

WORDEGO INC.

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WHAT YOU CAN EXPECT

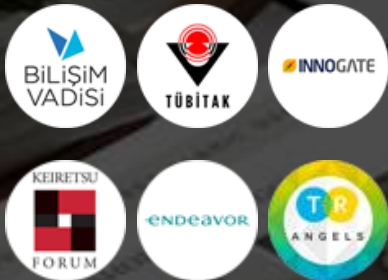
+25%

Uplift in Visitor
Engagement
& Conversion

+30%

Improvement
in Advertising
Efficiency

Backed By



GİRİŞİM EVİ

WORDEGO

INNOVATION

Wordego is an AI-driven visitor analytics platform that segments visitors in real time into Gold, Silver, Bronze, and Copper categories based on their customer value. This real-time segmentation empowers online businesses to target high-value visitors (Gold and Silver) with personalized offers during site visits and through advertising platforms, while reducing ad spend on lower-value visitors (Bronze and Copper). This unique targeted approach increases conversion rates by over 25% and improves advertising efficiency by up to 30%.

CHALLENGE

In today's competitive digital landscape, online businesses struggle to identify and engage web visitors. Traditional analytics tools lack real-time, personalized insights, leading to low engagement and conversions. As a result, only about 2% of website visitors make a purchase or become leads.

SOLUTION

Wordego's AI algorithms identify each visitor's spending power and conversion probability as soon as they land on the website. By combining these unique insights, Wordego determines each visitor's customer value in real time and segments them into Gold, Silver, Bronze, and Copper categories.

These visitor segmentation insights empower online businesses to boost conversions and optimize advertising efficiency:

Increase Conversions: Use Wordego's visitor insights to target high-value visitors (Gold and Silver) with personalized offers, promotions, and engagements during site visits. Focusing on visitors with greater spending power and conversion potential can increase conversion rates by over 25%.

Optimize Advertising Efficiency: Leverage Wordego's audience insights to direct ads to high-value audiences (Gold and Silver) and their lookalikes across platforms like Google, Facebook, Instagram, Criteo, and TikTok, while minimizing ad spend on lower-value audiences (Bronze and Copper). This targeted approach can improve advertising efficiency by up to 30%.

PERFORMANCE

Wordego's AI-driven insights reveal that, on average, Gold visitors represent about 10% of website traffic but generate over 40% of conversions or revenue. Conversely, as customer value decreases from Gold to Silver to Bronze to Copper, this contribution drops significantly. For example, Copper visitors comprise around 40% of traffic yet contribute less than 10% of conversions or revenue.

Without Wordego's customer value segmentation, websites lack the insights to distinguish between high and low-value visitors. As a result, they target all website visitors and ad audiences uniformly, which significantly drives up marketing and advertising costs.

Wordego transforms this approach by empowering businesses to focus their efforts on high-value segments like Gold and Silver, while minimizing resources spent on lower-value segments like Bronze and Copper. This targeted strategy boosts conversions by over 25% and improves advertising efficiency by up to 30%.

INTEGRATION

Integrating Wordego into a website is a seamless process requiring no technical effort. For universal websites or ecommerce platforms, our team integrates Wordego by adding a one-line JavaScript code to Google Tag Manager. For Shopify-based stores, Wordego can be directly installed from the Shopify App Store, automatically integrating with the website within seconds.

Once integrated, Wordego shares real-time visitor insights with the website via data layers or local cookies and with advertising platforms through custom events. These visitor and audience data can be easily leveraged to target high-value visitors and audiences, including lookalike audiences, on websites and advertising platforms.

PRICING

Wordego offers a flexible, traffic-based pricing model designed to accommodate businesses of all sizes, from startups to large enterprises. With tiered pricing based on monthly website traffic, Wordego enables each business to choose a plan that aligns with its volume and budget, ensuring transparency and scalability without unforeseen costs.