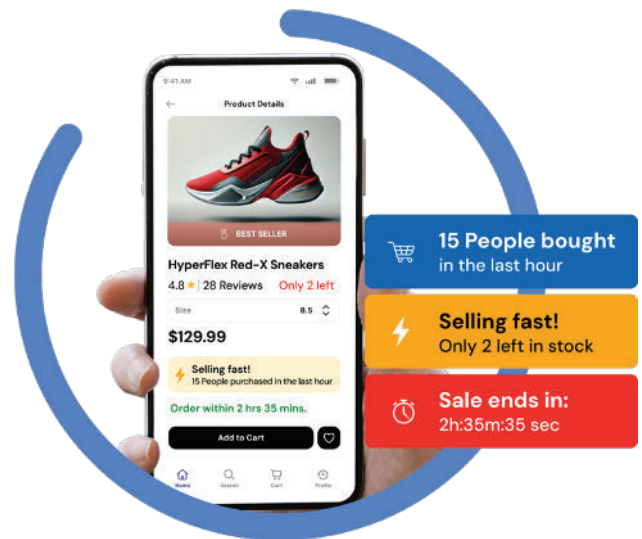


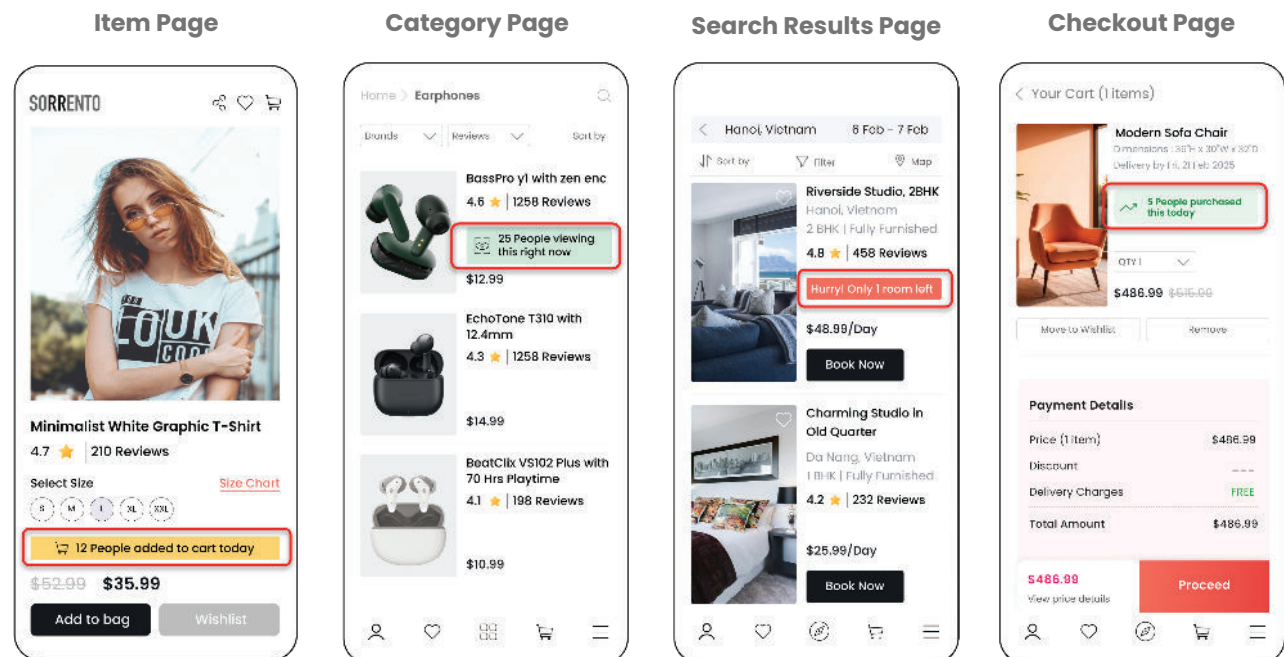
## Harness Wisdom of the Crowd to Build Trust, Create Urgency, and Accelerate Conversions



Convert real-time data about your shoppers and products into social proof. Social proof messages are a surefire way to build trust, create urgency, and accelerate conversions in the cold commerce environment.

Product ratings and reviews do only so much – complete your social proof strategy with real-time messages about other shopper activity to help your visitors validate their decision and buy with confidence.

## Drive Full Funnel Messaging to Accelerate Conversions



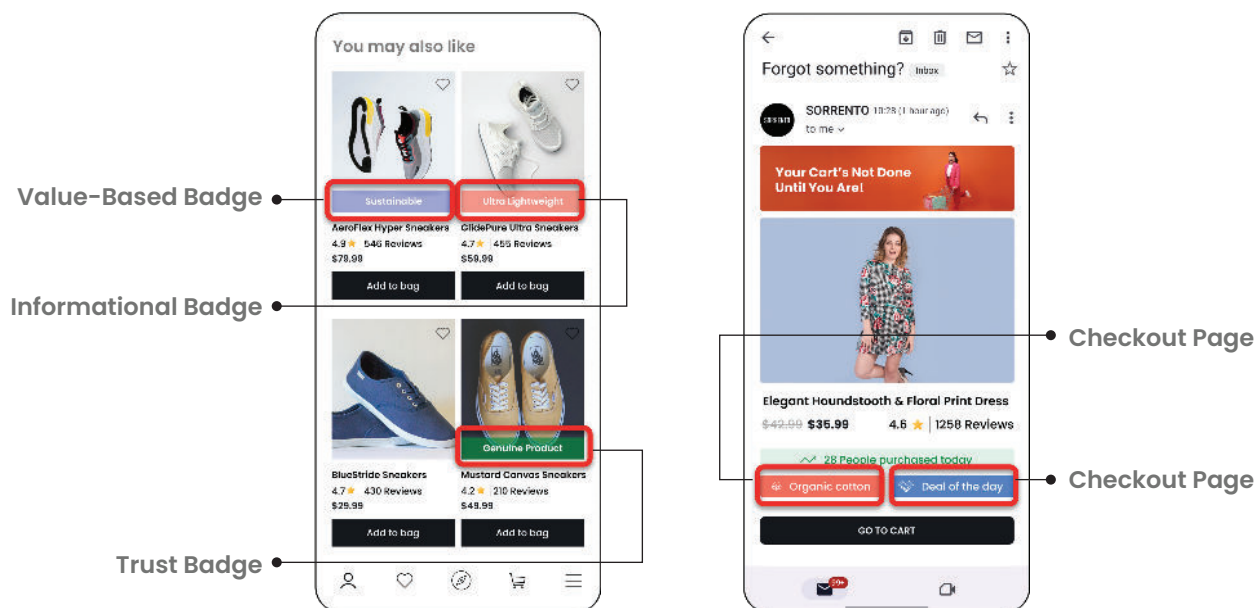
### Value Unlocked

▲ **15%**  
Conversion Rate

▲ **6%**  
Add to Cart Rate

▲ **8%**  
Revenue per Visit

## Amplify the Impact of Social Proof with Product Badges



## Unlock Smarter Social Proof: Self-Serve, No-Code, and AI-Optimized



### Control Where & When Social Proof Messages Appear

Define message placement by page type (e.g., PDP, category) and context such as product category, brand, and region. Use threshold controls to determine when messages are triggered. Additionally, prioritize different messages and manage their visibility duration.



### Customize the Look and Feel in a Few Clicks

Customize the design effortlessly with just a few clicks—no need to wait on a scrum team. Further, tailor the message text to reflect your brand voice.



### Leverage Game-changing AI Optimization

AI Optimization uses a closed-loop mechanism to automatically determine and display the most effective message—continuously optimizing for KPIs like conversion rate, add-to-cart rate, and revenue per visit to maximize uplift.



### Go Live with New Experiences or Changes in Minutes

Make a new social proof experience or updates visible to shoppers in just 5 minutes from hitting publish—without the delays typically associated with agile sprint cycles.



### Enjoy Flexible, Seamless Integration

Effortlessly connect with client-side, server-side, and mobile app systems through API-led integration—backed by enterprise-grade infrastructure for lightning-fast performance and limitless scalability.

## Contact Us

To learn more about Algonomy Social Proof Messaging or to see a demo, write to us at [hello@algonomy.com](mailto:hello@algonomy.com).

# ALGONOMY

At Algonomy, we help retailers elevate customer engagement and optimize retail planning through data-backed and AI-powered decisioning. Our real-time Algorithmic Decisioning platform, powered by Composite AI, enables 1:1 omnichannel personalization, seamless audience management, precision-guided demand and supply planning, and true supply chain collaboration. We are a trusted partner to more than 400 leading brands, with a global presence spanning over 20 countries. Our innovations have garnered recognition from top industry analysts such as Gartner and Forrester. More at [hello.algonomy.com](https://hello.algonomy.com)