

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)

intuit

16% uplift in CTR
prediction accuracy

(NYSE: VIPS)

唯品会
vip.com

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

(ETR:UMD)

UMTAG

SELECTED solution for
shopping experience optimization

fiverr

yoga.com

ISRACARD
Global Payment Services

Prosper Daily

Lifesum

ADECO
systems

*my*Supermarket

zap group
זאפ החלטה יש

Medisafe

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

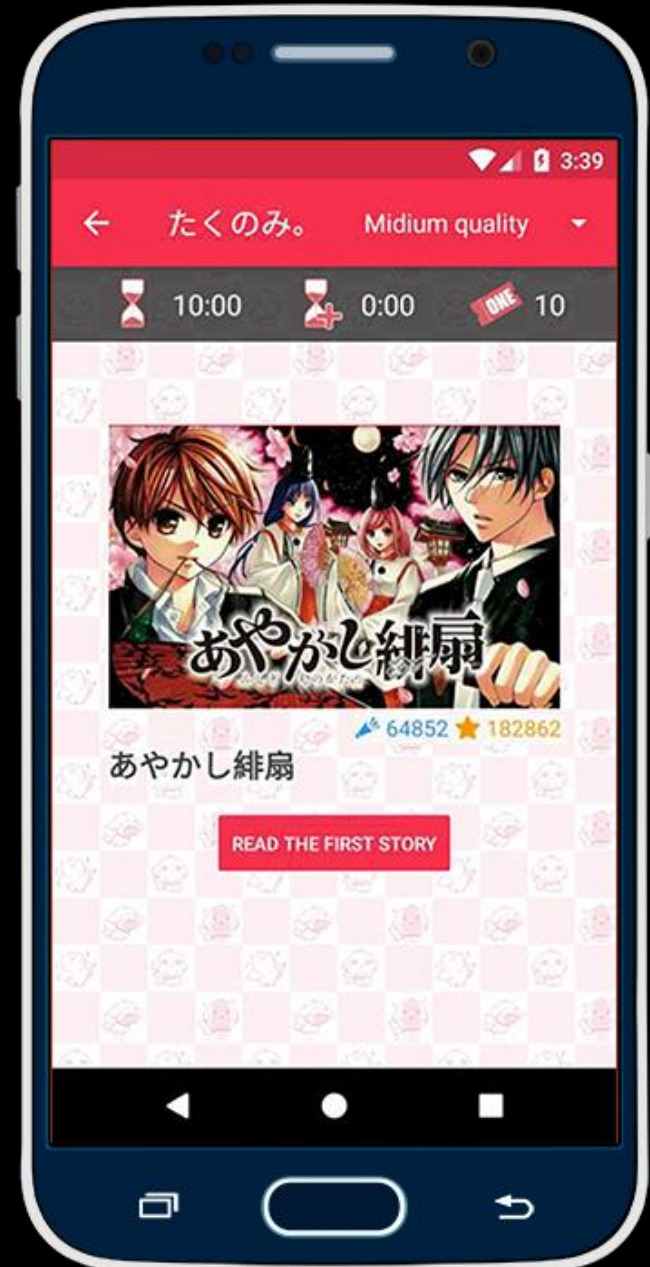


OPTIMIZING MULTIPLE PROMOTIONS

营销内容多样呈现

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

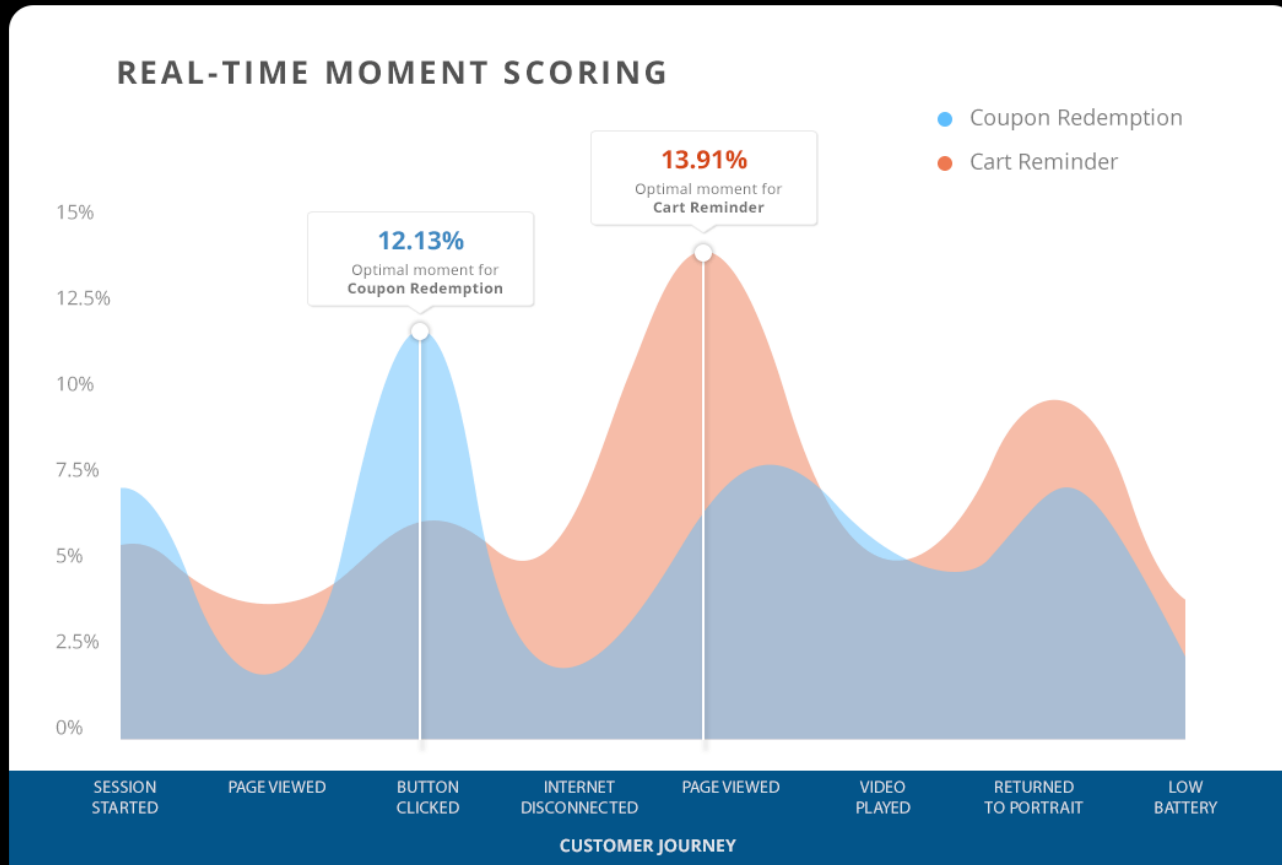
处理多个版本的呈现，使内容消费，广告收益和营销活动效益最大化



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

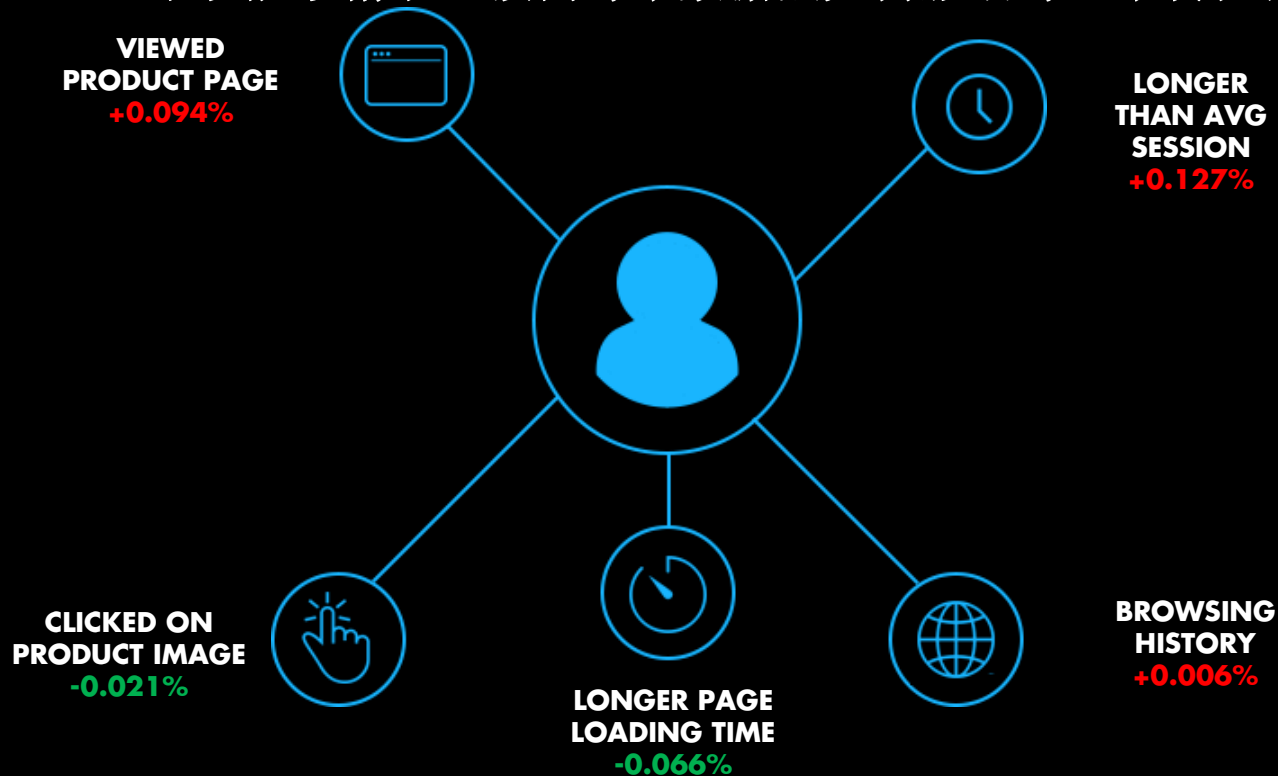


HOW DOES **MOMENT SCORING** WORK?

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.

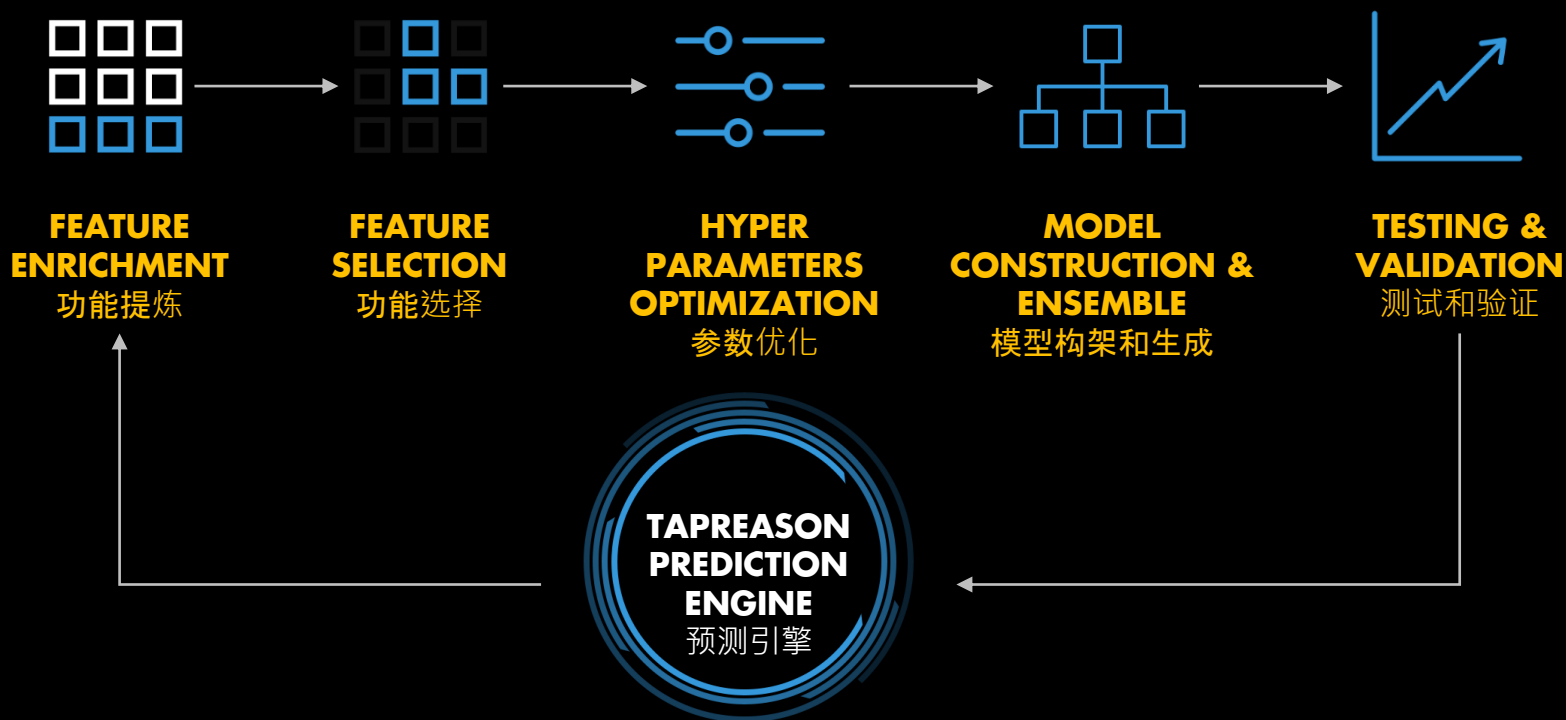
TapReason AI 技术能够自动跟踪每个瞬间数千个信息点，
TapReason 系统能够精准地预测每个数据点如何影响每一个转化目标



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

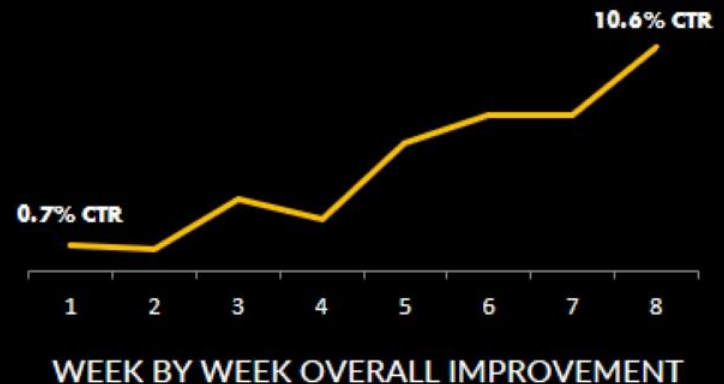
Uplift in monthly revenues



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](#)

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