

JUNE 2024

Personalized Checkout Experience.

Check out every time



MEET THE TEAM

Decades of experience within payments and data science



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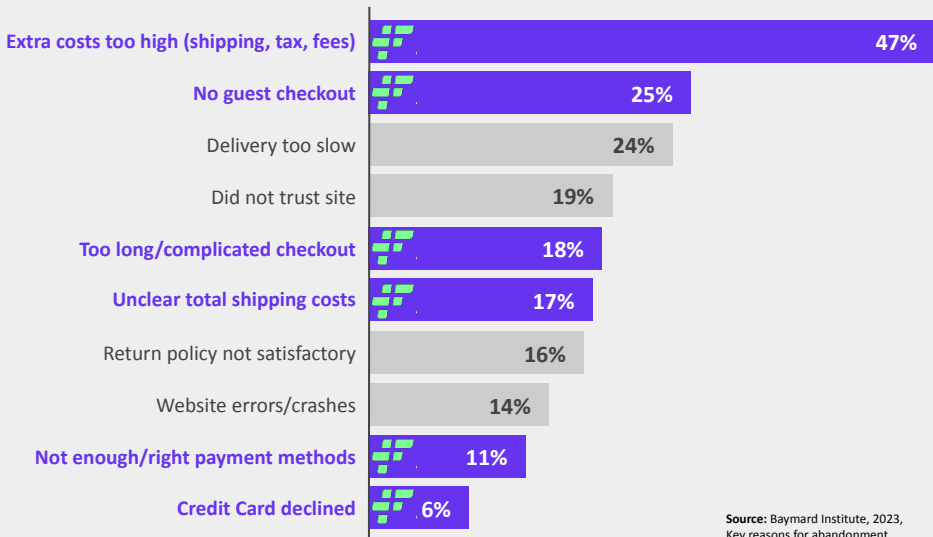
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Head of Data



REASONS FOR CART ABANDONMENT

About 70% of shoppers abandon their cart during checkout

Reasons for cart abandonment during checkout



Source: Baymard Institute, 2023,
[Key reasons for abandonment](#)

How FERO can help:

Checkout Companion

Increase conversions by predicting the accurate payment method and personalise cart abandonment emails

Conversion IQ

Remove guesswork thanks to checkout analytics assessing current performance and providing next best actions

VALUE PROPOSITION

Value drivers for consideration

Reduce cart abandonment

Personalise checkout experience to each individual visitor to maximize checkout conversion



Increase revenue

Ensure your conversion funnel is performant beyond the checkout step

Reduce CAC

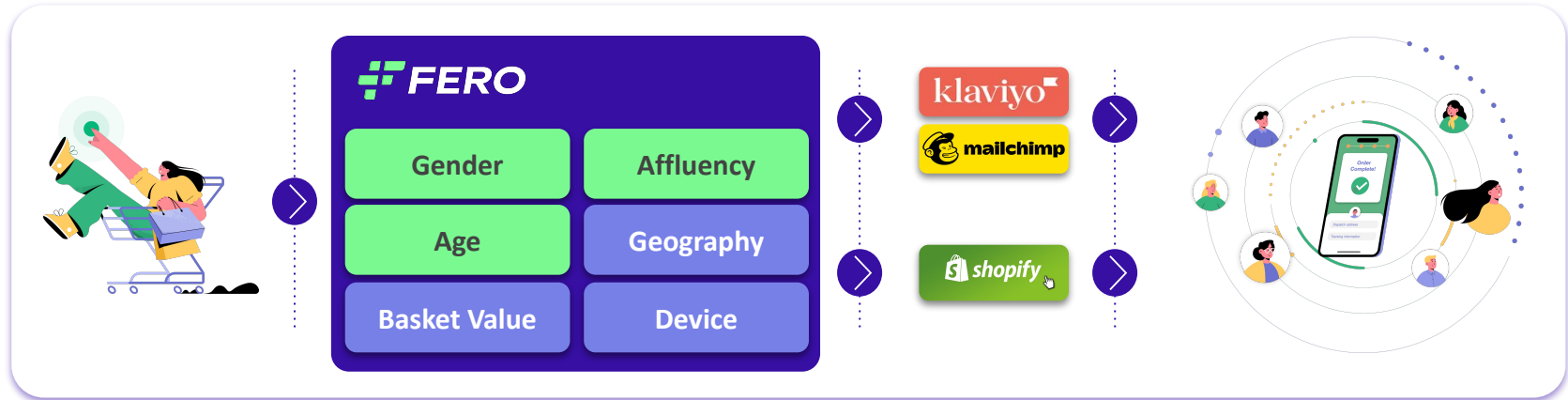
Minimize cost per acquisition by reducing funnel friction to a minimum



Increase data awareness

Segment and analyse your customer behaviour to learn about possible blind spots in your funnel

FERO will tailor the checkout experience to every visitor



Personalised checkout

Cater to your visitors as individuals with lots on their minds and with substantial market insights

Payment method prediction

In an age economic anxiety alleviate some of the burden such as accepting flexible payments

Tailored abandonment email

Consumers may not convert right away but there is plenty you can do to stay top of mind

FERO delivers unmatched real-time checkout analytics

Real-time insights

Get insights into the core factors influencing conversion and authorisation rates

Trends and changes

Monitor daily, weekly and monthly trends to identify behavioral changes and take action

Optimise transaction spending

Identify popular payment methods and optimise for conversions and charges



HOW WE PARTNER

Easily determine the impact of FERO's solutions

STEP 1

Install Shopify App

Install the [Conversion IQ app](#) directly in your Shopify instance

Ensure that the **extension is enabled** and that you use the voucher code sent to you via email

FERO will run analysis of historic transactions and abandoned carts

No longer than 2 weeks

STEP 2

Analysis & Testing

Joint review of analysis outcomes & next best action based on findings with Strategy Consultant

Deploy FERO's Checkout Companion and run test with holdback

Evaluate test results in production environment by comparing it to baseline/holdback

No longer than 4 weeks

STEP 3

Targeting & Rollout

Determine initial target segments **based on demographic features** together with our Strategy Consultants

Integrate FERO in cart abandonment solution using demographic targeting



Data security is our key priority

Legal & Compliance

Fit for purpose DPAs and T&Cs to ensure as little friction as possible while adhering to all regulatory requirements.



Data Storage

FERO does not store personally identifiable information (PII) data locally. All FERO client data is stored on Amazon Web Services (AWS) using 256-bit Advanced Encryption Standard (AES-256).

File Sharing

Files are uploaded and downloaded between the end user and the storage tier directly over SSL or TLS encrypted segment using high grade encryption. FERO supports TLS 1.2. These are the same encryption protocols and algorithms used by online banking.

IDS /IPS

FERO leverages AWS GuardDuty, a continuous monitoring service which analyses data sources to identify unauthorised and potentially malicious activity.

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Thank you

In case of any questions, reach out to chris@fero.com