

# The Total Economic Impact™

## of Kameleoon

A commissioned study conducted by: FORRESTER®

Through customer interviews and analysis, Forrester Consulting concluded that Kameleoon's AI-powered personalization platform has the following three-year financial impact: Kameleoon increases e-commerce sales and revenues, improves engagement, and makes it easy to scale web personalization.

### Key benefits for brands using Kameleoon

 **15%**  
Improvement in conversion rates

 **30%**  
Increased cross-sell

 **49%**  
Reduced campaign setup effort

### ROI for brands investing in Kameleoon over three years


**291%**  
ROI

**\$5.8M**  
Benefits PV


**\$4.3M**  
Net Present Value (NPV)

**<3**  
MONTHS  
Payback

### Voice of the customer

 *The solution enables quick iterations so it's easy to make adjustments. Thanks to the predictive and data science capabilities, we multiplied the promotion ROI by three times*

Merchandising and search engine manager, E-commerce

 *At the beginning Kameleoon allowed a +30% efficiency gain. What's most important, at the end of the pilot phase we knew we had gained the right pace to scale the solution easily.*

Product Director, Travel