○ Taglayer

What can we do for you?

Taglayer provides user-friendly online web **personalisation software** that creates a better and more personalised experience for your website visitors. It achieves this by tailoring the products of all webpages to each individual visitor, increasing on-site engagement and conversion rates. Taglayer's customers are given access to a metrics dashboard containing all kinds of information about their visitors, such as; **location, interests, personality type, time spent on website, bounce percentage, browser/ device type, referrals and more.**

Using this data, our software will **automatically** select and display the best product for each visitor. This gives you a fantastic opportunity to **reach your visitors more effectively, and create a more targeted and unique user experience**.

"**78%** of the content you see online is irrelevant to you. This means that many websites and platforms miss the mark when it comes to reaching their consumers."
— *Adobe Research*

"**The first 10 seconds** of the page visit are critical for users decision to stay or leave."
— *Microsoft Research*

"**74%** of online consumers get frustrated with websites when content appears that has nothing to do with their interests."
— *Adobe Research*

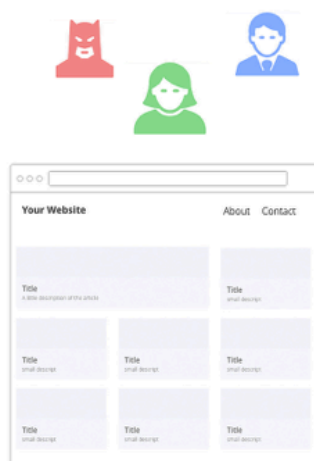## Advantages

+ Increase Conversion
As website visitors receive personalised products, conversions will increase as visitors see information tailored to their needs.
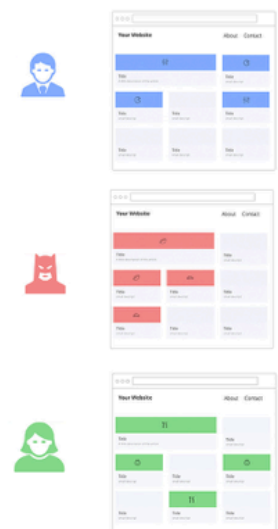
+ In-depth Visitor Insights
Our data metrics provides companies with an in depth insight of all their visitors to help them understand their customers better.

Currently

With Taglayer

+ Improve UX
User experience will drastically improve as companies will use the data metrics to create more relevant content and the personalisation software to display more relevant content.