

PERSONALIZATION INCREASES CONVERSIONS

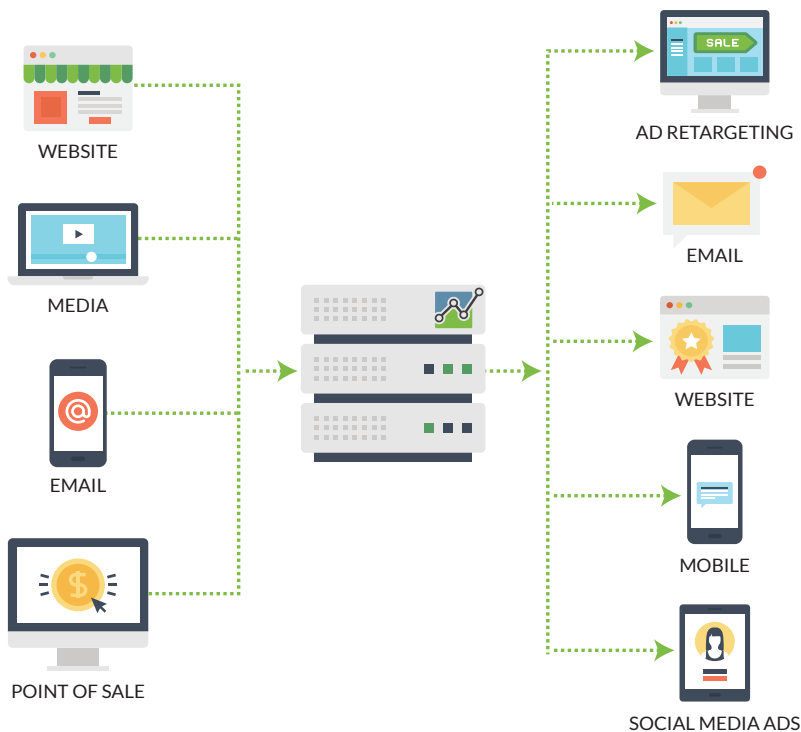
Fulcrum delivers better data, greater insight, more engagement and faster results

Fulcrum's Personalization Engine transforms all your marketing channels into highly-customized experiences, accelerating customer engagement, improving brand loyalty and increasing conversion rates. We help **middle market e-commerce companies and agencies with growing brands** maximize their returns and deliver results!

WHAT DOES FULCRUM DO?

- We improve customer engagement to increase conversion rates
- We capture first-party, customer data in real-time to create unique experiences for every visitor
- We deliver relevant user journeys based on an individual's specific behavior

FULCRUM FIRST-PARTY DATA COLLECTION PROCESS



Fulcrum unifies your data and delivers personalized experiences across all of your marketing channels.

Leverage your first-party data with Fulcrum to deliver increased user engagement, conversions and revenue. Find out how Fulcrum can increase conversions for your company — check out our [FREE 45-Day Trial](#).

Your data is an asset, so treat it like one.

Fulcrum provides Engagement Solutions for the three primary areas of a user journey:



ACQUISITION

Using real-time data, Fulcrum serves up custom, in-the-moment experiences to your users to improve engagement.



CONVERSION

Fulcrum's AI recommends the "next best action" for a user to take, keeping them connected and on the most direct path to conversion.



RETENTION

Fulcrum tracks how users are interacting with your website and other marketing channels, engaging your customers to keep them coming back.

FULCRUM 

Leverage Your Data

www.fulcrumsaas.com