# ALLOW CUSTOMERS TO TUNE INTO YOUR SITE'S BRANDS, CATEGORIES AND PRODUCTS TO DELIVER PERFECT RELEVANCY

**IgniteTech's MyAlerts allows consumers to control their marketing and self-personalize what alerts they get from their favorite shopping sites online.**

## GIVE CUSTOMERS CONTROL OF THEIR MARKETING

Transform your customer relationships from browsing customers to loyal customers by driving much higher engagement, allowing them to self-personalize content.
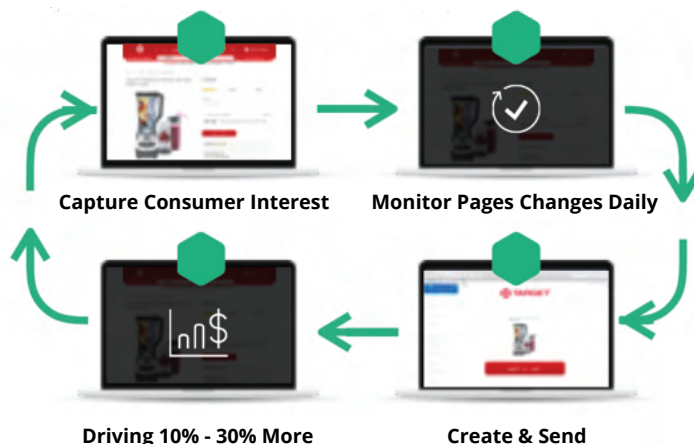


- **Let Your Customers Tune Into Your Site:** Turn your site into a channel guide that lets your customers subscribe to your brands, categories and products, making every page of your site subscribable and sticky.

- **Turn Every Event Into a Personalized Alert:** Turn everyday changes on your site into alerts. New product alerts, availability alerts or price change alerts will now be micro-campaigns that happen automatically.

- **Re-Engage Your Customers 10x More:** Deliver 100% relevant updates to your customers, which not only results in dramatically higher revisit rates but re-engages customers based on what they want and when they want it.

🔥 **IGNITETECH**
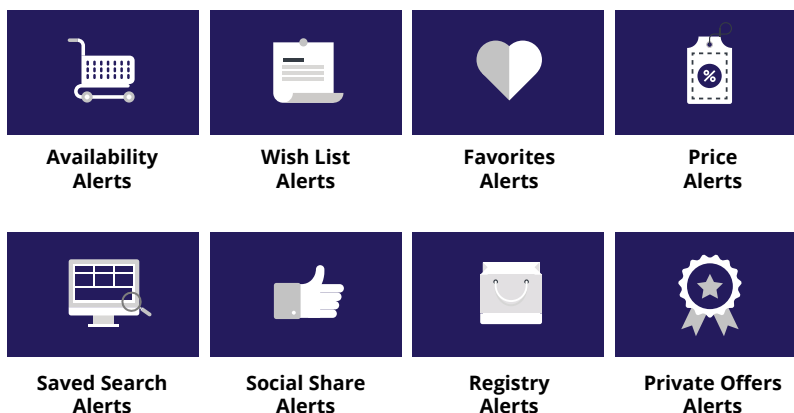
## FULLY AUTOMATED ENGAGEMENT MARKETING

MyAlerts works with many of the top online retailers transforming their customer relationships from one-way to interactive commerce with staggering results.

- Many larger clients experience a lift of over **$1 million in additional revenue** the first month they are live" as one of the bullets
- **40% higher opt-in rates** by consumers on any website
- **80% open rates** and **50% of consumers return** to the shopping websites every day/week
- **Total visibility and interaction** with real-time consumer demand on all areas of the website — so no more merchandising guesses
- **Capturing > $1M per day in lost revenue** on non-available products, sizes and colors
- **Nearly instant $1M to $5M per month jump in revenues by adding alerting** to sleeping wish list/favoriting users

**Capture Consumer Interest**  **Monitor Pages Changes Daily**

**Driving 10% - 30% More**  **Create & Send**

## POWERFUL ALERTING TYPES

With IgniteTech's MyAlerts you have complete visibility to your customers' purchase intent online. Customers know what they want give it to them.

**Availability Alerts**  **Wish List Alerts**  **Favorites Alerts**  **Price Alerts**

## GET RESULTS AND CAPTURE MILLIONS IN FUTURE REVENUE

As your customers subscribe to your site, you'll gain real-time visibility to what brands, categories and products (sizes, colors, variants) they want, which provides powerful demand planning.

**Saved Search Alerts**  **Social Share Alerts**  **Registry Alerts**  **Private Offers Alerts**

- **Recapture unmet demand** for out-of-stock products
- **Hottest brands and categories** your customers want
- **Decrease margin erosion** across all products by learning what price changes cause the best return to purchase rates, and pull forward past visits at the end of any product's life cycle

## MYALERTS COPILOT

Unlock the power of data with MyAlerts CoPilot, your GenAI-powered assistant. No need to sift through endless spreadsheets or intricate reports; just ask your questions and receive instant answers along with user-friendly visualizations. Save time and make data-driven decisions easily, even if you're not a data expert. Transform your data into an asset, not an obstacle, with MyAlerts CoPilot.

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