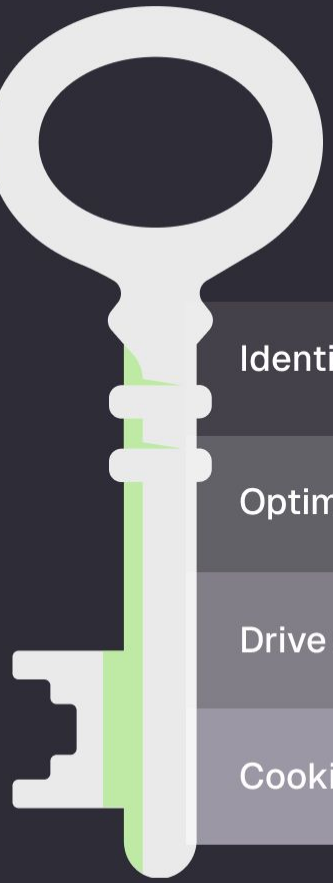
# NITRO X

is an advanced sales enablement platform designed to enhance e-commerce performance.

- Patent-pending cookieless technology to future-proof marketing
- Target MoFu for growing D2C & retail businesses
- Focus on the power of the 3 I's:
  - **Identification**
  - **Intent**
  - **Incremental Revenue**
- Leverage our patent-pending technology and refined intent algorithms.
- Access our consent management system to drive sales like never before.



## KEY POINTS

- Identify high-intent users.
- Optimize conversion rates.
- Drive significant revenue growth.
- Cookie-less experience throughout

# What is the problem statement?

In today's digital landscape, **around 97 to 98% of website visitors are anonymous!**

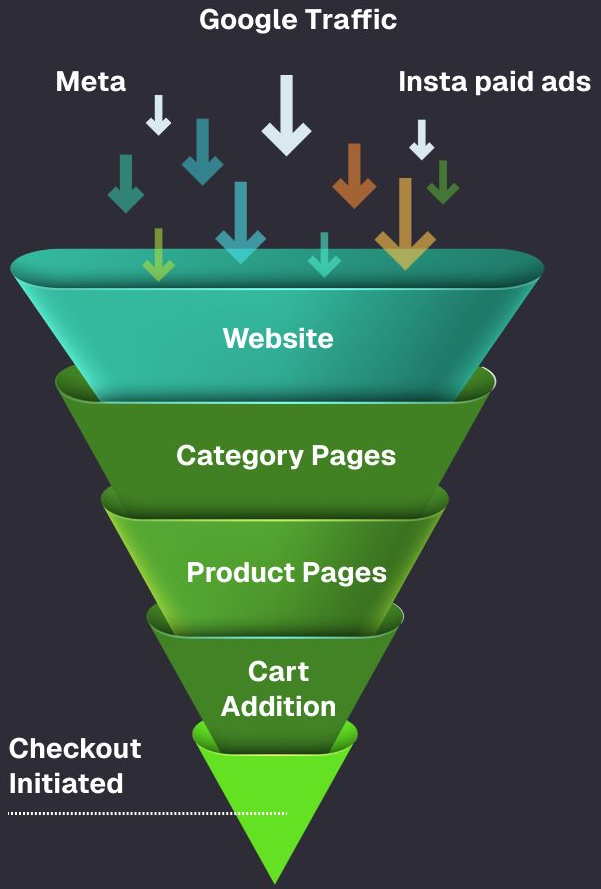
On top of that, there is a lack of Visitor insights like the location, product views, category views & more.

## Unveiling NITRO X

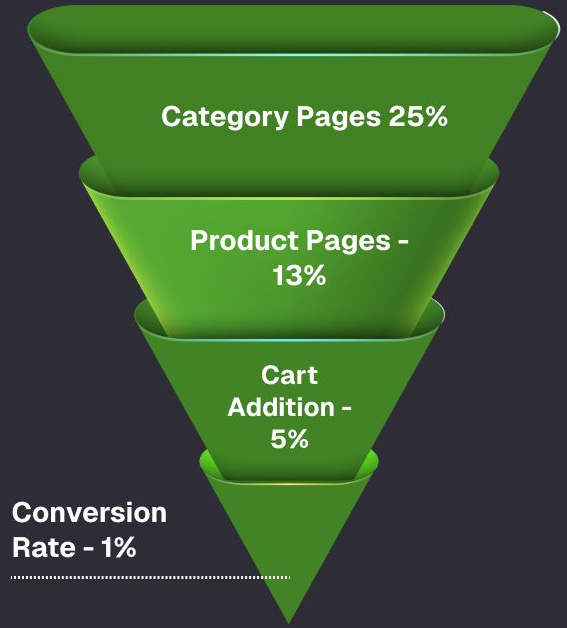
As A Solution!

With a vision to accelerate the industry by 10x, we have spent our decade-long experience building patent-pending identification technology that can turn your **anonymous traffic into opt-in users.**

# E-commerce Conversion Funnel




## Middle funnel

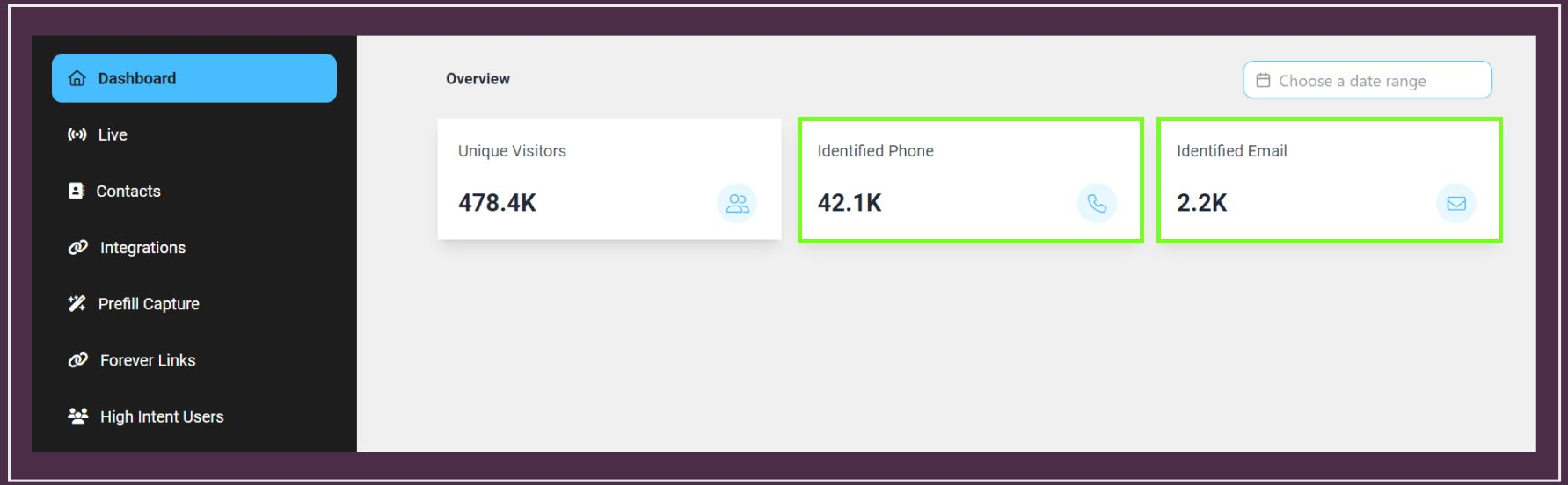


Key features

# Identification - Know Your Visitors

Convert 10-15% of anonymous website visitors into identifiable hot leads.

Capture names, mobile numbers, email addresses, location & 12+ other attributes.

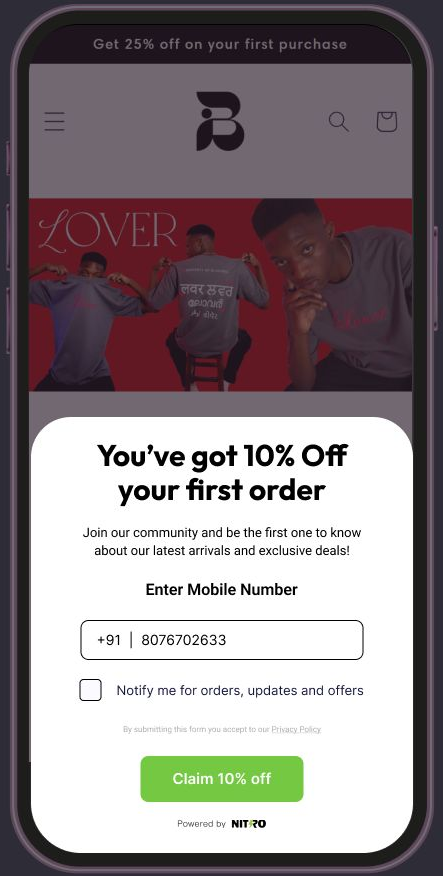


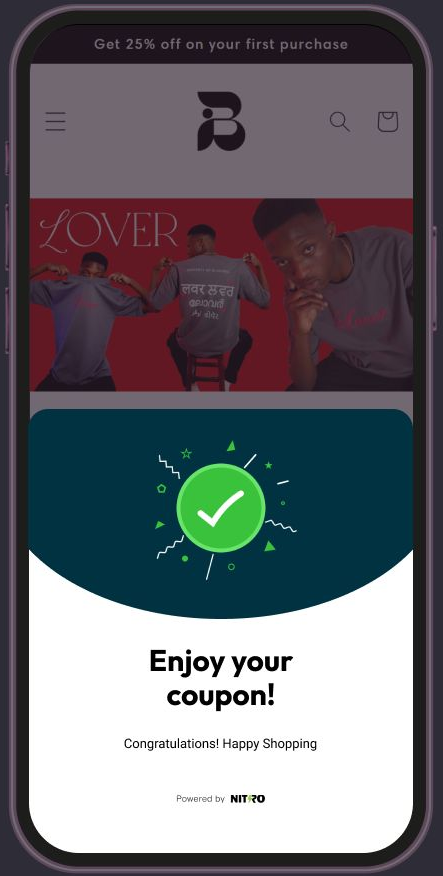
# Pre-Fill Capture

Functions as a consent management system.

Captures and logs consent of website visitors in compliance with DPDPA regulation of India.

Pre-fills the mobile number of identified users for higher engagement and accuracy on the website.



# Keep Users Logged In with NITRO X

**Introducing Continuous Login :** With Nitro X's new feature, identified users can stay logged in to the website, providing a seamless and uninterrupted browsing experience.

**Enhanced User Experience:** Users can easily return to their shopping activities without the need to log in repeatedly, reducing friction and improving satisfaction.

**Increased Engagement:** Keeping users logged in encourages more frequent visits and longer sessions, which can lead to higher conversion rates and increased sales.

**Personalized Interactions:** Continuously logged-in users can benefit from personalized recommendations and tailored marketing messages based on their previous interactions and preferences.

**Improved Security:** Nitro X ensures secure login sessions, protecting user data while maintaining a smooth and convenient experience.



## Integrate Reward Programs like Popcoin

Boost user engagement and loyalty by integrating reward programs such as Popcoin. With this feature, users can easily track and redeem their rewards during purchases, encouraging repeat business and fostering a stronger connection with your brand.

Increase conversions by offering flexible payment options through Simpl's Buy Now, Pay Later (BNPL) service. This integration will allow your customers to split payments over time, making high-ticket items more accessible and driving higher cart values.

## Simpl's BNPL Integration



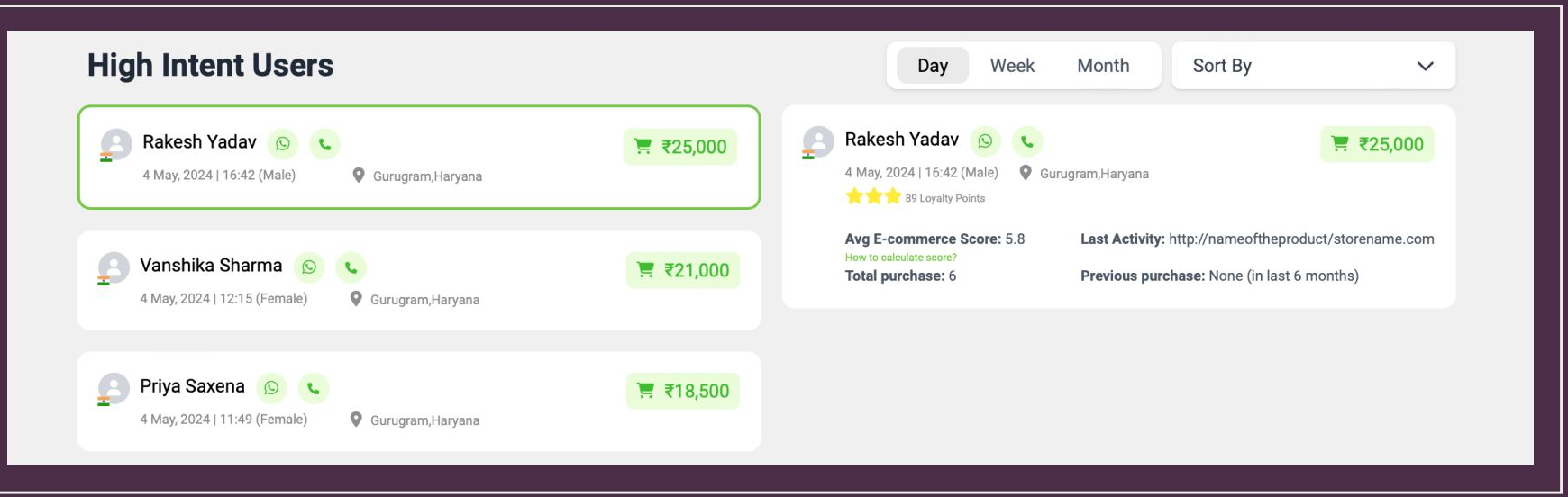
**Key features**

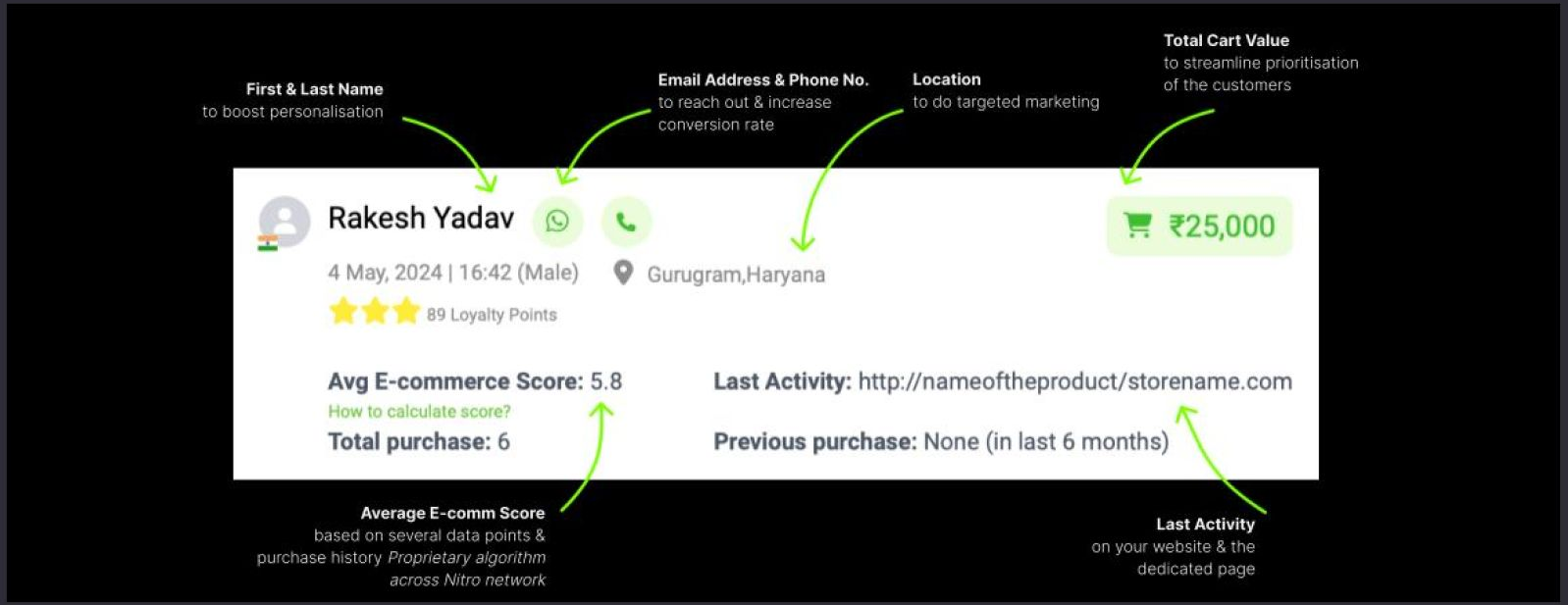
# Intent Identification

Utilize advanced intent algorithms.

Segment visitors based on their probability of converting.

Metrics include previous purchases, relevance to product category, and cart abandonment values.






## Intent Enrichment

Visual representation of high-intent users.

Enable personalized engagement.

Detailed information on their last activity, location, communication channels, and purchase history.

Coming Soon

# NITRO X Advertising

**Boost Your Marketing with First-Party Data-Driven Ad Campaigns**

Embrace the future of digital advertising with NitroX. Our innovative use of non-traditional ad networks and commitment to delivering unmatched ROI sets us apart in the digital marketing landscape. Partner with us and experience the impact.

Meta

## Lookalike Audiences on Meta/ Facebook

Easily expand your reach by creating lookalike audiences based on your identified user segments. With this feature, you can target new customers who share similar characteristics with your existing high-value users, increasing the effectiveness of your Meta and Facebook ad campaigns.

Simplify user authentication and enhance security with our upcoming OTP (One-Time Password) login feature. This streamlined login process will not only improve user experience but also help you gather verified user data for more accurate targeting in your ad campaigns.

## Introduce Login via OTP

These new features are designed to enrich your ad strategy, making it easier to target the right audience, enhance user experience, and boost overall engagement.

# Stay tuned for the launch!



# Use Cases



**Personalized Marketing Campaigns:**

Use identified visitor data for tailored email and WhatsApp campaigns.



**Enhanced Retargeting:**

Focus on high-intent users for more effective retargeting ads.



**Customer Journey Optimization:**

Use visitor behavior insights to improve the website experience and recover abandoned carts.

# Harnessing the Power of Insights:

Ethical Data Collection with Fingerprinting

**Nitro X empowers you with valuable insights through an innovative approach called "fingerprinting."**

**Privacy first, insights always:**

We understand the importance of data privacy. Nitro X is fully compliant with:

- GDPR (Europe)
- CCPA (California)
- IT Act 2008 (India)
- SDPI Rules (India)

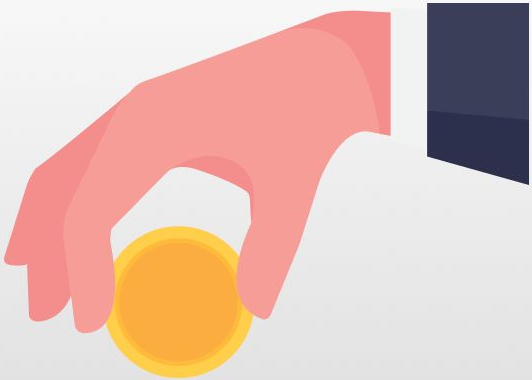
**Transparency matters:**

Unlike traditional methods, fingerprinting offers greater transparency. We clearly communicate our data collection practices.

**Data quality you can trust:**

Our technology generates accurate and consistent information about user. We employ robust validation and cleansing processes

# Incremental Revenue - 2X Your Sales



## Conversion Optimization

- Targeted strategies and marketing efforts like hyper-personalized calling, WhatsApp & Email marketing, and more.
- Aim to double or triple sales through Identity-As-A-Service tools.

## Revenue Uplift Strategies

- Techniques like the 80/20 rule and non-intrusive methods.
- Reduce bounce rates and maximize revenue.
- Aim for a 5X revenue uplift & 20X ROAS



# Data in Action :

NITROX deployed on - 250+ websites

Total Unique Profiles
51 Million

Total Profiles created
84 Million

Data points -
15 points/ user

98%
Accurate Identification

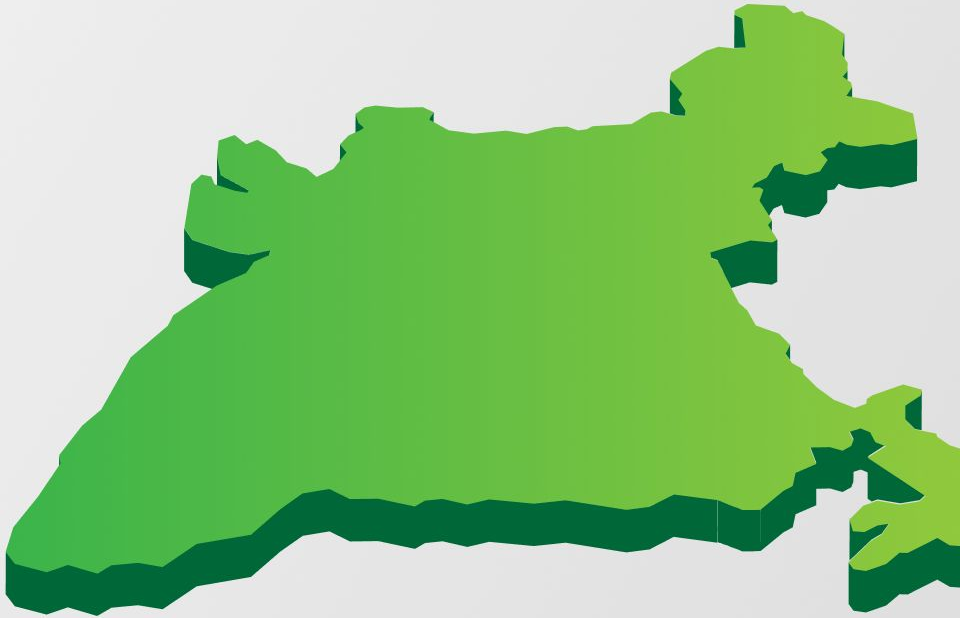
70+
brands in our ecosystem

Intent Signals Captured
85

Tap into

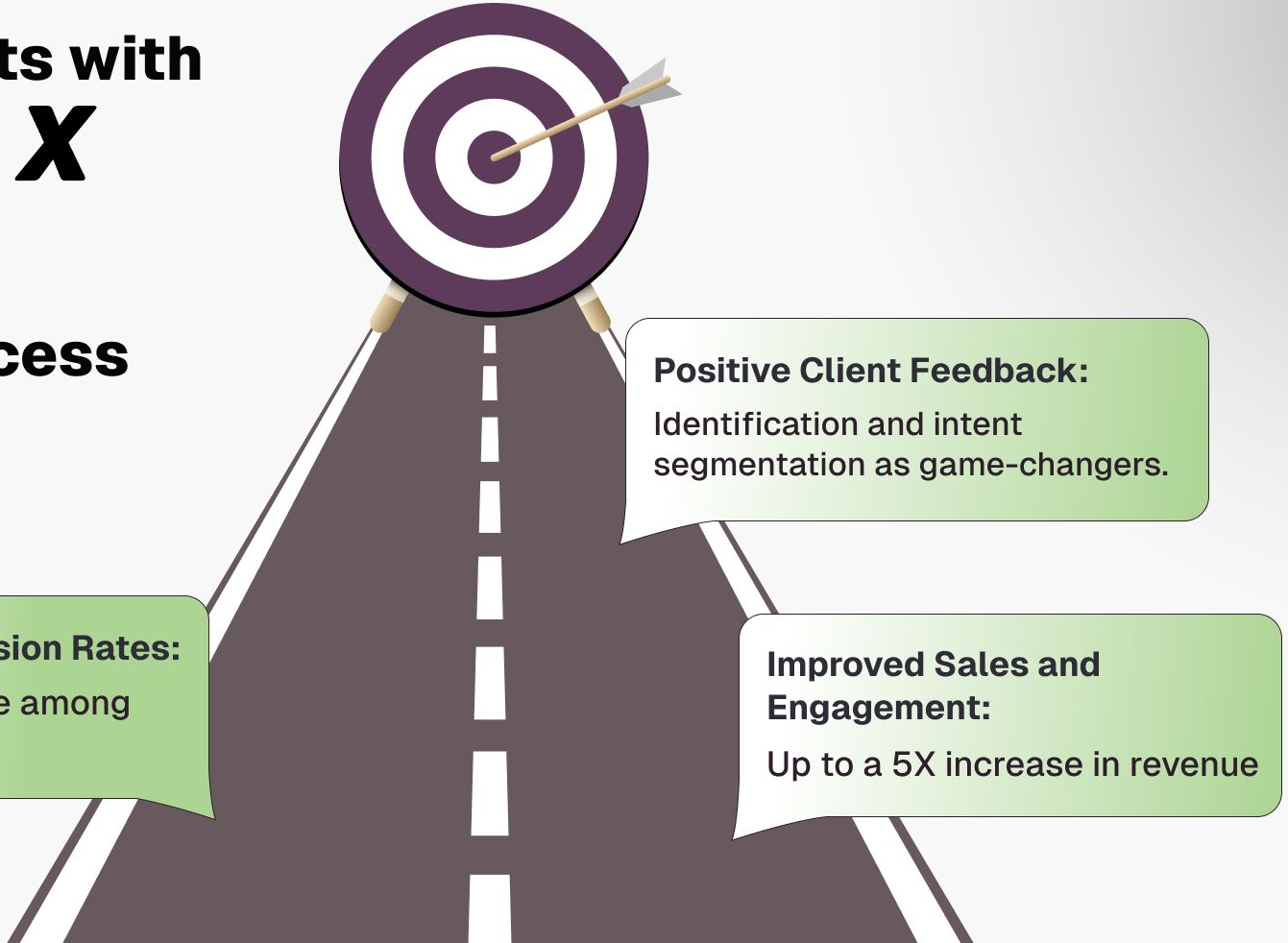
# First In India

- Identity-as-a-service
- Consent Management System
- Cookie-less technology
- Tools to target MoFu for growing brands
- Ethical Data Collection with Fingerprinting Tech



# Real Results with NITRO X

## Client Success Stories



**Positive Client Feedback:**

Identification and intent segmentation as game-changers.

**Increased Conversion Rates:**

8 % conversion rate among high-intent users.

**Improved Sales and Engagement:**

Up to a 5X increase in revenue

# Brands that trust us





































































# Our Partners

One-click integration with your favorite tools to boost conversion rate like never before!

bitespeed

Contlo

LimeChat

QuickReply.ai

PRAGMA.
(formerly Logisy)

The Convert way

popcoin™

Fynd

Adbuffs

Connect with us to see the

# numbers growing within 90 days!

**Mail us at sales@getnitro.co**

