



**KEMIT GROUP LLC**  
GLOBALLY CONNECTED – LOCALLY DIRECTED

# CONVERSION OPTIMIZATION AND PERSONALIZATION PLATFORM

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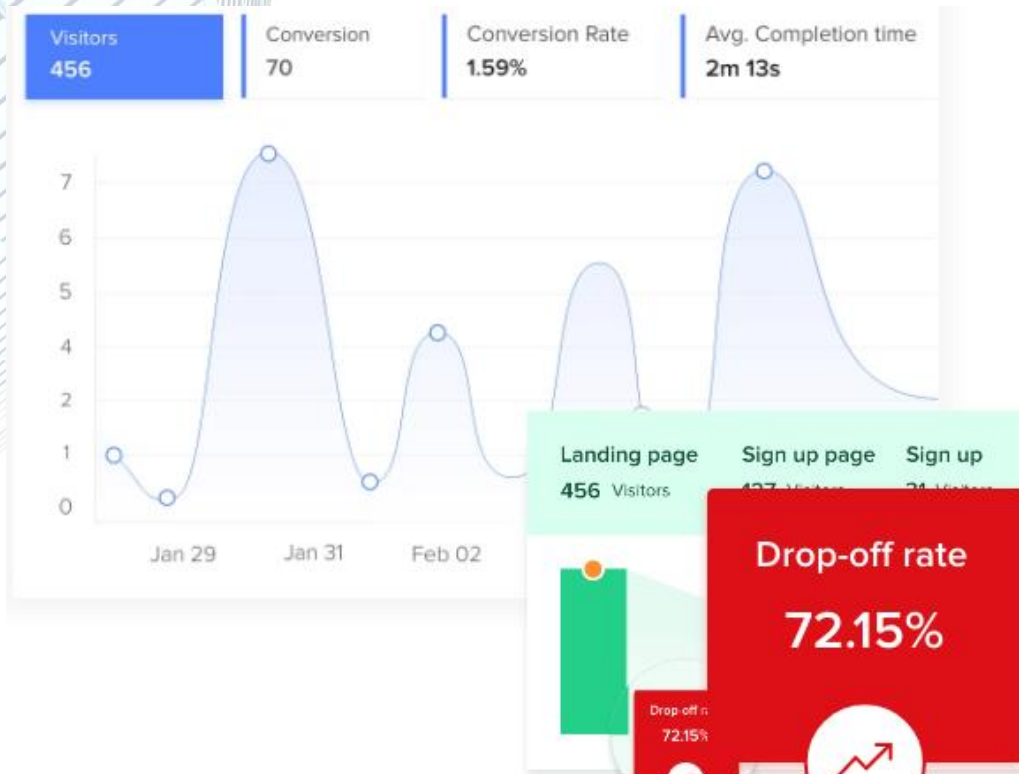
Measure your key website metrics, understand your visitors' online behavior, and give them a personalized website experience to boost conversions.

## **Nail Those Critical Web Conversions**

Whether you want to understand what works on your website, why visitors behave a certain way, or what it takes to convert a visitor into a customer, PageSense has the right set of tools for you.

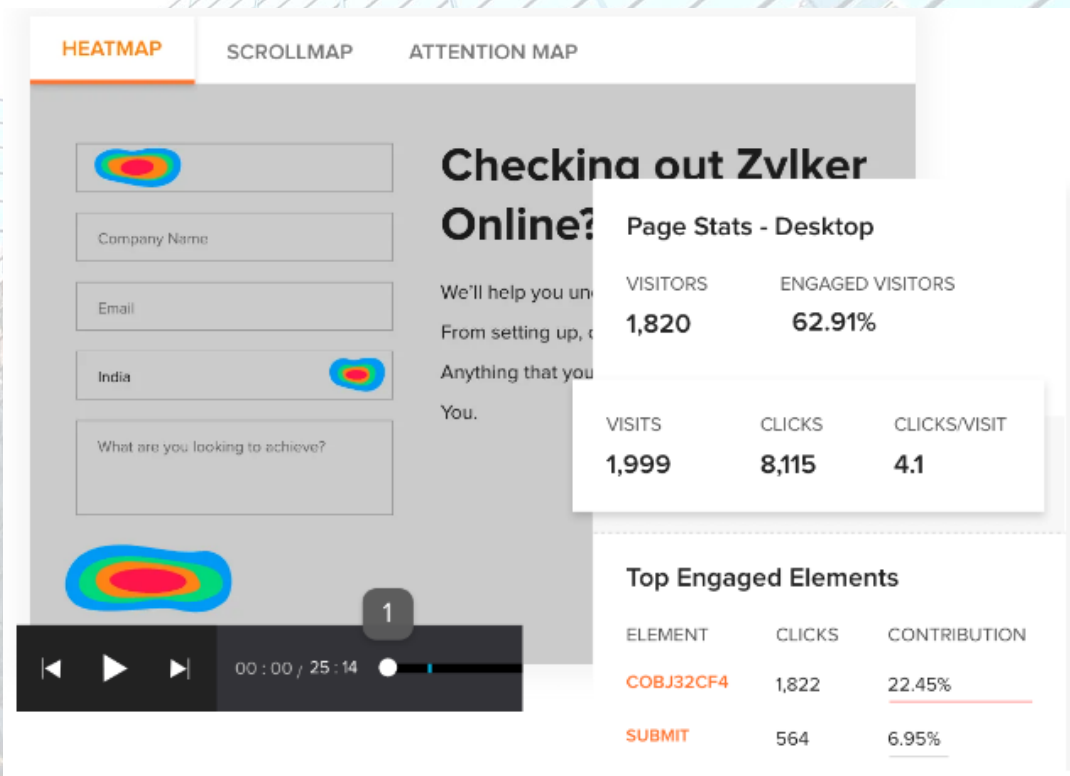
## Track Your Key Website Metrics

Add goals, monitor the clicks on your CTAs and design elements. Build a conversion funnel to see which pages cause significant dropoff.



## Analyze your visitor's behavior

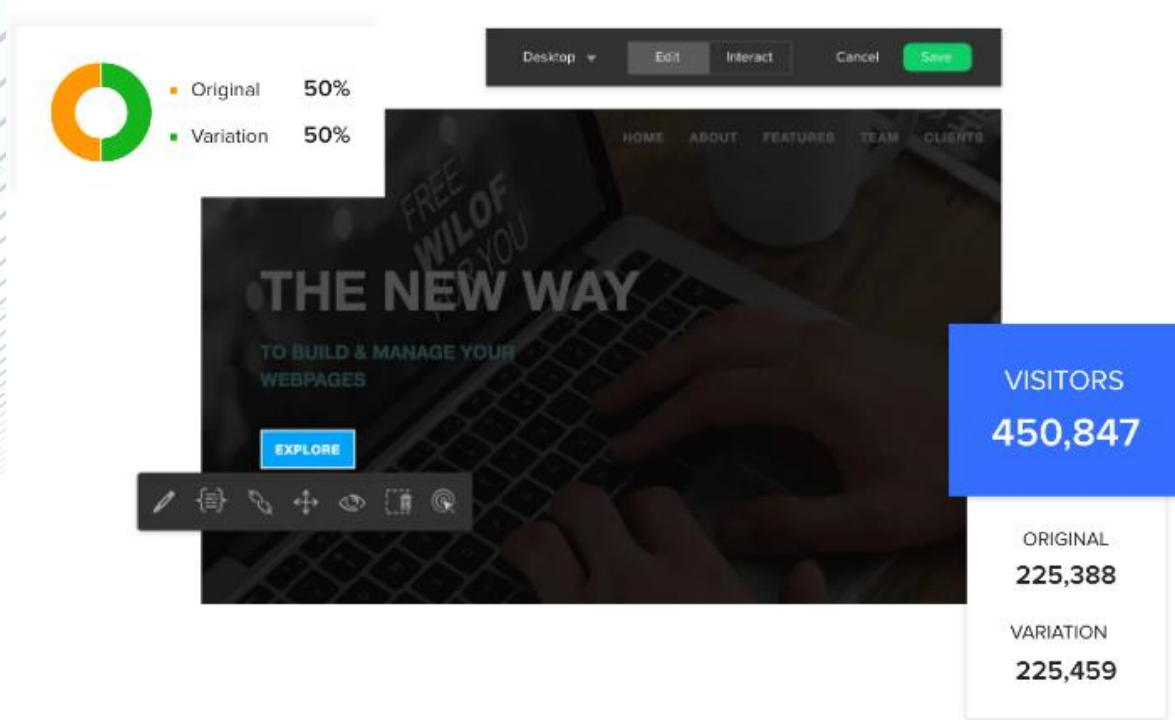
With heatmaps, identify the parts of your website that instantly grab your visitors' attention. Use session recordings to get video playback of visitor interaction with your website in real time.





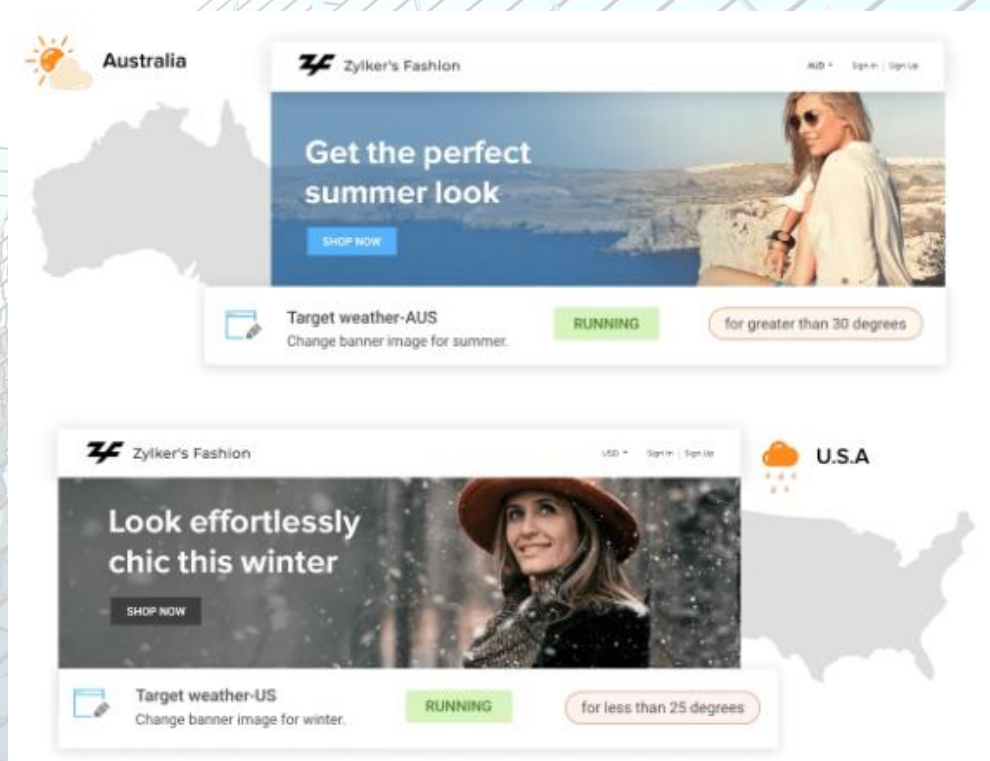
## Optimize your website for conversions

Test, learn, optimize, and repeat. Still caught in the top vs bottom fold debate? A/B test and see what works better for your business. Experiment with different page layouts, site elements, images, texts, colors, and more.



## Personalize user experiences

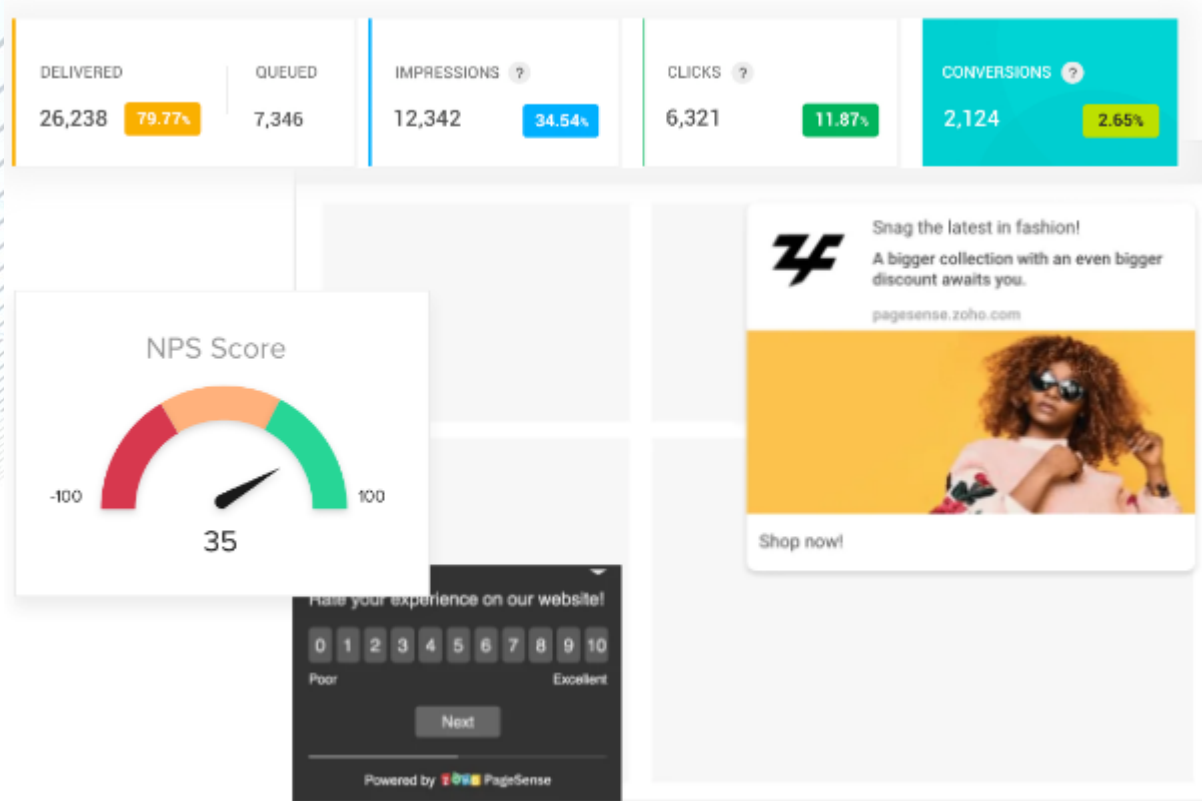
Every visitor is unique, so their experience on your website should be too. Offer a personalized website experience for your visitors based on their needs and wants.



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### Engage with every visitor

Your customers are your best critics. Create and run on-site and in-app polls to gather visitor and customer feedback so you can give them what they want.



### Integrations

Integrations with various Zoho and third-party applications is just a click away. Get a unified view of your website data and make more informed marketing decisions.

