

CONVERSION IS NEVER AN ACCIDENT



In a multi-channel world, customer paths look insanely complicated and totally happenstance.

They aren't.

And you no longer have to guess about what works and what doesn't.



Using the latest, cutting-edge machine learning algorithms to figure out what drives conversion on your site and at your stores, DXi distills **millions of paths and data points into a single predictive index** that can drive your sales, marketing and performance measurement.

On Your Site

Seamless Digital Analytics Integration

Millions of paths distilled into a single, predictive score



In Your Stores

Integrated with *Digital Mortar* in-store shopper tracking data

Analyze showrooming, omni-channel pickup, and site to store conversion



Proven conversion lift

dxilogy.com