

## Session AI

One of the nation's most recognizable footwear retailers



Projects 20x ROI with in-session marketing

### The results

5%

move on \$220M  
in ecommerce  
revenue

38%

average conversion  
rate (CVR) lift on OTF  
segment

35%

average revenue per  
visitor (RPV) lift on  
OTF segment

\$200K

incremental revenue  
in a one-week period

A billion-dollar footwear brand was delivering a friction-filled experience to its users — resulting in avoidable conversionless sessions. The brand was also finding it difficult to tailor its promotions to those valuable on-the-fence (OTF) shoppers who need a nudge to convert. This lack of promotional segmentation had the retailer showing discounts to every session, regardless of the visitor's purchase propensity, draining the brand's margins and promotions budget.

### How we helped

Creating a frictionless ecommerce experience required upgrading to real-time customer experiences (CX) powered by [in-session marketing](#) (ISM). The footwear retailer can now target OTF shoppers (an average of 1.3M monthly visitors) with tailored offers. This both protects margins and optimizes their promotions budget by only offering discounts to those who need them to convert. Further, the retailer improved how they engage with visitors by enhancing their messaging with social proof to build shopper urgency and drive conversions.

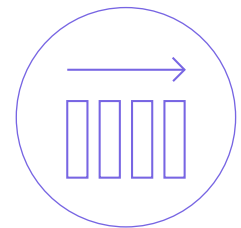
## Real-time revenue



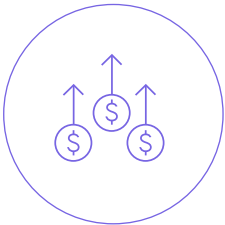
[Real-time offers](#) are based on the purchase intent of every session, both anonymous and known. This AI-driven identifier enables in-session marketing to verify who is on-the-fence — aka influenceable — and display a personalized discount that incentivizes them to convert. The footwear retailer incorporated real-time offers into its promotions strategy and realized a **38% CVR lift** on average for its OTF sessions.

## Up the average

[Seventy-seven percent](#) of consumers choose, recommend, or pay more for an ecommerce brand that provides personalized experiences. In-session marketing enables the footwear retailer to personalize its known and anonymous site visits by predicting the purchase propensity of every shopper by the fifth click. Knowing who is on the site to shop, browse, or is somewhere in between unlocks new CX strategies for the retailer. This has helped the brand see a **35% lift in average RPV**.



## Strength in numbers



[Social proof](#) is a powerful driver of conversions in ecommerce. The footwear retailer tapped into that by creating urgency around its products by prominently displaying page views and the number of shoppers who have that item in their cart. Through social proof, as well as other ISM use cases, the retailer has realized **\$200k incremental revenue in just a one-week period**.

Every implementation of in-session marketing helps the footwear brand create a smooth ecommerce experience by removing the previous interruptions that were built to capture personally identifiable information (PII) — since ISM doesn't need it to build effective, personal visits. The shift to ISM has the retailer projecting a **5% move on \$220M in ecommerce revenue** and a **20x return on their investment** with Session AI.

## About Session AI

Session AI is revolutionizing ecommerce with in-session marketing. Ninety percent of ecommerce sessions are anonymous, and Session AI addresses this challenge by leveraging ML models to understand real-time consumer micro-behaviors at scale for both known and unknown visitors. This privacy-first intelligence enables brands to deliver personalized experiences that convert in the moment. Leading businesses like KOHL's, Men's Wearhouse, KEEN, and Advance Auto Parts have seen remarkable results, with millions in incremental revenue and 32% lifts in conversion rates. Session AI is proud to partner with top industry players like Adobe, Salesforce Commerce Cloud, HCL Software, Pega, and AWS. Visit [sessionai.com](https://sessionai.com) to learn more.