



Maximize Customer Revenue, Reduce Fraud, & Make Your Mark on Personalization



Deliver Personalization to Anonymous Shoppers = Better Conversion Rates



86% of online visitors are anonymous¹



Anonymous visitors are **5.3x** more likely to buy with engagement¹



76% of customers expect personalization²

Fraud and Non-Compliance Has a Big Price Tag



42% of businesses allow customers to abuse promotions³



Promo Fraud costs companies **\$89B** a year⁴



Average total cost of non-compliance is **\$14M**⁵



Powered by AI



Privacy-First, compliant with GDPR and CCPA



Persistent, unique visitor ID across sessions, browsers



300+ device and browser factors of identification



See through incognito browsers



Unique user detection to prevent coupon abuse



Lightweight code



Personalize with real-time Identification & interactions



Match users with a high confidence score



Identify good and bad bots

Implement in **60 days** or less!

Visit photoniq.macrometa.com/demo to see it in action or chat with an expert!

1. Braze, 2022

2. McKinsey report, 2021

3. Kount survey, 2023

4. Ekata, 2021

5. Ponemon Institute, LLC, 2017