

Justuno AGENCY PARTNER

Launch a new e-commerce website that's CRO-ready

How Justuno can help you over-deliver a new website build for your clients.

Implementing a CRO tool for a new website shouldn't be an afterthought - it should be a part of your essential tech stack.

Here are 3 things to do with Justuno pre-launch to over-deliver on your client goals:

1

Launch Strategic Lead Capture on Day 1

Launch your client's site with strategic lead capture from the get-go. Having a basic email capture in place is good, but supercharge Day 1 launch with lead capture promotions targeted to specific segments like New Traffic or Cart Abandoners.

- Create dynamic, on-brand promotions quickly and easily with 1-click integrations into all major ESP's and SMS providers so you can start building your lists immediately.
- On-brand New Visitor and Exit Offer pop-ups help reinforce brand identity and authority.
- Automatically target visitors and segment leads for improved marketing campaigns both on and off site.



I can't remember a store we've launched without it.

— Allen Burt, CEO, Blue Stout, a Shopify Plus development agency



2

Begin Audience Profile Building on Launch

When you install Justuno on your client's site, our platform starts building unique visitor profiles immediately. This means you can start gathering data around visitors and do things like:

- Personalize an experience of a visitor who visited your client's site on desktop and is now returning on mobile
- Gather data around engagement with offers on specific pages of your client's site
- Metabolizing purchase history for future personalization campaigns (*upsell & cross-sell*)

By analyzing every single visitor that arrives on the site from Day 1, your client can start collecting data and have meaningful analytics to assess for making future marketing decisions, sooner. This data can help inform how the new website is performing and what visitors are responding to.

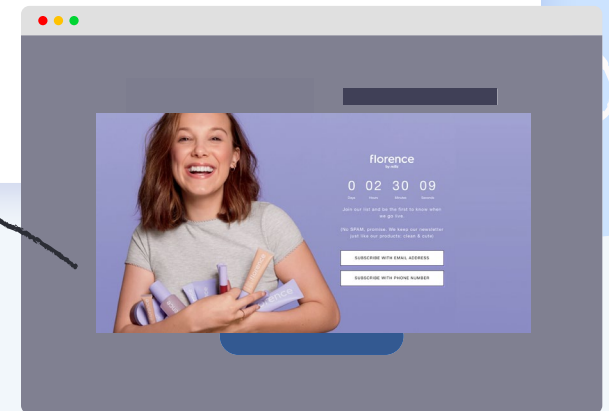
3

Go to Market with AI Machine Learning Immediately

Enable your client to start learning about their audience purchase behavior on launch of their new site. Justuno's Commerce AI ingests your client's product catalog and immediately starts learning customer purchase patterns. This allows you to:

- Recognize trends in browsing or purchase behavior for informed marketing decisions
- Upsell or cross-sell most popular items (*or force-include specific items*)
- Place these recommendations above the page fold on PDP's (*product detail pages*) with no customization

You can even place this personalized experience in-cart or on a checkout page, where buyer intent is the highest! With minimal setup requirements, you can have advanced CRO strategies working from the moment the site is live.



Justuno Agency Partner, Fostr

Over-deliver on your new website launch with Justuno

If you have questions about how Justuno can help you knock your new launch out of the park, reach out to your agency rep or shoot us a message at partners@justuno.com