

# CONVERSIONS

Know which visitors have converted on your website and what path has lead them to convert.

- ✓ **Conversion type** – online sale, brochure request, trial registration or contact form completion, you decide and specify what is considered a conversion.
- ✓ **Motivational tool** – link online chats with conversions and automatically credit the operator responsible for the conversion with an alert.
- ✓ **Advanced reporting** – calculate return on investment (ROI) so you can easily identify which channels and operators are generating income.

