

Quick overview of the ZineOne/HCL Commerce integration

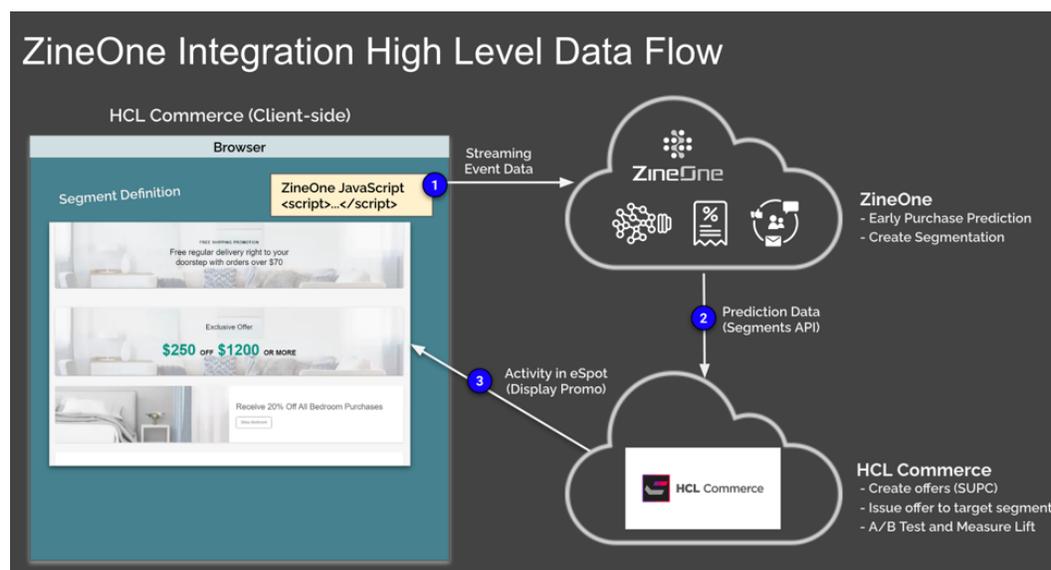
ZineOne can predict purchase outcomes early in a user's session using just the first five clicks of session data. ZineOne is able to predict those users most likely to buy, those who will not buy and, importantly, those who can be influenced to buy when given a small nudge. This influenceable audience is a new segment called *On-the-Fence Shoppers*, or OTF.

In conjunction with ZineOne, HCL Commerce makes it possible to reach these On-the-Fence Shoppers with a targeted offer while still in their session. Typically, this has lifted conversion rates by 30%+ for the On-the-Fence Segment.

To best allow you to experience ZineOne with HCL Commerce, this business solution provides a live instance of the Emerald Store on HCL Commerce, along with a click-thru scenario to force the visitor to be classified as On-the-Fence (important: you must follow the click pattern outlined in this flow in order to trigger the segment).

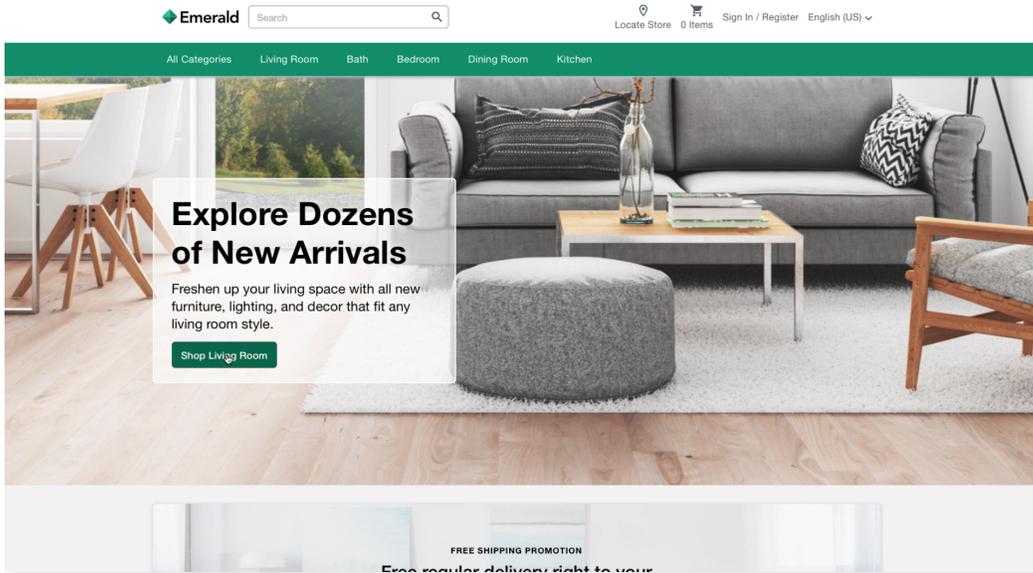
The ZineOne integration with HCL Commerce at a high level:

1. A module already created and installed in this Commerce instance sends clickstream data to the ZineOne cloud. In a real implementation, you would need to enable this module in your HCL Commerce site.
2. ZineOne receives the streaming data from each user action. Upon the fifth click, the clickstream data is transformed into inputs to a ZineOne model and the user is scored in real time. At that point we know how likely their session is to result in a purchase.
3. For the influenceable OTF audience, ZineOne automatically creates a special Customer Segment in HCL Commerce.
4. By leveraging this OTF customer segment, marketers can easily target those customers using an E Marketing Spot, or anywhere else in the site experience.

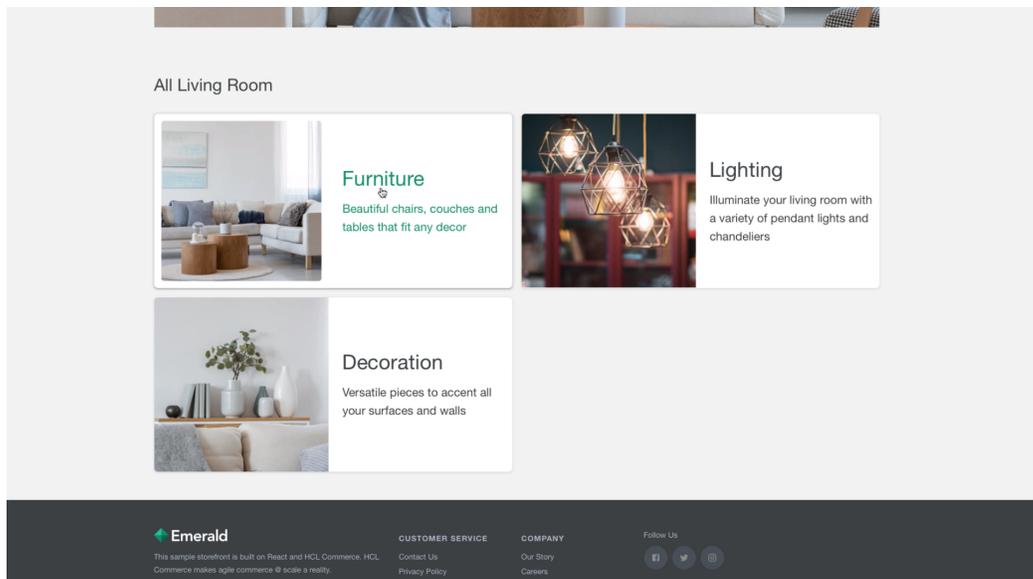


How to trigger the On-the-Fence segment within the live environment of the Emerald Store on HCL Commerce

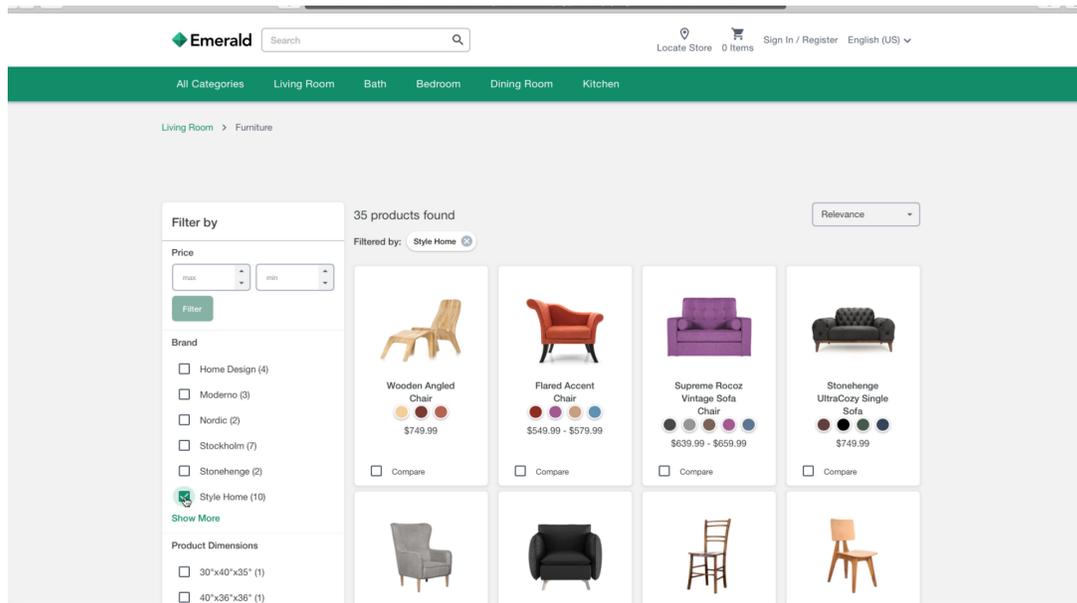
Click 1: From Emerald Homepage, click on the **Shop Living Room** button on the hero image



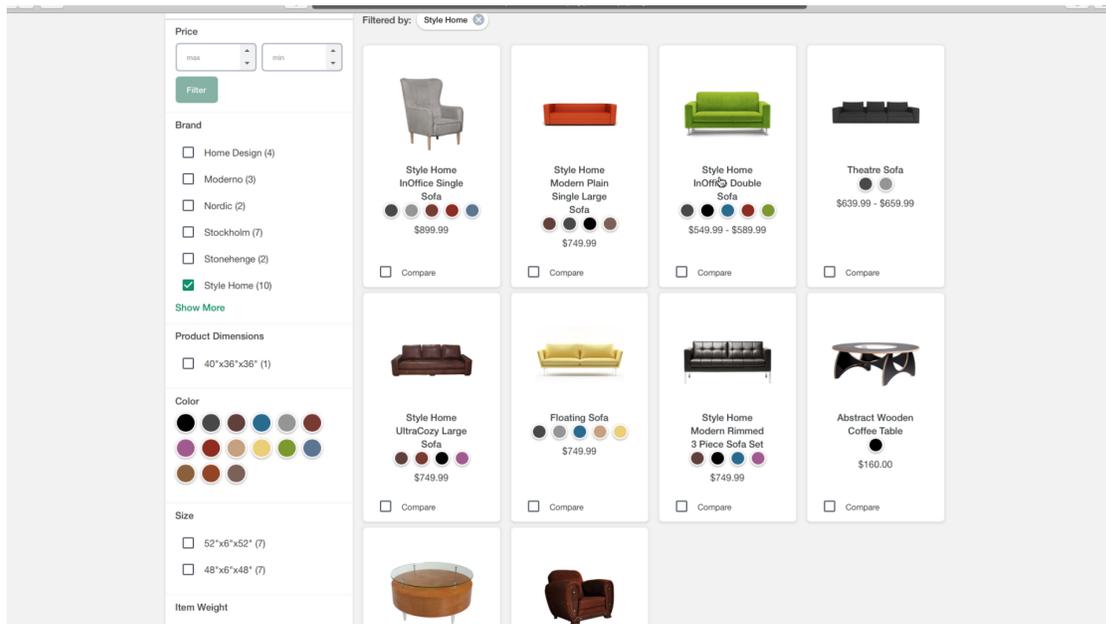
Click 2: Scroll down the Living Room category page and click the **Furniture** tile to browse to the furniture sub-category



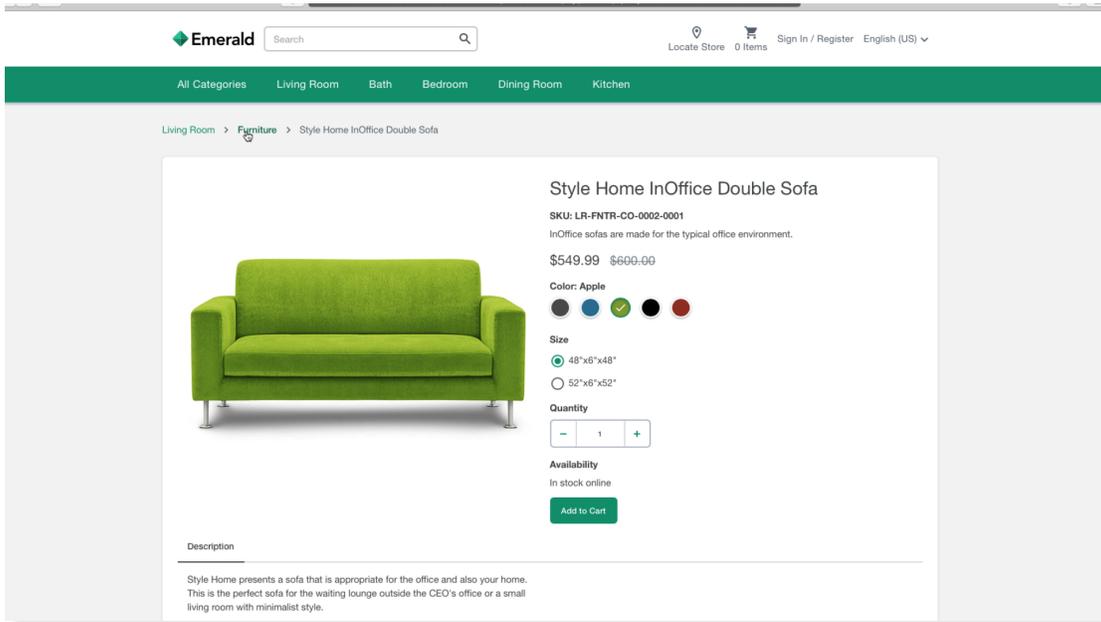
Click 3: In the **Filter by** section on the left, choose the **Style Home** facet under **Brand**



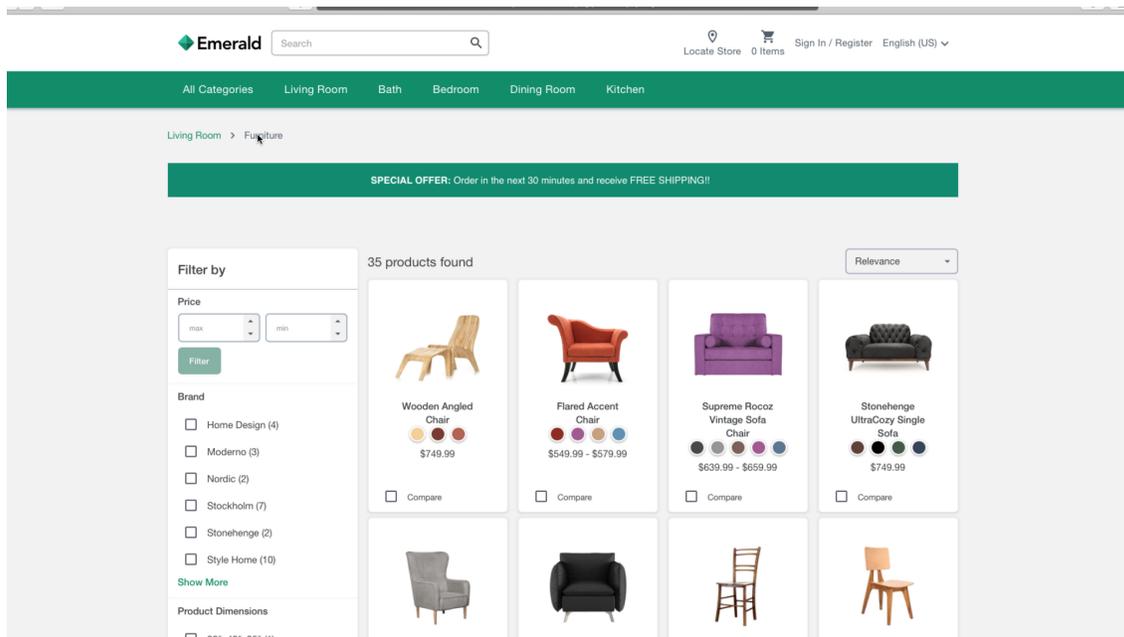
Click 4: Click to open the **Style Home InOffice Double Sofa** to open the product detail page



Click 5: Click the **Furniture** link in the breadcrumb trail on the product detail page to be return to the furniture category.



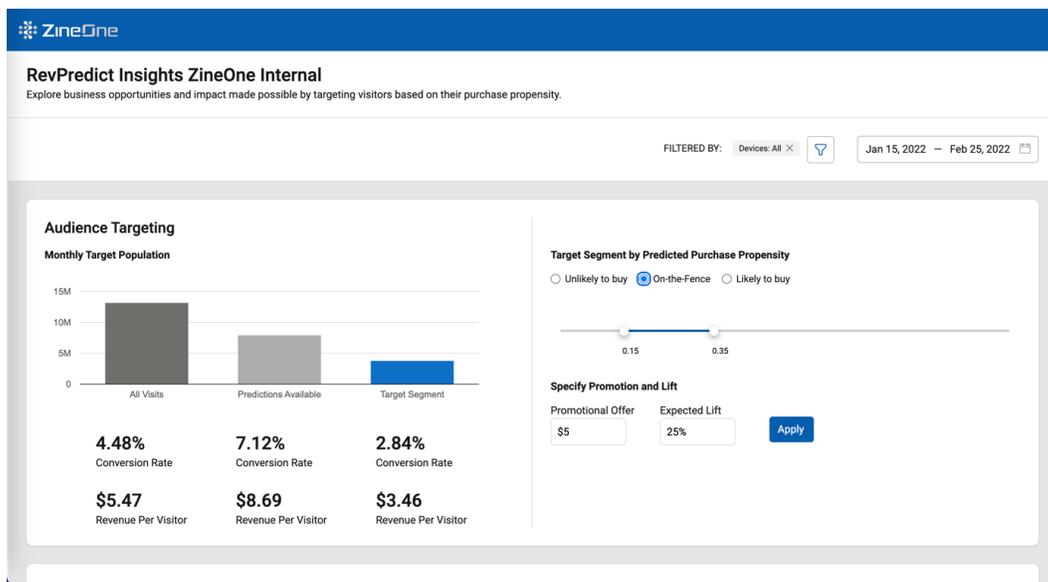
Notice the offer now being displayed on the Furniture page:



You are also able to view the ZineOne RevPredict Dashboard by clicking https://demo4.zineone.com/s?shared= 8376371491674517892&utm_source=RevPredict.

Use the ZineOne RevPredict Dashboard to point out the ZineOne has prediction audiences that can be targeted in-session. Show the size and conversion rate of the OTF Segment.

- When you enable the integration, ZineOne trains your model with your data and they provide this dashboard that lets you see the results of the model. You can see what was predicted and what were the outcomes.
- For example, here you can see that ZineOne made predictions for 7M of the 13M visitors to your site in the last month.
- And for the OTF audience, you can see that their conversion rate turned out to be 2.84% which is a lot smaller than the average. You can also see that the Likely to Buy audience had a conversion rate of 51%. The contrast between these audiences illustrates that the predictions are accurate.



Use the ZineOne RevPredict Dashboard to show business impact from targeting the OTF Segment.

- You can use these tools to see the business impact of running activities and project lift. For example, if you do a \$5 offer and get 15% lift, then your 2.84% conversion rate for the OTF Segment becomes 3.27%. This might seem small, but in this case, that's \$1.97M per month in incremental revenue.



0.15 0.35

Specify Promotion and Lift

Promotional Offer: Expected Lift: [Apply](#)

Business Impact

3.27%
Conversion Rate
(Target Segment)
▲ 0.43%
Compared to 2.84%

\$5.62
Revenue Per Visitor
(All Visits)
▲ \$0.15
Compared to \$5.47

607,803
Orders Per Month
(All Visits)
▲ 16,151
Compared to 591,652

\$74,192,523
Monthly Revenue
▲ \$1,971,530
Compared to \$72,220,992



\$619,130
Monthly Promotion Budget Used

483,976
Monthly Orders with Promotions
Suppressed

\$2,419,885
Monthly Promotion Savings