



IQ-DISCOVER™

TRANSFORMING VISITOR ENGAGEMENT ACROSS INDUSTRIES

OVERVIEW

IQ-Discover™ is a powerful visitor identification and engagement platform that converts anonymous traffic into leads and customers. Trusted across sports, gaming, retail, and cruise industries, it enables businesses to capture, engage, and monetize high-intent visitors effortlessly.

By identifying anonymous visitors, capturing emails, and re-engaging them with personalized content, IQ-Discover helps businesses increase conversions, recover lost sales, and drive revenue growth

Business Impact

Customer Acquisition & Lead Generation



- Capture high-intent anonymous visitor emails to build a highly targeted marketing database.
- Convert passive visitors into subscribers, players, and buyers with seamless engagement.
- Each identified visitor leads to 5-10% higher conversion rates (example estimate).

Personalized Retargeting & Monetization



- Engage with potential customers at key touchpoints, ensuring they return and complete their journey.
- Retarget lost shoppers with AI-powered email campaigns, driving repeat purchases and loyalty.
- Saved engagements result in 2-3 more transactions per customer (example estimate).

Financial Impacts

Sports & Gaming Engagement

Estimated Revenue: \$15.2B Digital Fan & Player Engagement Revenue (example estimate).
Assumed 10% Anonymous Visitors, 25% Conversion: Unlocks \$380M in additional revenue (example estimate).

Retail & E-Commerce Recovery

Estimated Revenue: \$20.5B Direct-to-Consumer Sales (example estimate).
Assumed 7% Abandoned Carts, 20% Recovery: Unlocks \$287M in additional sales (example estimate).

Cruise & Hospitality Guest Targeting

Estimated Revenue: \$18.9B Onboard & Direct Cruise Sales (example estimate).
Assumed 8% Anonymous Visitors, 30% Engagement Recovery: Unlocks \$340M in revenue (example estimate).