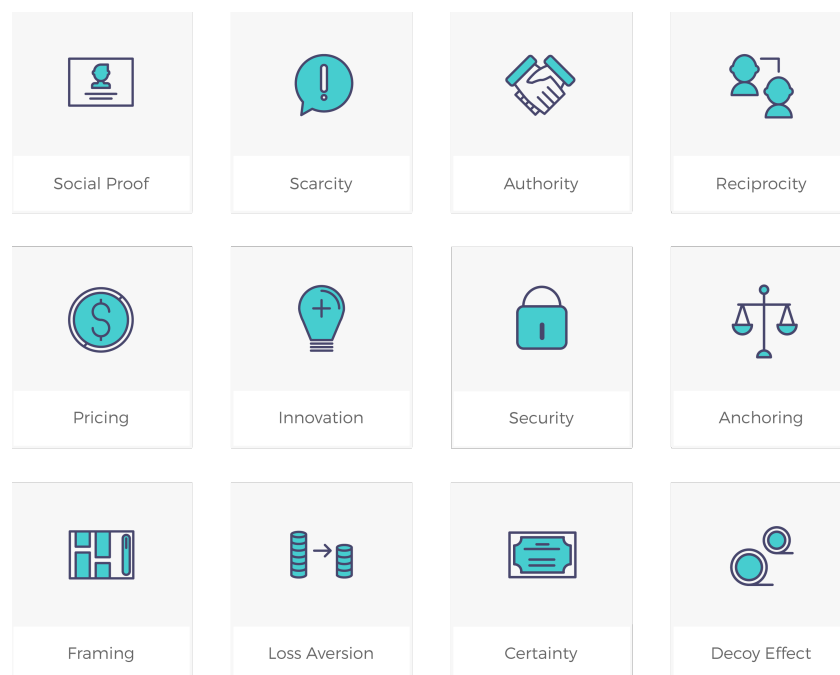


INFLUENCING BEHAVIOUR ONSITE

By building persuasion profiles, we can recognize which principle works most effectively for every single visitor. After the profiles are created, we need to determine the optimal time to use our persuasion principles and what behaviour we want to trigger.

To do this, we map relevant micro-conversions throughout the customer journey. Micro-conversions are all of the small interactions (like clicks and views) performed by a visitor leading up to the ultimate desired behaviour. By targeting these micro-conversions Crobox's persuasive interventions nudge your online visitors towards the next action in your funnel.

The image below shows available persuasion principles. Crobox has a library of over 200 unique persuasion technique



A POWERFUL PLATFORM FOR INSIGHTS AND PERFORMANCE

Crobox has developed a robust enterprise platform to deliver maximum performance. Whether your focus is on revenue optimization, improving engagement, or increasing loyalty, Crobox can help you deliver. Our persuasion technology uses a combination of proprietary algorithms to provide visitors with personalized content based on their psychological profile.

OUR VISION: THE RIGHT EMOTIONAL TRIGGERS ACROSS ENTIRE JOURNEY

Because persuasion profiling maps the consumer based on psychology instead of behaviour, new and unique analytical attributes arise. These *Persuasion Analytics* provide you with the possibility to influence the behaviour of consumers outside of your company's own domain and strengthen your advertising efforts.



DELIVERING VALUE FOR GLOBAL E-COMMERCE BRANDS ON MULTIPLE LEVELS

Within e-commerce companies there are several different stakeholders who can profit from the solutions that Crobox delivers.

Crobox helps:

- Premium e-commerce brands increase revenue with our full service solution.
- E-commerce departments with unique, data-backed insights about their audience and relevant, actionable, and repeatable messaging formats.
- Data analysts and conversion optimisation experts enrich their data and expand their tool box.
- Marketing managers, by providing extra nudges to their audience that complement their existing relationship.



Connections



Technical



Persuasion
Framework



Go Live

WE HELP THE WORLD'S LEADING E-COMMERCE BRANDS FROM FASHION, TO TELECOM, TO RETAIL

"Under Armour has an ambitious plan for online growth in Europe. With the persuasion analytics technology from Crobox, we know better how to communicate across cultures and convert our audience to loyal fans of our brand."

- Dimitri Arts, head of eCommerce Under Armour

