



# NITRO X

Secret Sauce of Ecommerce

<https://nitrocommerce.ai/>

**WHAT IF YOU CAN GET  
ACCESS TO YOUR  
ANONYMOUS USERS?**



PRESENTING

# NITRO X

new marketing channel for your business!

Turn your anonymous users into  
**SHOPPERS!**

■ **100 MILLION+**  
Profiles

■ **1 BILLION+**  
Events

■ **80+**  
Attributes



# CHALLENGES **ECOMMERCE** *Face today*

Rising  
Customer  
Acquisition  
Cost (CAC)

01

Poor Return  
On Ad Spend  
(ROAS)

02

The repetitive  
cycle of  
investing in the  
same customer  
pool, over and  
over

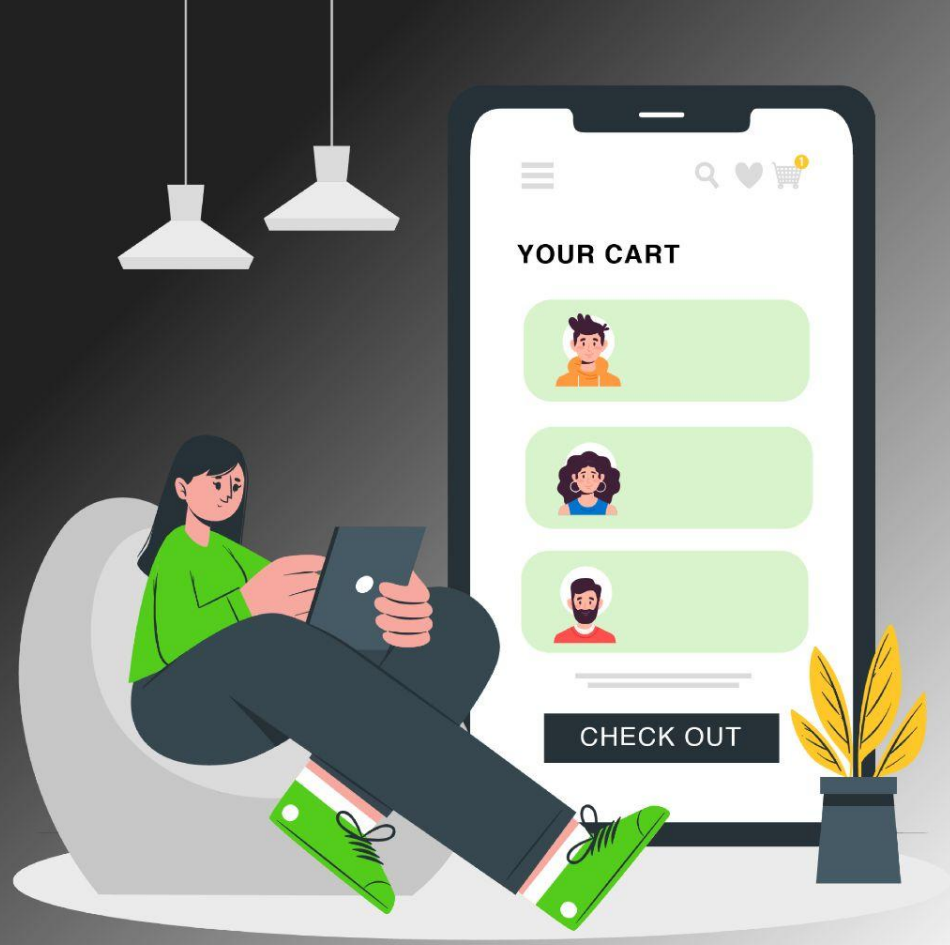
03

99% of all your  
audience is  
always  
anonymous

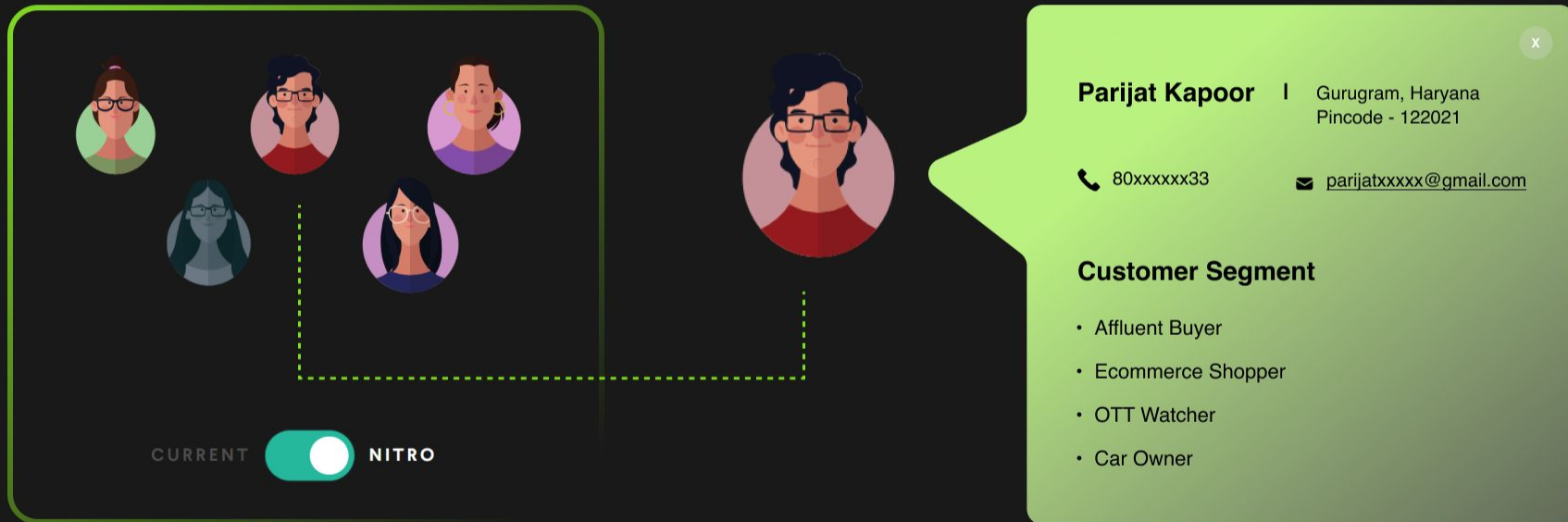
04

# THE NITRO X *SOLUTION*

We have spent a decade building **patent pending identification** tech that can turn your anonymous traffic into shoppers



Not just identification but **profile enrichment** as well!



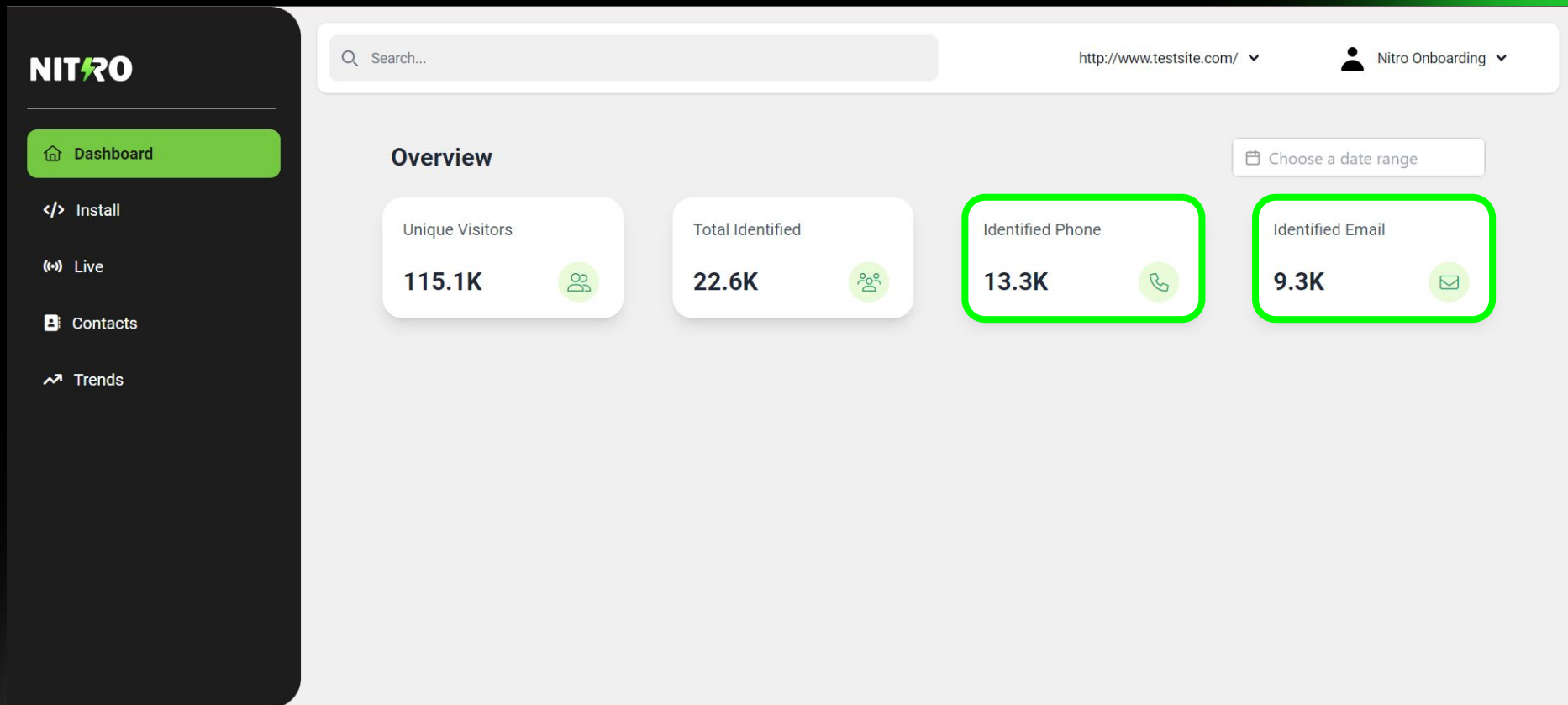
Contacts

Choose date range

Export

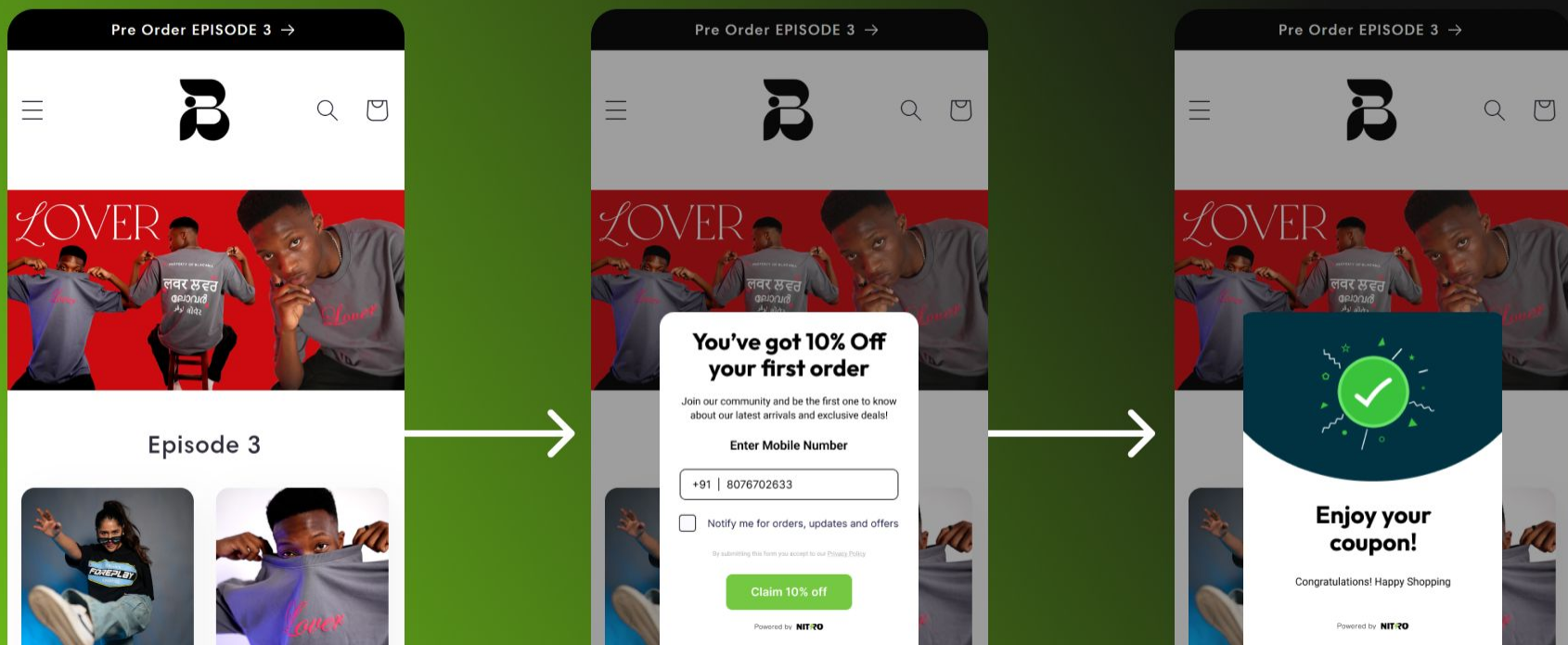
| Website Data |                        | Nitro Identified Data |               |             | Today |
|--------------|------------------------|-----------------------|---------------|-------------|-------|
| Date         | Total Website Visitors | Identified Visitors   | Product Views | Add to Cart |       |
| 2024-01-19   | 7268                   | 436                   | 305           | 43          |       |
| 2023-11-18   | 6255                   | 375                   | 262           | 37          |       |
| 2023-11-17   | 8772                   | 526                   | 403           | 56          |       |
| 2023-11-16   | 8729                   | 523                   | 366           | 50          |       |

**Over 10-15% anonymous visitors** *identified for your client.*



# Vibrant, attention-grabbing, high-performing PRE-FILLED pop-ups

Engage, inform, and convert high-intent visitors to long-term customers



# BENEFITS

## **Pre-filled Pop-ups:**

Simplify the checkout process with auto-fill customer information, boosting conversion rates.

## **Simple Design:**

Increase your conversion rates with a clean, intuitive design for easy navigation and purchases.

## **Data Enrichment:**

Keep a check on customers' preferences by enriching your data through pop-ups for targeted marketing strategies.

## **Instant Attention Grabbers:**

Capture visitors' attention instantly with engaging pop-ups featuring irresistible offers and visually stunning content.

**Discount Incentives:** Encourage customers to complete their purchases and boost checkout by offering exclusive discounts through pop-ups.

# YOUR COMPETITIVE EDGE?

## FIRST-PARTY DATA



### **Power of Insight:**

Collect valuable first-party data directly from your website visitors.



**Quality Over Quantity:** First-party data is authentic, reliable, and specific to the users, providing deeper insights for targeted marketing.



### **Fuel Personalisation:**

Enabling personalised campaigns that resonate with individual preferences and drive conversion.



### **Compliance Confidence:**

Abide by data laws, and rely on first-party data collected through consent-driven interactions.

# 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



# PRODUCT FLOW

## EFFORTLESS INTEGRATION AND INSTANT VALUE

### Effortless integration:

Nitro X seamlessly integrates with your website, requiring minimal technical expertise.

### Instant identification:

Our advanced technology instantly recognizes and profiles anonymous visitors

### Actionable data at your fingertips:

You have multiple options to leverage the captured visitor data

- Direct download
- CRM integration
- Nitro X retargeting

### Data-driven decisions, maximized ROI:

Gain valuable insights to personalize your website, target marketing campaigns effectively

# THE RESULTS



**Guaranteed  
3x-5x ROAS**



**40% uplift in  
cart recoveries**



**2X  
Conversion  
rate**



**250% list  
growth**



**STEP INTO  
THE FUTURE**  
*WITH NITRO X*

Ready to elevate your eCommerce strategy? Connect with us for a demo and discover how NitroX **can revolutionize your digital sales.** Reach out to us and take the first step towards **unmatched eCommerce success.**



**NITRO**

**#GetNitro**