



### Proven Performance. Global Reach.

- 1 billion+ offers per year
- 10 million+ ancillary purchases per year
- \$150 million+ incremental revenue
- 46 countries
- 19 languages
- 31 currencies

FUSION. MAKE THE MOST OF THE MOMENT. +

Fusion equips digital retailers with the power to turn a single interaction into an extremely profitable longstanding relationship. Building on proven results in global merchandising optimization, Fusion delivers the right offer at the right moment, creating more online opportunities. The result: increased conversions, increased average transaction values, increased retention, increased lifetime value, increased profit. And, we're the only provider with the technology and expertise to interact with your customer from the moment they reach your website to check-out and beyond.

### Fusion Solutions.

- Experience Optimization:** Turn visitors into shoppers
- Purchase Point Optimization:** Convert shoppers to buyers
- Lifecycle Optimization:** Transform buyers to repeat customers
- Advisory Services:** Discover more opportunities
- Product Services:** Expand your product offerings

# When You Win, We Win.



## High Tech. High Touch.

Is Fusion a software? Or is Fusion a service? The answer is “yes.” Fusion is the intersection of data and deep insights. We’re both a world-class technical platform and a real-world team of experts. We’re high-tech as well as high-touch. You not only access powerful technology that crunches analytics and information in a fraction of a second, you also partner with our experienced team of next-level thinkers focused solely on the future success of your business. We’re a performance-based company, so your future is our future. When you win, we win. And winning means selling.

## Boosting Conversion.

With Fusion, you sell more because we turn visitors into shoppers, shoppers into buyers, and buyers into repeat customers. How do we do it? With advanced analytics, refined A/B and multivariate testing, and sophisticated decisioning capabilities. We boost visitor conversion rate. We improve average transaction value. We expand purchase profit margin. And we increase customer lifetime value. Want proof? The proof is in the purchases. And year over year, our clients see an average boost of 21 percent. How’s that for bottom-line impact?

## Making it Easy.

When you’re ready, just say “go.” It’s almost that simple. With Fusion, now means now. There’s no complex software install or systems integration to clog your operations. There’s no learning curve to slow your momentum and delay results. There are no layers of IT and Marketing to maneuver before you can advance. We make it easy. We reduce your dependency on internal resources. We accelerate speed to market. And our experts manage your progress so you can stay focused on the big picture: your core business. Because when it comes to your business, we understand every moment counts.

## Leading the Way.

Look at where we’ve been and you’ll see where we’re going: forward. Since 2007 Fusion has set the pace for the industry, and we’ve set the bar with our successful partnerships with brand leaders around the world. Today we customize more than 1 billion offers a year, which result in more than 10 million purchases and more than \$150 million in incremental revenue. Our technology and our approach are proven in the travel and entertainment industries, where our business began. And we’re still advancing. Now we’re seamlessly integrating Fusion in other sectors, bringing the same power and profitability to healthcare, financial services, and more.

**21%** Average annual improvement.



*Make the most of the moment.*