

LiveEngage: Delivering a Rich, Intelligent, Live Digital Engagement Experience

LiveEngage is the leading cloud-based customer engagement solution, empowering businesses to drive the greatest possible results from their digital assets. Through algorithmic predictive targeting, LiveEngage is able to understand customers' needs and estimated values, enabling businesses to intelligently connect through chat, voice, targeted content, and video chat—across all channels and devices—and deliver rich, personalized engagement experiences. Further, by applying sentiment analytics, deep customer insights can be gained to optimize campaigns and enrich business decision-making.

LiveEngage enables you to intelligently target and meaningfully engage:

- The right visitor
- At the right location
- With the right engagement type
- At the right time
- With the right agent/representative

What Can LiveEngage Do For You?

LiveEngage provides predictive, intelligent targeting.

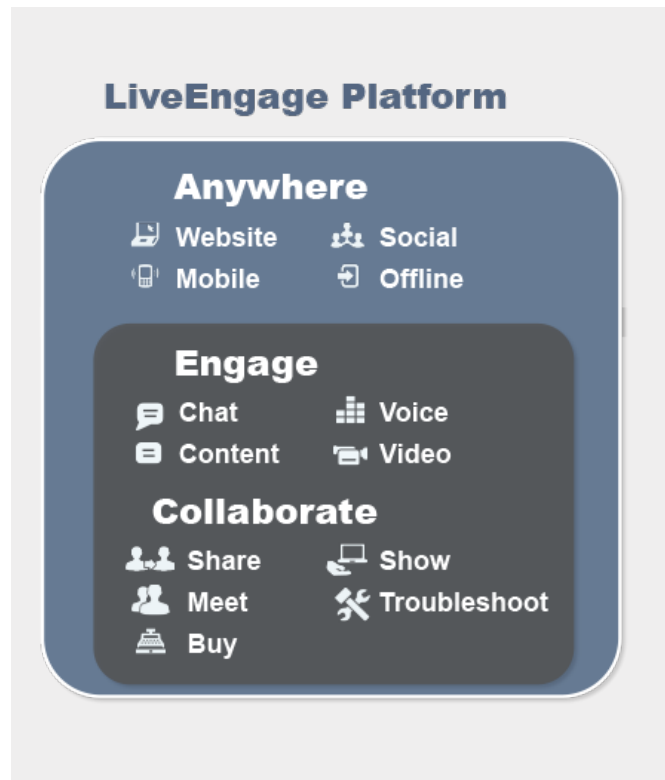
Leveraging machine learning to optimize business results, LivePerson brings to you the next generation of intelligence and targeting: algorithmic predictive targeting. By evaluating complex sets of visitor behavioural patterns, along with a broad set of customer and business data, including historical, operational, demographic, and third-party data, LiveEngage determines exactly which visitors to engage and when.

LiveEngage delivers rich, multi-media interactions across all channels and devices.

Whether it's through chat, voice, video chat, or targeted content, LiveEngage delivers rich, engaging experiences that fulfill customer needs, increase conversion rates, and enhance customer satisfaction—anywhere along the customer journey: from discovery, to purchase, to service. Agents can share videos, help complete forms, transfer files, share screens, provide secure payment card forms, and much more. And as your customers continue to shift from the website to mobile, you can engage with them on their smartphones and tablets, both on your mobile website and apps.

LiveEngage provides deep analysis and optimization.

Through extensive reporting capabilities and data analysis, you can continuously improve campaign effectiveness, agent performance and customer engagements. Optimize your segmentation to ensure the most impactful engagements. Optimize agent effectiveness to ensure the best possible customer experiences delivered with the highest degree of efficiency, optimizing CSAT scores, first contact resolution rates, and call/email deflections. Leverage conversion analyses to optimize campaigns, ensuring the greatest possible impact and results.



LiveEngage delivers measurable value.

By increasing conversion rates, revenue per visitor, average order values, and search marketing results; by decreasing customer support costs; and by improving agent efficiency, first contact resolution and customer satisfaction rates, LiveEngage delivers an ROI that is both measurable and proven. This value is realized by over 8,500 clients globally, with over 450 million visitors per month.

LiveEngage leverages engagement content to enrich digital marketing investments

Engagements generate insight-rich content that is, quite literally, the voices of your customers. Through sophisticated data and sentiment analytics that examines both structured and unstructured data, LiveEngage is able to reveal deep customer insights, enabling you to drive your digital marketing effectiveness, enrich your digital investments, inform your decision-making, optimize your campaigns, and improve your business outcomes.

LiveEngage is open.

LiveEngage is an enterprise-grade, cloud-based platform that enables businesses to design and deploy a fully-customized solution, based on individual needs. Businesses can use a set of open APIs to design custom applications or access LivePerson's global, best-of-breed partner ecosystem, offering innovative applications designed to enhance and extend LiveEngage's functionality.

LiveEngage is secure.

When it comes to doing business on the web, security is always a top priority. In order for the online marketplace to thrive, businesses and consumers alike need to be assured that their sensitive data is well-protected. Trusted by industry-leading enterprises, including many of the leading global financial services firms, LivePerson offers a highly-secure, reliable platform that meets and exceeds some of the most stringent security requirements, enabling online businesses to safely communicate with their customers.

Lift conversion rates by

20%

Increase average order value by

35%

Reduce support costs by

25%

About LivePerson

LivePerson, Inc. (NASDAQ: LPSN) offers a cloud-based platform that enables businesses to proactively connect in real-time with their customers via chat, voice, and content delivery at the right time, through the right channel, including websites, social media, and mobile devices. This "intelligent engagement" is driven by real-time behavioral analytics, producing connections based on a true understanding of business objectives and customer needs.

More than 8,500 companies rely on LivePerson's platform to increase conversions and improve customer experience, including Hewlett-Packard, IBM, Microsoft, Verizon, Sky, Walt Disney, PNC, QVC and Orbitz.

LivePerson received the CODiE award for Best Content Management Solution in 2012 and for Best Ecommerce Solution in 2011, and has been named a Company of the Year by Frost and Sullivan in 2011. LivePerson is headquartered in New York City with offices in San Francisco, Atlanta, Tel Aviv, London and Melbourne.

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