

[24]7 Target: Cash Builder

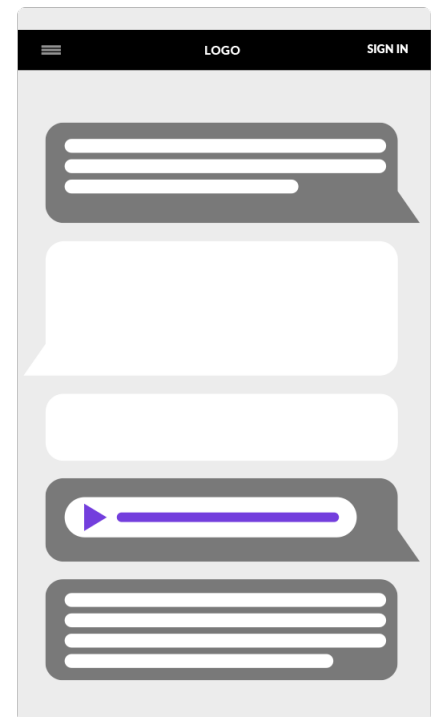
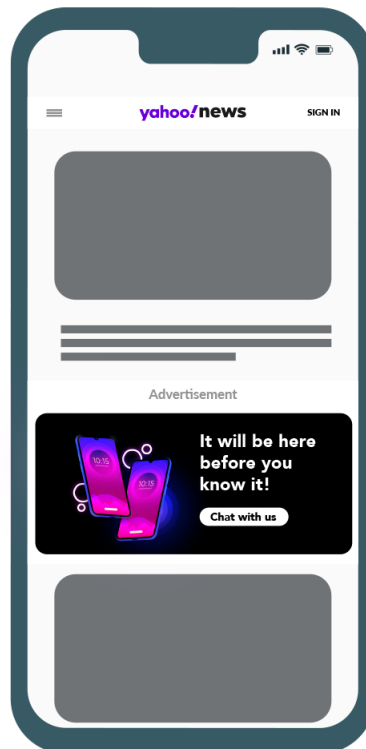
10X Your Revenue: Bridging the Sales Performance Gap



What if You Could Increase Revenue to 10X?

Chief Marketing Officers (CMOs) and Sales Leaders are constantly looking for ways to maximize their advertising ROI and drive sales through targeted customer engagement strategies – especially to increase awareness and conversion for Monthly Promotions. CX leaders, on the other hand, want to engage their chat agents in sales building capabilities and maximize chat agent investment. The challenge lies in bridging the gap between the two.

Introducing “Cash Builder” – A new sales building concept, [24]7.ai is offering to select chat agent partners in the Telco and Retail verticals. The concept is straight forward: We place URLs in AI enabled, dynamic, predictive, personalized display ads that upon ad click, connect right to a chat agent.



Building lasting customer loyalty requires a strategic approach that starts before the contact center. [24]7 Target, is designed to empower brands to seamlessly acquire customers, engage them effectively with our conversational AI expertise, and provide exceptional sales support when needed.

Cash Builder, built on a bedrock of [24]7 Target, is an innovative and proven sales-building concept tailored for clients utilizing [24]7.ai chat agents. Cash Builder drives an increase in new prospect traffic to chat agent sales engines – whose average conversion rate and sale size are documented. The impact is a \$10+ ROAS that makes your promotional calendar and chat agent investment work harder.

Telco



5% Conversion rates
\$650 Average Sales Size
\$10+ ROAS

Internet



15% Conversion rates
\$599 Average Sales Size
\$25+ ROAS

Computers & Electronics



15% Conversion rates
\$1,020 Average Sales Size
\$25+ ROAS

Retail (Clothing)



9% Conversion rates
\$200 Average Sales Size
\$10+ ROAS

We understand the importance of validating our proposed solution. To ensure you can experience the benefits firsthand, we offer a 60-90 day turnkey Proof of Concept (POC) tailored to your specific needs. This POC will allow us to demonstrate the validity of our calculations and metrics, giving you a clear picture of the solution’s potential impact on your business.

We also acknowledge the need for additional chat agents as your sales volume increases. We’ll provide a breakdown of headcount costs associated with scaling your chat agent team. Our numbers prove that despite the added headcount, the ROI remains significantly high compared to not implementing the solution.

Key Features



Predictive Personalization:

Target potential customers across channels, ensuring personalized and contextual interactions



Real-time Engagement:

Offer relevant promotions and incentives, in real-time, to drive immediate conversions



Maximizing Agent Capacity to Sell:

Transform chat agents from mere customer support representatives to sales champions with tools and training to cross-sell and upsell



Turbocharged Sales Activities:

Strategically align sales efforts with market trends and consumer preferences, for monthly promotional events



Targeted Display Ads:

Personalized display advertising campaigns with strategically placed URLs within the ads, driving traffic to digital channels



Real-time Agent Availability:

APIs to ensure customers get prompt support from chat agents



Conversion Tracking:

Platform tracks key metrics like chat volume, conversions, and ROI to optimize campaigns



Outcome
Brands achieve a \$10+ ROAS

Acquisition

Optimization

Engagement

The Customer Journey from Acquisition to Conversion



AI-powered Agent Interaction:

Upon clicking the ad, customers get connected to specially trained chat agents

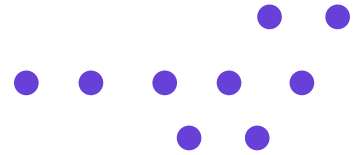


Sales Building:

Chat agents identify sales opportunities and promotions, maximizing conversions

Cash Builder, a simple yet versatile solution, lets brands leverage the power of hyper-personalized ad targeting and combines it with instant support from chat agents to drive sales and bring monthly promotions to life for core audiences - the ultimate revenue engine for any brand.

Contact us at info@247.ai for a 90-day POC and achieve a \$10+ ROAS, today!



Contact us

To know more visit: www.247.ai
Reach out to us at: info@247.ai

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About [24]7.ai

[24]7.ai is a global leader of Customer Experience (CX) solutions and services and a trusted partner to the world's leading brands for over two decades. Always at the forefront of CX innovation, [24]7.ai transforms Customer and Employee experiences through its world-class AI-powered Contact Center products. Leveraging deep operational expertise and advanced AI capabilities, [24]7.ai bridges the CX gap, enabling businesses to deliver consistent, proactive, and hyper-personalized experiences to every customer, every time.

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