

Neto and Outsmart Partner to Bring Data-Driven Upselling to SME Retailers and Wholesalers

This new conversion focussed app brings advanced data-driven functionality to businesses, allowing them to take on their big business competitors.

Brisbane, Queensland: Neto, a leading unified ecommerce platform recently acquired by Maropost, today announces that they have partnered with Outsmart, an initiative of Perceptiv Digital, to launch One Click Upsells, an app suite on Neto that empowers SMEs to increase their average order value through data-driven tools that can be installed in just a few clicks.

Available to all merchants in the Neto add-on store from today, the app suite built by Outsmart brings AI driven cross-selling and upselling to Neto merchants. Using similar techniques to those used by companies like Netflix and Amazon, the app empowers merchants to offer product recommendations to customers, not only improving the customer's experience but also increasing basket size and driving revenue growth.

"We are motivated by the vision of more people and their businesses, reaping more rewards for their life's work. That's why we wanted to partner with Neto, to deliver an easy way for thousands of merchants to gain more profit with less effort. Through analysing customer behaviour, One Click Upsells is able to present upsell and cross-sell recommendations to the customer, in a way that's seamlessly integrated into the purchase journey, so shoppers are far more likely to take up the offers" says Igor Cerjan, CEO of Outsmart and Perceptiv Digital.

One Click Upsells offers a frictionless install with no coding or developer work required and builds on Neto's functionality and mission to empower SME businesses through technology. Supporting thousands of Australian wholesalers and retailers, Neto's unified platform helps these merchants reduce the complexity that comes with running a modern ecommerce business. Their comprehensive suite of tools centralise multi-channel product data, inventory and sales orders, whilst streamlining the fulfilment of orders at scale, allowing merchants to run nimble operations.

"We are very excited to be partnering with Outsmart to bring this suite of conversion apps to our merchants, bringing the power of data-driven up-selling and cross-selling to their stores," said Cory Snyder, VP of Partners at Maropost. "We know that merchants who utilise cross-sells and upsells in their stores see improvements in their average order value. The app by the team at Outsmart supports our mission of helping merchants punch above their weight, by providing an easy way for them to drive revenue with just a few clicks," he said.

Learn more about Outsmart on Neto at www.netohq.com/outsmart

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About Neto:

Neto by Maropost is a leading unified ecommerce platform. Since 2009, Neto has helped Australian B2B and multi-channel businesses scale fast through their all-in-one solution for ecommerce, POS, inventory management, order management, and shipping labelling, processing in excess of 3 billion dollars in annual sales through its platform.

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