

GRANIFY RAISES AVERAGE ONLINE MOBILE SESSION VALUE BY \$0.17

GRANIFY'S IMPACT ON MOBILE E-COMMERCE

Company B, a leading clothing retailer, needed a way to engage with customers intelligently in order to grow e-commerce revenue. They were experiencing a rapid increase in the volume of shoppers visiting their website via mobile devices. By partnering with Granify, *Company B* was able to capitalize on this additional mobile traffic while simultaneously picking up significant revenue gains for desktop and tablet channels.

Over the **first year** of implementation, Granify boosted mobile e-commerce sales by 6.82%--the equivalent of **converting roughly 1 in every 15 shoppers** who would not have otherwise made a purchase.

During the second year of partnership, Granify demonstrated reliable year-over-year growth for *Company B*. Granify's impact resulted in an **8.62% lift** on mobile e-commerce sales, raising the average value of every mobile session on their website by \$0.17 US.

WHY GRANIFY?

- **No 'cold-start' period.** Granify starts optimizing engagements and lifting revenues upon implementation.
- **Zero setup fees** or ongoing fixed fees.
- **Rigorous attribution.** Granify is aligned with its partners all the way by ensuring that all incremental sales can be independently and transparently validated. That way, Granify's commission performance model guarantees your return on investment.
- **Intelligent personalization.** Granify collaborates with its partner brands to maintain a seamless customer experience while optimizing interactions.



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