



Justuno

PROMOTION BENCHMARKS

90+ DAY STUDY

GENERAL OPT-IN GOALS



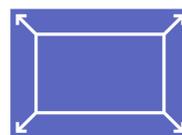
It's no surprise that opt-in rates vary depending on the pop-up style or incentive attached to your lead capture campaign. For example, Justuno customers tend to see dramatically higher opt-in rates for spin-to-win or countdown timer promotions as compared to standard lead capture forms.

Check out the stats below. You'll see it's clear that the more attention-grabbing the promotion style (fullscreen, center screen, spin-to-win), the more effective the display. The bigger styles tend to engage people more and the addition of gamification in the form of the spinning wheel dramatically boosts engagement rates.

OPT-IN RATES



Spin-to-Win
13.39%



Fullscreen Center
6.92%



Countdown Timer
8.6%



Corner
1.76%



Center
5.56%



Banner
2.58%

Based on 1 billion user sessions, between 5/29/2018 - 9/6/2018 on all account types

10.6%

**Percent
Attributed
Revenue**

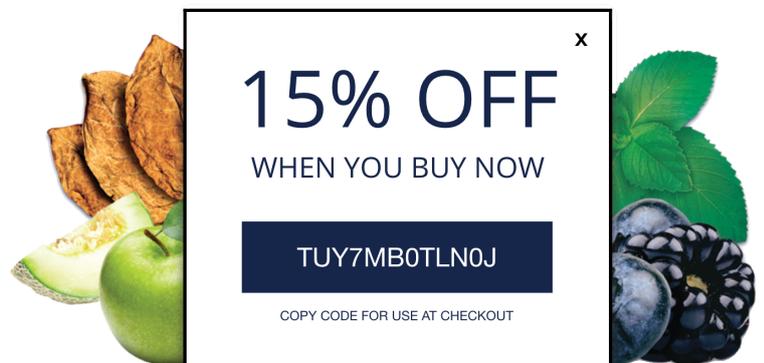
REVENUE ATTRIBUTION

We took a look at the analytics for our clients' revenue for over 90 days to document which portion Justuno assisted in earning for them. Over the course of those three months, Justuno engaged nearly 11% of client revenue, and that was during the "summer slump" months.

Just think of what you could do with our software during the busy shopping season.

BOUNCE RATE COMPARISON

From this data, we can see that visitors that engage with a Justuno promotion will have a bounce rate around 15% lower than the site's average. Bounce rate is determined by the percentage of visitors who navigate off a site after only seeing one page. It's generally an indicator that the site was unengaging or irrelevant to visitors, and lowering this rate should be a priority to help improve a site's organic search rankings.



This almost 15% improvement in our clients' average bounce rate underlines that engaging visitors with a well-designed pop-up can dramatically improve a site's performance.

53.73%

Bounce Rate

(No Impression)



39.32%

Bounce Rate

(With Impression)

INDUSTRY OPT-IN RATES

5.39%

**Food &
Drink**

7.64%

Uncategorized

6.33%

**Style &
Fashion**

4.93%

**Tech &
Computing**

5.94%

Shopping

6.08%

**Next
Generation**

4.52%

**Home &
Garden**

4.55%

Sports

5.99%

**Hobbies &
Interests**

Overall, the e-commerce industry standard for email opt-in rates stands around 3-5%, while Justuno customers average a higher rate of 5-7%. Our customers cover a wide range of e-commerce verticals, and some of these tend to be higher performing than others.

What one vertical considers to be a healthy opt-in rate by comparison may be quite low for another. We broke down opt-in rates by these verticals to give you an idea of where websites should stand in comparison to their peers.

These industry email engagement rates were calculated for verticals of which Justuno has at least 50 accounts in the category and that gathered 50+ emails during the 90+ days..



IMPRESSIONS BEFORE ENGAGEMENT/CONVERSION

1.34

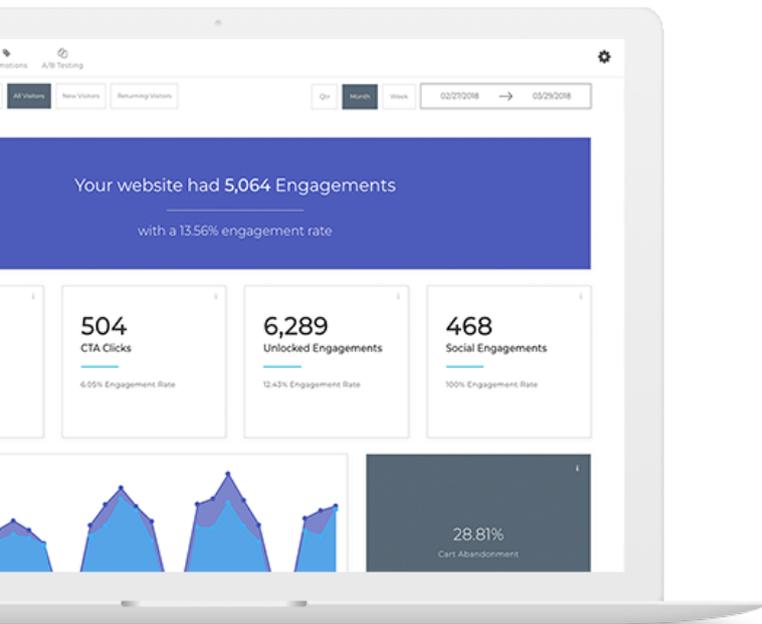
2.15

**Avg. Imp
Before
Engagement**

**Avg. Imp
Before
Conversion**

During these 90+ days we saw on average that it took between 1-2 impressions before an engagement and 2-3 promos before a conversion.

A conscious plan for which promotions visitors will be seeing and in what order they'll show can drive this conversion process. Justuno recommends this trio of "foundational campaigns" that result in a high ROI. Generally, starting out with a new visitor welcome pop-up followed by some sort of discount or free shipping is the standard. Next could be a cart abandoner or exit prevention promotion.



The stats above show that engaging with your site visitors via well-designed pop-ups dramatically improves on-site experience for customers, which in turn drives conversions. Justuno is built with the professional marketer in mind and easily integrates with the tools you already rely on to seamlessly connect your entire marketing stack.

Justuno