

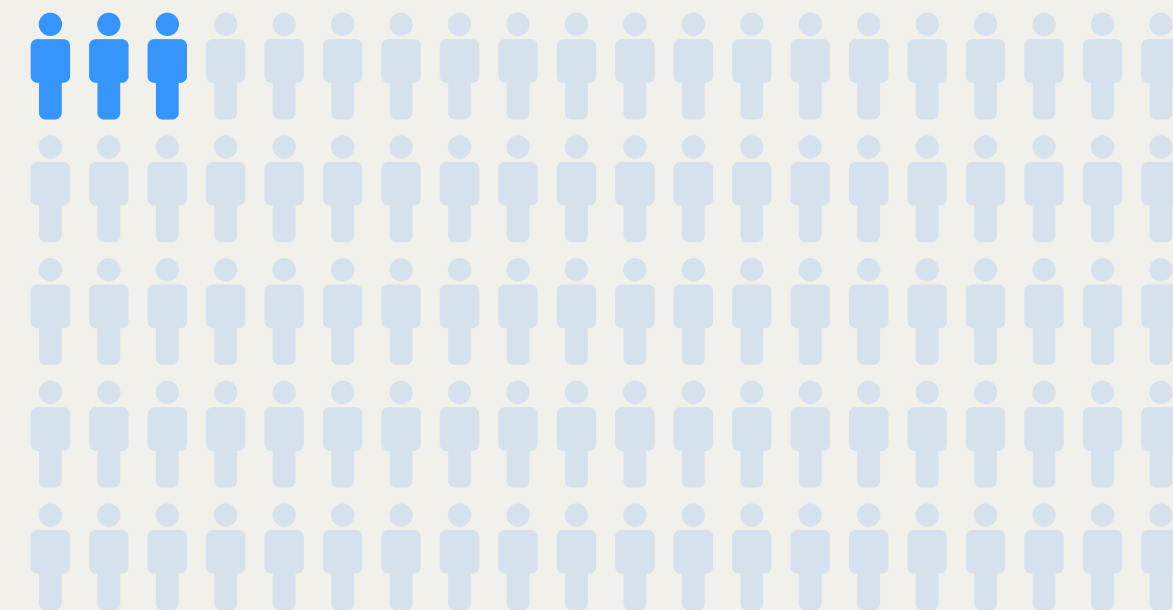
# E-commerce Conversion Booster

The dynamic landscape of retail has – once again – shifted dramatically. Digital transformation is no longer just an option and e-commerce has become the cornerstone of retail strategy.



These changes are driven by the shifting consumer expectations for seamless online shopping experiences. However, this rapid evolution has ushered in a new era of challenges for retailers, particularly in the realms of differentiation and conversion optimization.

**For years, e-commerce conversion rates have remained stagnant, typically hovering between 1% to 3%.**



This range has been accepted as an industry standard, yet it represents a significant untapped potential for growth. The emergence of scalable CX technology in recent years has offered hope to change the status quo, with personalization emerging as a key strategy to break free from the confines of what has become conventional wisdom when it comes to conversion.

But it's not so simple. The complexity and implementation cost of these types of solutions have held up widespread adoption, leaving many retailers searching for viable alternatives and inevitably unable to break that 1-3% conversion barrier.

This is where NiCE comes in. We've developed innovative solutions to revolutionize the retail industry. This holistic approach to conversion optimization aligns closely with the goals of Chief Marketing Officers, Directors of E-Commerce, and other key stakeholders, who are tasked with not only driving sales but also fostering brand loyalty and customer engagement.

NiCE addresses one of the primary pain points in the retail industry today, which is the high attrition rate plaguing e-commerce platforms. At its core, e-commerce conversion booster aims to transparently capture visitor behaviors on e-commerce platforms and leverage this data to deliver personalized, contextual content tailored to individual interests. By understanding the unique preferences and intentions of each visitor, NiCE empowers retailers to engage with their audience in a more meaningful and impactful manner.

**When 95-99% of visitors fail to make a purchase during a session, retailers must figure out how to convert interactions into meaningful transactions.**







**Bounce rates  
REDUCED**



**Good product  
dwell time  
INCREASED**

**NiCE tackles this issue head-on by reducing bounce rates and increasing quality product dwell time through targeted engagement strategies.**

And, once a customer's interest is captured, NiCE helps retailers maximize the likelihood of conversion and ultimately drive sales.

But the impact of this e-commerce conversion booster isn't just about capturing sales—it's also crucial in building long-term relationships with your customers. When they enhance digital experiences for visitors, retailers can strengthen brand loyalty and improve customer satisfaction.

This leads to repeat business and advocacy. The NiCE e-commerce conversion booster also includes expanding reach through SEO and delivering personalized content that's based on visitors' behavior so that customers can be guided towards conversion at critical touchpoints along their journey. These insights are handled in a manner compliant with data privacy regulations, ensuring that we can maximize engagement personalization while staying compliant.

In a landscape where every interaction counts, NiCE stands out with a solution that meets the demands of the digital age and sets the stage for retailers to thrive in an increasingly competitive market. By harnessing the power of data-driven personalization, retailers can create meaningful connections with their audience, driving engagement, loyalty, and ultimately, sales.

Visit us at [nice.com/retail](https://nice.com/retail)

### Behavior triggers

The NiCE e-commerce conversion booster listens for various consumer behaviors and signals on websites and mobile apps, allowing your brand to proactively engage the buyer with relevant content, offers or more.



Mouse click



Form fill



Time on page



Mouse hover



Error message



Add / remove  
from cart



Keyword search



Custom triggers

**NiCE** | **CXone**  
Mpower

### About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

[www.nice.com](https://www.nice.com)

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