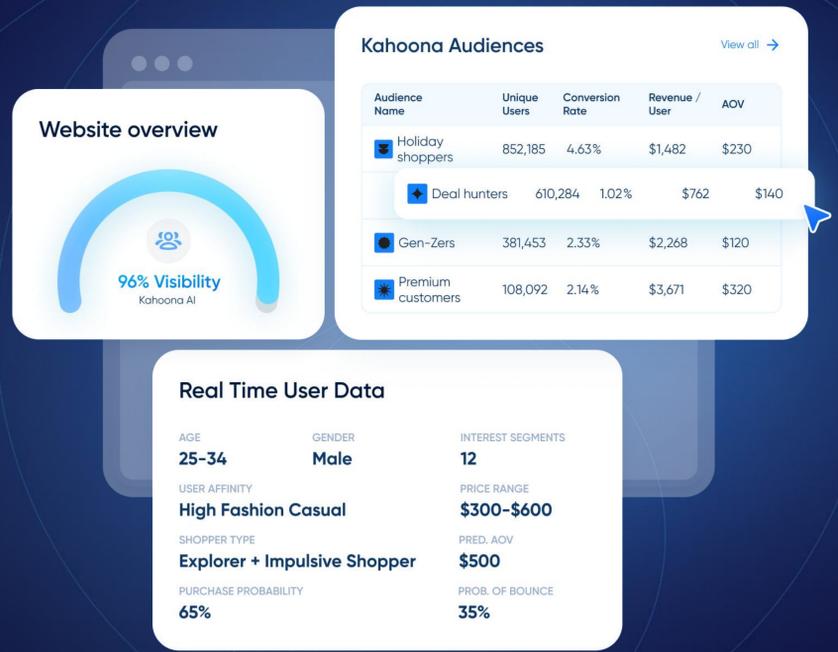


Turn anonymous users into high intent buyers

Kahoona provides a unique approach, focusing on human-computer interactions and HOW users interact, generating 15x more data touchpoints. Fed into our proprietary machine learning models, we are then able to predict user attributes, while converting anonymous visitors into high intent buyers, with AI.

As we embed the speed and pattern of scrolling, pinching, and clicking on every page into the custom AI models, we predict buyer behaviors and intent. These precious segments increase conversions and cart sizes, while lowering cost of acquisition.

Introducing AI-Predictive Segmentation, enabling true Hyper-Segmentation that includes significantly more high value, granular segments, with AI.



The Facts

As we head into a privacy-first world without third-party cookies, brands and online retailers face severe limitations in identifying, efficiently converting & maximizing the full potential of their website visitors.

The industry has focused on personalizing and taking action on identified website visitors, **yet these visitors usually represent only 4% of overall site traffic.**

The Problem

Astonishingly, 96% of visitors remain completely anonymous and unaddressable. This limited visibility leads to reduced relevance and a decline in marketing & personalization efficiency, resulting in increased customer acquisition costs (CAC) and reduced conversion rates (CVR).

Until now online businesses have relied on third party cookies as a last-resort solution. However, as the digital ecosystem turns cookieless in 2024, they're scrambling for solutions to convert the vast majority of their site visitors.



Leverage the 96% who remain anonymous visitors

Understand and maximize the full potential of 100% your website visitors, including the unidentified



Drive Business KPIs with AI-based Intent Segments

Understand your unique AI-generated personas' habits and attitude. Focus only on audiences that matter.



Real-Time AI Predictive Segmentation

Dramatically improve your marketing and on-site experience to improve CAC and Conversion Rate.



Easily Connect 1st Party Data to Any Platform

Plug-and-play with any platform (marketing, personalization, retail media, CDP and analytics). Enriched with AI-based identity graph.



Cookieless-Proof

Foresee the upcoming user privacy paradigm shift, as the digital ecosystem will be cookieless in 2024.

The Solution

Kahoona enables AI-powered hyper-personalization in a cookieless world, allowing brands and online retailers to turn the 96% of website visitors who remain unidentified into high-intent buyers. After a few moments of user interaction, **Kahoona's AI predicts an anonymous user's purchase probability, pricing level, demographics and other metrics previously obscured.** Kahoona takes the AI predictive approach to hyper-personalization for marketing, on-site personalization, retail media, CDP and analytics.

While existing deterministic, behavioral and contextual solutions lack proper accuracy or scalability, Kahoona offers a rich & comprehensive alternative to increase conversion and **enable hyper-personalization on 100% of website visitors very early in the user's buying journey.** Kahoona is the most intuitive way for every brand to get real-time customer visibility and unlock their full potential.

119% ROAS increase **+63%** Avg. session duration **3.4X** Conversion rate uplift

