

FIND YOUR USER'S **POSITIVE MOMENTS**  
AND MAXIMIZE CONVERSION RATES

找到用户的积极时刻  
实现转化率的最大化



# ABOUT TAPREASON

**TapReason** is an award winning, artificial intelligence based positive-moment, scoring system.

获奖的TapReason是一种基于人工智能（AI）技术的积极时刻计分系统

**TapReason** is working with companies from all around the world.

TapReason与来自世界各地的公司经行合作

With **TapReason** businesses are capturing tens of millions of positive-moments a day, optimizing conversion rates on different platforms

与TapReason合作的业务一天可以捕获千万数量级用户的积极时刻，优化不同平台上的转化率

## BACKED BY



## LOCATIONS

Tel Aviv, Israel 特拉维夫，以色列

Shanghai, China 上海，中国

New York, United States 纽约，美国

(NASDAQ: INTU)



**16%** uplift in CTR  
prediction accuracy

(NYSE: VIPS)



**2,500%** uplift on the world's  
biggest flash sale site.

(ETR:UMD)



**SELECTED** solution for  
shopping experience optimization



# 我们可以做哪些预测？

TapReason 时刻评分系统能同时进行多个目标的预测，  
在最大程度上提升转化率和提高投资回报率



CHANCES FOR  
**USER TO CHURN**  
用户流失



CHANCES FOR  
**USER TO PURCHASE**  
用户购买



CHANCE OF BECOMING  
**HIGH VALUE USER**  
高价值用户



CHANCES FOR  
**VIEWING A PAGE**  
网页浏览



CHANCES FOR  
**USER TO SIGNUP**  
用户注册



CHANCES FOR  
**USER TO SHARE/RATE**  
用户评分



CHANCES FOR  
**USER TO CLICK**  
用户点击



CHANCES FOR  
**USER TO CONTACT SUPPORT**  
用户联系服务支持



## OPTIMIZING IN-APP CAMPAIGNS' CTR 提高营销活动点击率

Coupon, Cart Recovery, Product Recommendations, Signups, Feedback, Ratings, Surveys and much more.

优惠券, 购物车挽回, 商品推荐, 反馈, 评分等等

# APP LAYOUT OPTIMIZATION

## 提升界面呈现的个性化

Define user's journey based on **Moment Scoring** technology.

时刻评分系统预测用户的  
网页浏览喜好

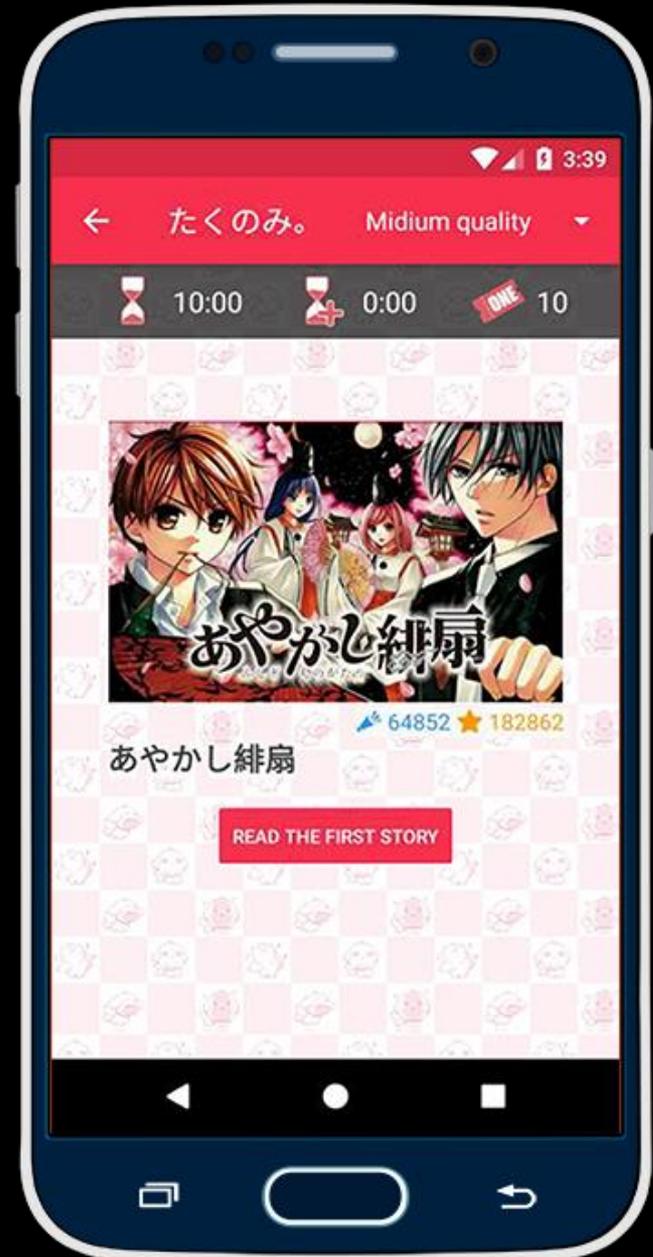


# OPTIMIZING MULTIPLE PROMOTIONS

## 营销内容多样呈现

Handle multiple variants of the display and maximize user consumption of content, ads and sales promotions

处理多个版本的呈现，使内容消费，广告收益和营销活动效益最大化

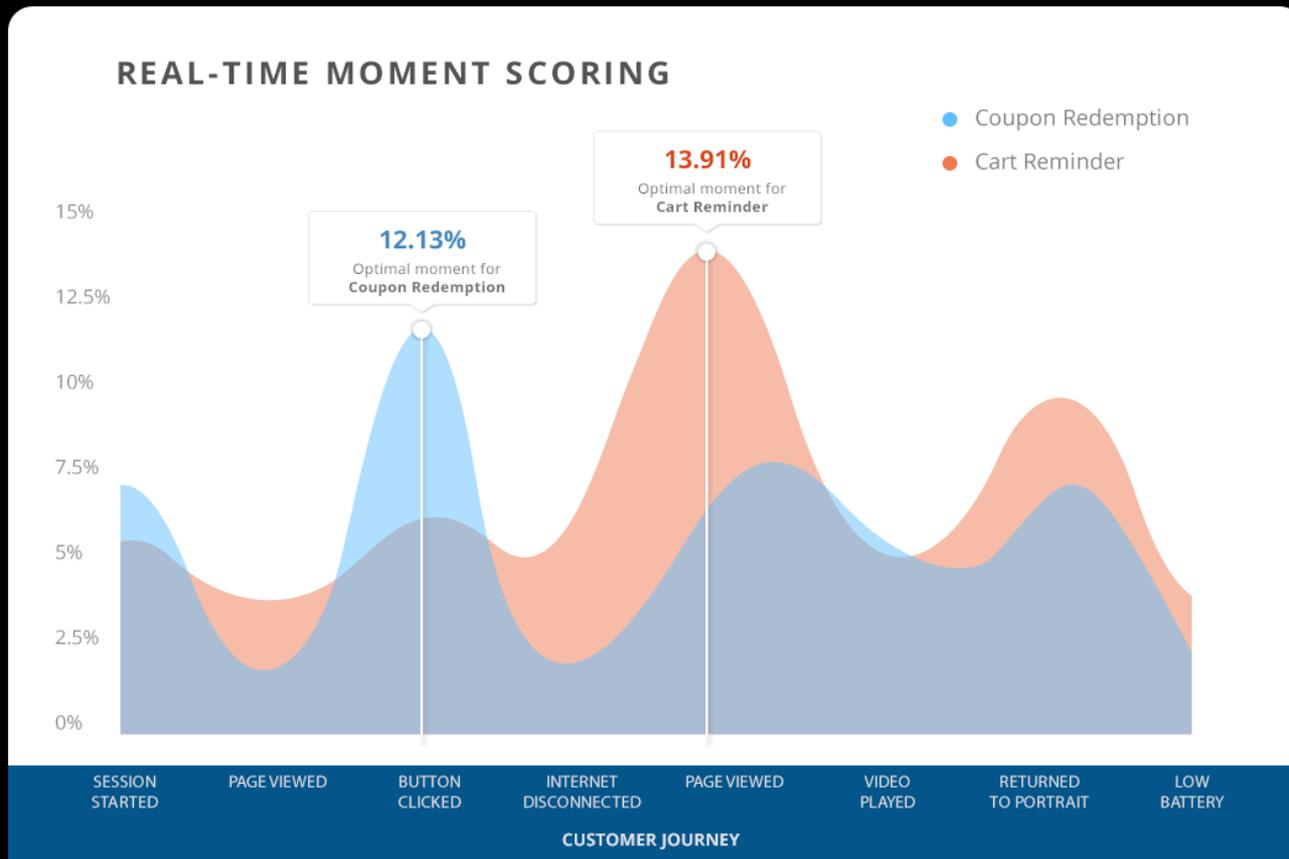


# OPTIMIZING CONVERSION RATES WITH **MOMENT SCORING**

## 时刻计分系统@优化转化率

TapReason real-time moment scoring system,  
finds users' positive moments and maximizes conversion rates.

TapReason 实时时刻计分系统能发现用户最积极的时机，最大程度上提升转化率

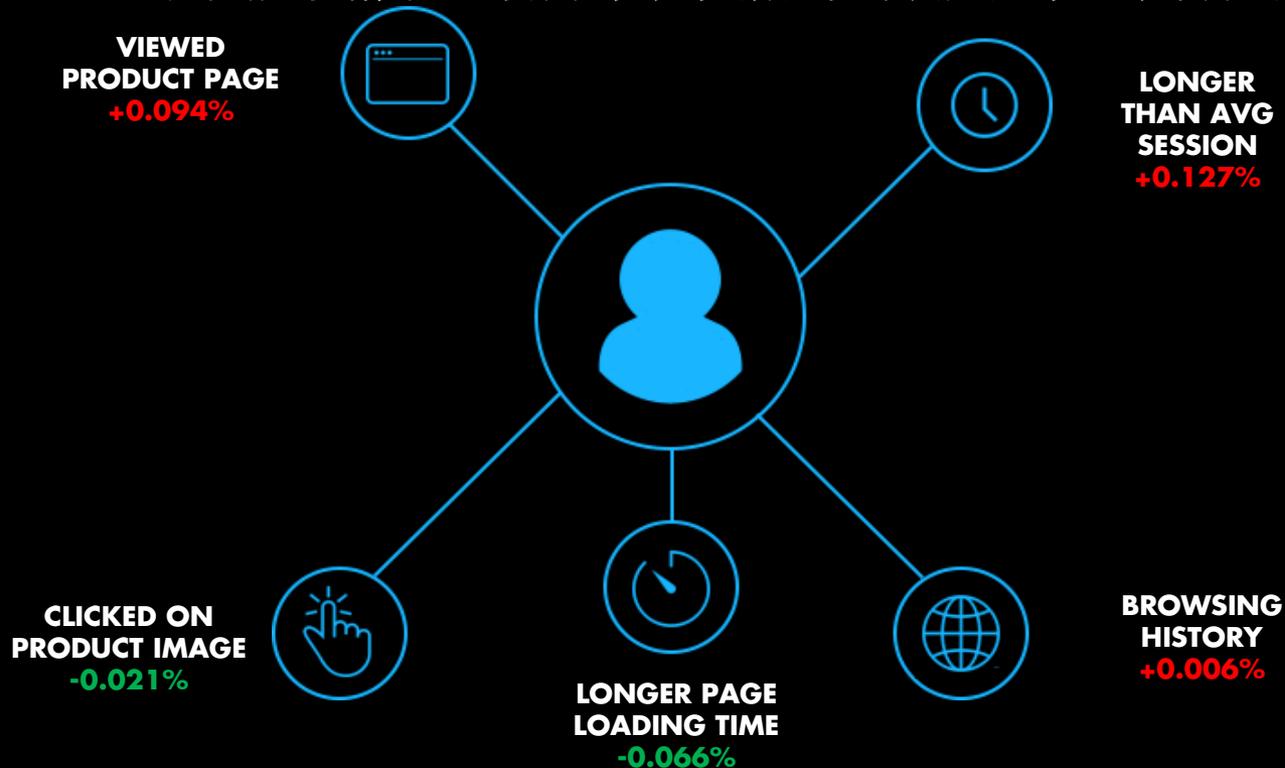


# HOW DOES **MOMENT SCORING** WORK?

## 时刻计分系统如何工作？

TapReason's artificial intelligence technology tracks thousands of data points for every moment. TapReason's system is then able to predict with high accuracy, how each data point will affect every conversion goal.

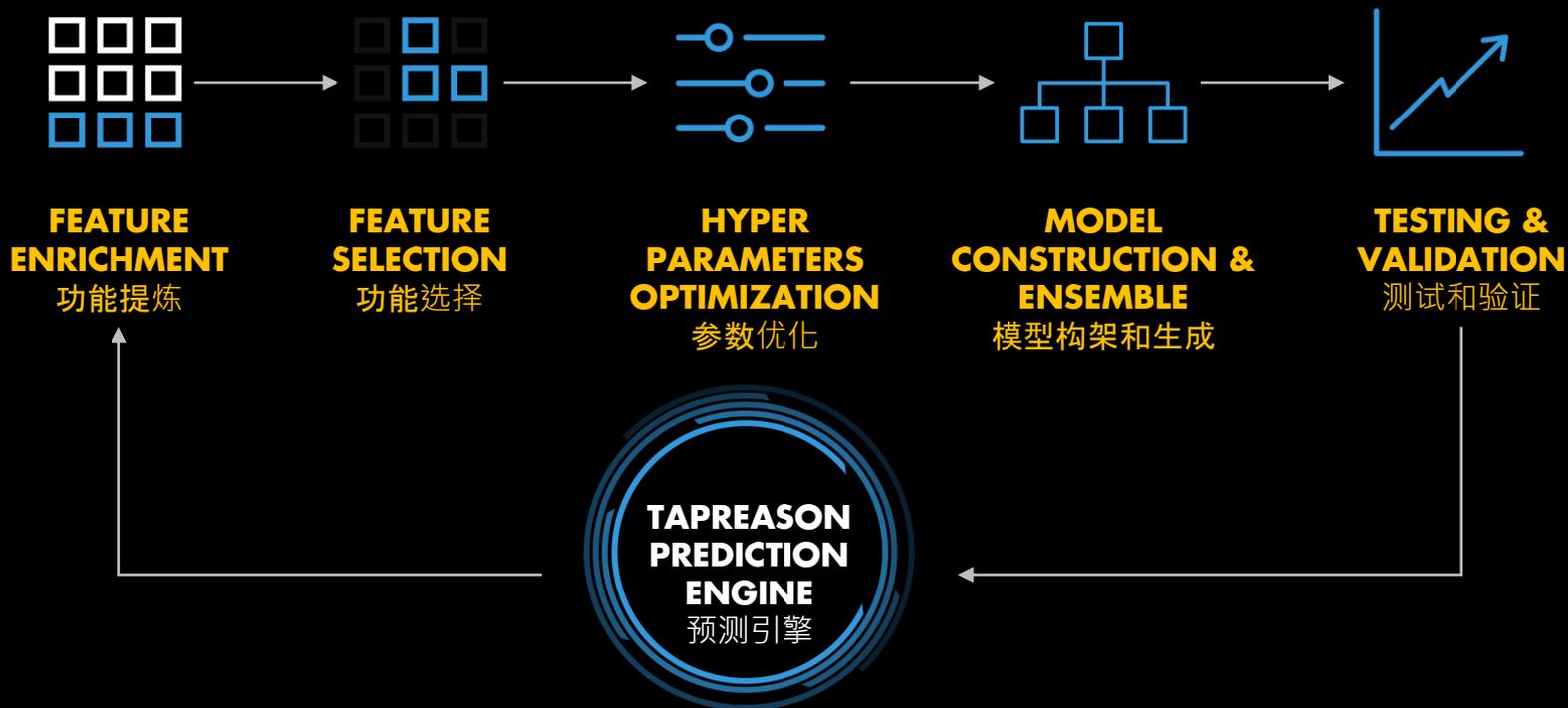
TapReason AI 技术能够自动跟踪每个瞬间数千个信息点，  
TapReason 系统能够精准地预测每个数据点如何影响每一个转化目标



## 使用A.I. 技术自动生成A.I. 模型

To accurately perform predictions, TapReason's system typically builds about 2,500 prediction models per goal every week.

提高预测的精准度，针对每一个预测目标，系统能每周自动生成2500个预测模型



# CASE STUDY

## Leading B2C eCommerce APP

**60 days**

Automatic optimizations



**\$5,150,000**

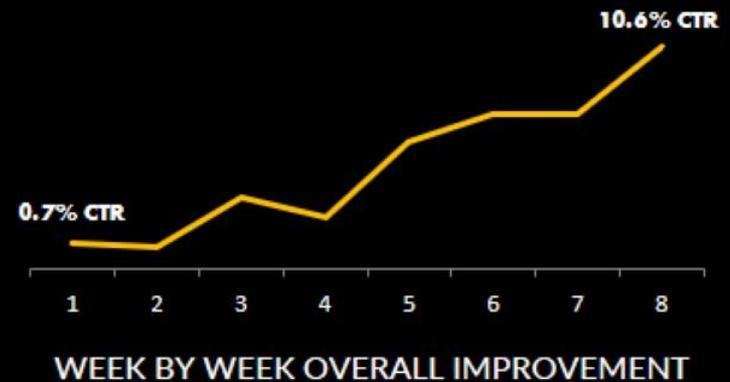
Uplift in monthly revenues



**20x** coupon redemption conversion rate.



**2.65X** higher chance to complete a purchase



# LET'S GET STARTED 项目启动

Contact us for starting 3 months pilot at a special price  
联系我们获得3个月的测试优惠



## SETUP AND INTEGRATION

1. Project design and KPI analysis
2. IT (On Premise/ Private Cloud)
3. Configuration & Validation



## ON RELEASE

1. On-boarding
2. Learning behaviors & User segmentations
3. Ramping up



## ON-GOING

1. On going automatic optimization
2. Implementing new KPIs
3. Monthly reports

# GOT QUESTIONS?

Schedule a [1-on-1 call](#)

[sales@tapreason.com](mailto:sales@tapreason.com)