



PINDEX CX SUMMIT

Få en demo av Triggerbee
Customer Engagement Platform:



Scanna QR-koden eller besök URL:

<https://triggerbee.com/demo>



PINDEX
CX SUMMIT

TRIGGERBEE

User Meetup



SELMA.

 **extend**
marketing



We help you grow your customers

AI-powered Customer Engagement Platform

Nyheter i Triggerbee 3.0



The Triggerbee Growth Model

1

AUDIENCE GROWTH

Grow your audience
Identify high-intent visitors

CRM growth

Identified visitors

New members & Sign ups

2

UNDERSTAND

Build richer customer profiles
Capture intent & preferences

Data points

Purchase intent

Affinity score

3

ACTIVATE

Drive logins & membership
Increase engagement & sales

Login rate

Time on site

Engagement score

4

CONVERT & SELL

Influence purchase decisions
Increase customer value & sales

Conversion rate

Revenue uplift

AOV

5

RETAIN

Drive repeat purchases
Reduce churn & win back customers

Win-back

Churn risk

Repeat purchase rate

6

LISTEN

Capture customer feedback
Improve the experience

NPS

Feedback response rate

Varje upplevelse driver en eller flera målsättningar

1. Triggerbee klassificerar automatiskt vilken målsättning (och KPler) som kampanjerna verkar driva
2. Du kan själv ändra Triggerbees klassificering.

Dashboards



NYHETER

Multi market Dashboard

Your Experiences								
All onsite experiences across your accounts, organized by strategic objective.								
All experiences A/B Tests		Active Search campaign name...						
Show timeline		Select multiple						
	Preview	Name	Status	Impressions	CTR	Response Rate	Account	
☐		Bli medlem standard pop-up	• Live	998,292	0.9%	1.5%	 MyBrand FI	
☐		Bli medlem standard pop-up	• Live	1,879,497	0.6%	1%	 MyBrand NO	
☐		Bli medlem standard pop-up	• Live	3,561,930	0.5%	0.8%	 MyBrand SE	
☐		Add birthdate new SE	• Live	186,620	0%	6.6%	 MyBrand SE	
☐		v35 PDP-banner WO FI me...	• Live	271	0.7%	0%	 MyBrand FI	

NYHETER

Web insights

1. GTM event data ingestion
2. First-party Server-side Cookie
3. Inloggad status
4. Digitalt kroppspråk

NYHETER

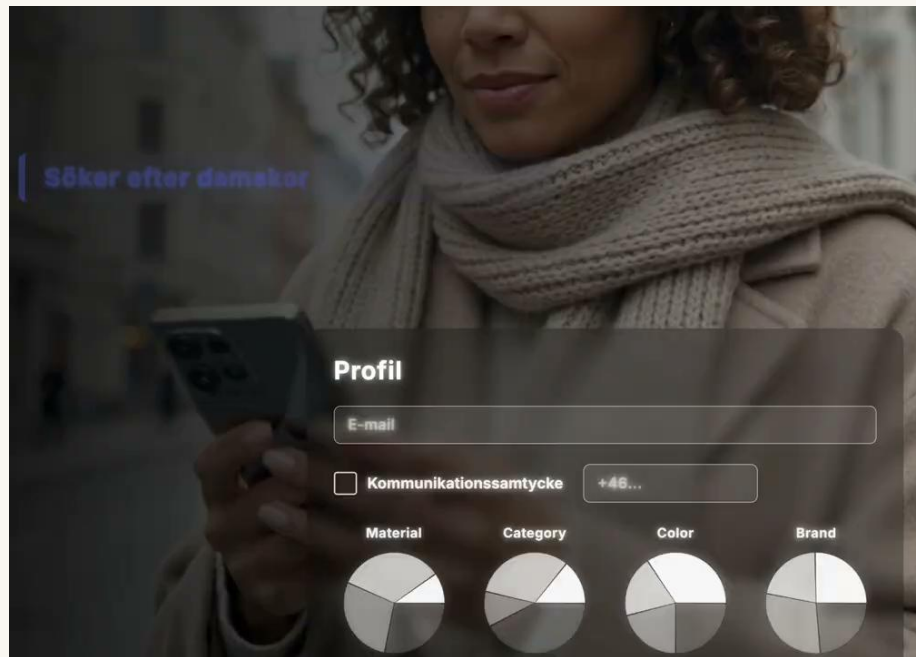
Digitalt kroppspråk

Dragning mot olika typer av innehåll och egenskaper.

Hur du kommer igång

1. Definiera flera olika **Content Dimensions**.
2. Mät **affinity** hos varje besökare mot respektiver Content Dimension.
3. Detektera **Intent**.

Vår nya Intresseprofilering!



NYHETER

Egenanpassad integration

1. Webhook
2. Oauth
3. Anpassningsbar
4. Skicka data
5. Läsa data (segmenteringskontroller)

NYHETER

Nya integrationer

1. Dot Digital
2. Brevo
3. CleverReach
4. Shopify

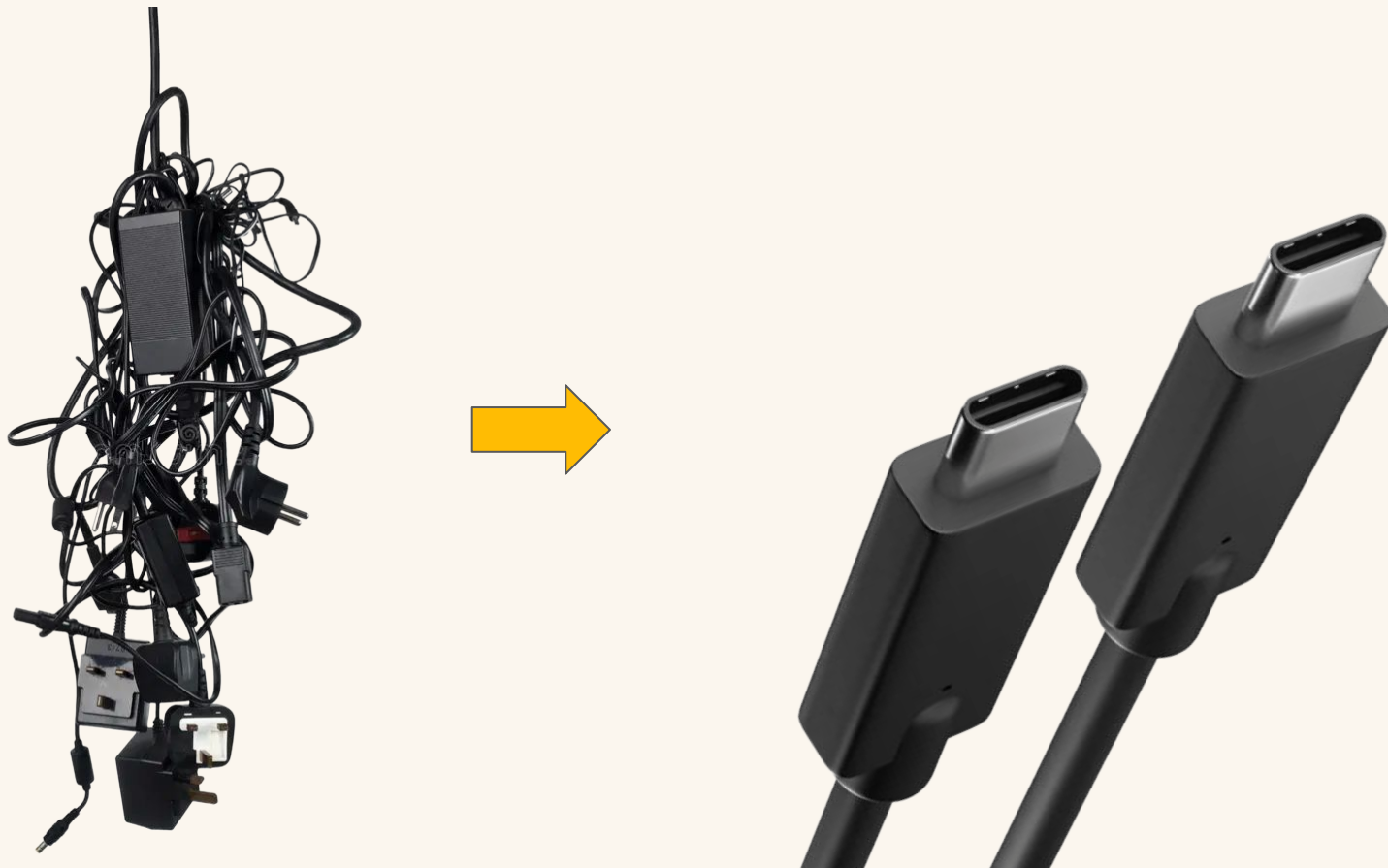
Agenter och MCP



MCP - Model Context Protocol

MCP är ett gemensamt sätt för AI att ansluta till olika verktyg och data. Tidigare byggde man en unik koppling till varje tjänst.

MCP - Model Context Protocol



API

- Byggt för utvecklare
- Kräver kod för varje ny uppgift

MCP

- Byggt för AI
- AI:n väljer verktyg
- Du frågar med vanliga ord

Demo time

Så funkar det i Triggerbee



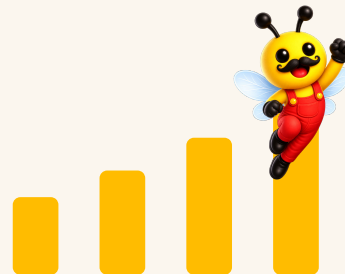
1. Chatta

i Triggerbee eller anslut till ditt AI-verktyg via MCP



2. Analysera data

Be Buzz analysera din data och ge dig rapporter.



3. Buzz gör allt du kan

Skapa kampanjer, målgrupper, utför actions.

Status

Fas 1 (Snart)

- MCP i beta
- Chatta & analysera data
- Skapa kampanjer
- Skapa enkla målgrupper
- Redigera text
- Publicera kampanjer

Fas 2 (Senare)

- Triggerbee tillgänglig som connector i alla AI-verktyg
- Skapa, schemalägga, publicera kampanjer
- Tillgång till kampanjinställningar
- Analysera och optimera
- Agentiskt arbetsflöde







Onsite Experiences

1. Audience Growth

2. Understand

3. Activate

4. Convert & Sell

5. Listen

6. Retain

Form responses

By type

Your Onsite Experiences

All onsite experiences across your accounts, organized by strategic objective.

All accounts

Last 30 Days

Compare metrics to: Previous period



Customize metrics



CAMPAIGN IMPRESSIONS



183K

↑ +17.6%



CONVERSION IN FORMS



6.7%

↓ -10.1%



CTR %



15.3%

↓ -10.5%



NEW E

19

↑ +9.

Active

Search campaign name...

Show timeline

Forms (120)

Promotions (92)

Created 2026 (2)

Created 2025 (32)



Show All

831K ↑ 17.6%

1. Audience Growth

19K ↑ 9.0%

2. Understand

152 ↑ 100.0%

3. Activate

15.3% ↓ -10.5%

4. Convert & Sell

22M

5

5

All experiences

A/B Tests

Select multiple



Preview

Name

Status

Impressions

Clicks

CTR

Account



PDP - Log in reminder

Live

25,038

9,151

36.6%

My Brand SE

Ask me anything about your Triggerbee campaigns.

Create a spin-the-wheel campaign

How many campaigns do I have?

Show my draft campaigns

I want to create a campaign to target unidentified traffic coming from paid ads (audience @Black Week Paid Unidentified Traffic) to grow our newsletter list

General

