



## ARTIFICIAL INTELLIGENCE DIGITAL CHANNEL CONVERSION OPTIMIZATION

The Internet is the strongest growing customer acquisition channel. While it is relatively easy to attract potential buyers to the website, only a small fraction of them decide to make a transaction. Analyzing digital customer journey, we find the best and worst path converting on the website and by minimal changes to the website, multiply the number of people making transactions. We have successfully accomplished this task for the automotive company, that is a leader in the Internet channel.

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### United States

#### CFT Inc.

1556 S. Michigan Avenue Unit  
3A

Chicago, Illinois 60605

**Phone:** +1.312.588.0006

**Phone:** +1.312.420.1016

[info@cft-inc.net](mailto:info@cft-inc.net)

### United States

#### CFT Inc.

6820 Lyons Technologies Cir  
Coconut Creek, Florida 33073

**Phone:** +1.312.588.0006

**Phone:** +1.312.420.1016

[info@cft-inc.net](mailto:info@cft-inc.net)

### Europe - Poland

#### CFT Polska

ul. Ryżowa 49

02-495 Warszawa

**Phone:** +48 22 379 75 00

[europeinfo@cfeurope.pl](mailto:europeinfo@cfeurope.pl)

### Europe - Poland

#### CFT Polska

Ul. Myśliwska 14

15-569 Białystok

**Phone:** +48 22 379 75 00