

NetElixir™

LXR INSIGHTS

Audit → Pilot → Full Experiment Mode





The AI for Strategic Predictable Growth

New Additions



AI Chatbot consultant and experiment agent



Instagram Integration



Klaviyo Integration



GA4 Integration



MMM -Budget Allocation Capability

Capabilities

Customer Segmentation

Predictive Analytics

Push Audiences

Experimentation

[New] CRM & Engagement

Data Integrations

Historical

Pixel

Shopify

BigCommerce

[New] Analytics & Measurement

Transforming Data into Measurable Lift

Integrations

Powered entirely
by your 1P Data

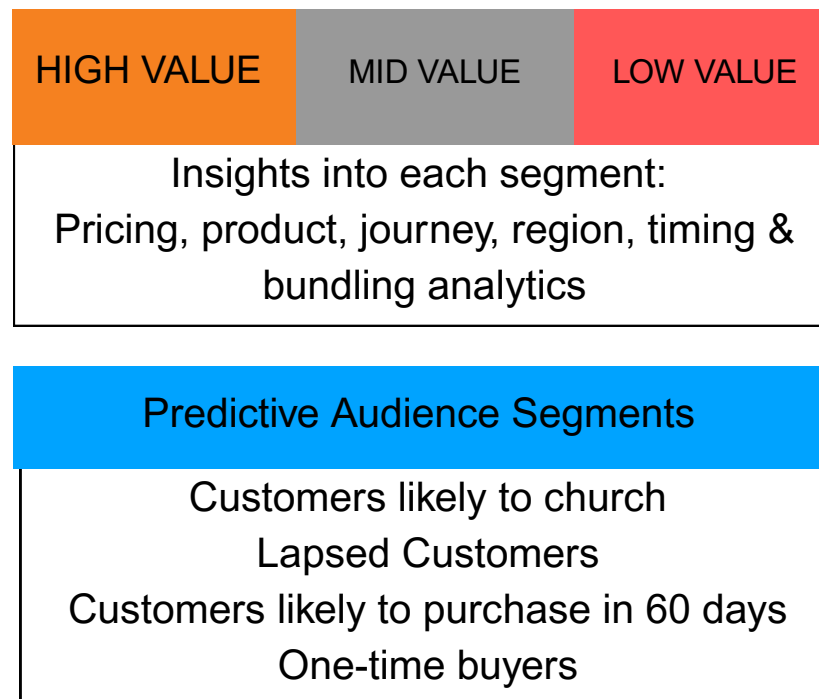


Pixel Data



Custom Platform
Historical Data

1P Audience Building



Even without running experiments, LXRInsights' audience signals keep your ad dollars focused on the right people by seeding Google & Meta.

Activation

Platform Sync and
Signal Push



Meta



Google Ads

or Download for Offline Targeting



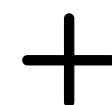
Experimentation

Acquisition + Retention Experiments

- SKU Revival Test
- Lapsed Customer Reactivation
- Omni-Channel Lift Experiment
- Reengage Customers likely to churn
- Geo Expansion Experiment
- HVC Seeding Strategy

Custom Experiments

Better Audience Signals



Smarter Experiments



Predictable Revenue Lift

LXRI Data is Better ‘Training Fuel’ for Google & Meta

Why Google & Meta Ads Need Better Training

Both platforms’ algorithms tend to bias toward lower-cost conversions unless constrained by ROAS or value-based bidding.

Both platforms can’t see full purchase history, offline sales, margins, or lifetime value unless you feed them first-party or enhanced conversion data.

They don’t inherently predict future value; they react to patterns in logged events.

They **won’t stop you from overspending** on low-value. That means they’ll happily keep serving ads to cheap one-time buyers.

How LXRI Improves Targeting & Drives Growth

Prioritizes high-value customers (HVCs) over cheap clicks, focusing on lifetime value, not just initial CPA.

Segments in real time using 1P data
+ predictive models

Forward-looking models — predicts which customers will deliver repeat purchases and higher LTV.

Flags and excludes low-value cohorts, reallocating spend toward growth-driving segments.

AI-Powered Strategic Experimentation

The Challenge (CMOS Face Every Day)

- Dormant SKUs never activated
- Lapsed customer lists ignored
- High-LTV audiences untapped

Why Current Approaches Fall Short

- Agencies & in-house teams optimize but don't experiment
- Platforms are black boxes → ROI is unclear

Our Solution (Experimentation as a Service) Pilot Program

- White-glove, low-lift service
- Augments in-house or agency (no disruption)
- Proven 8-10% incremental revenue

What Strategic Challenge Can We Solve for you First?

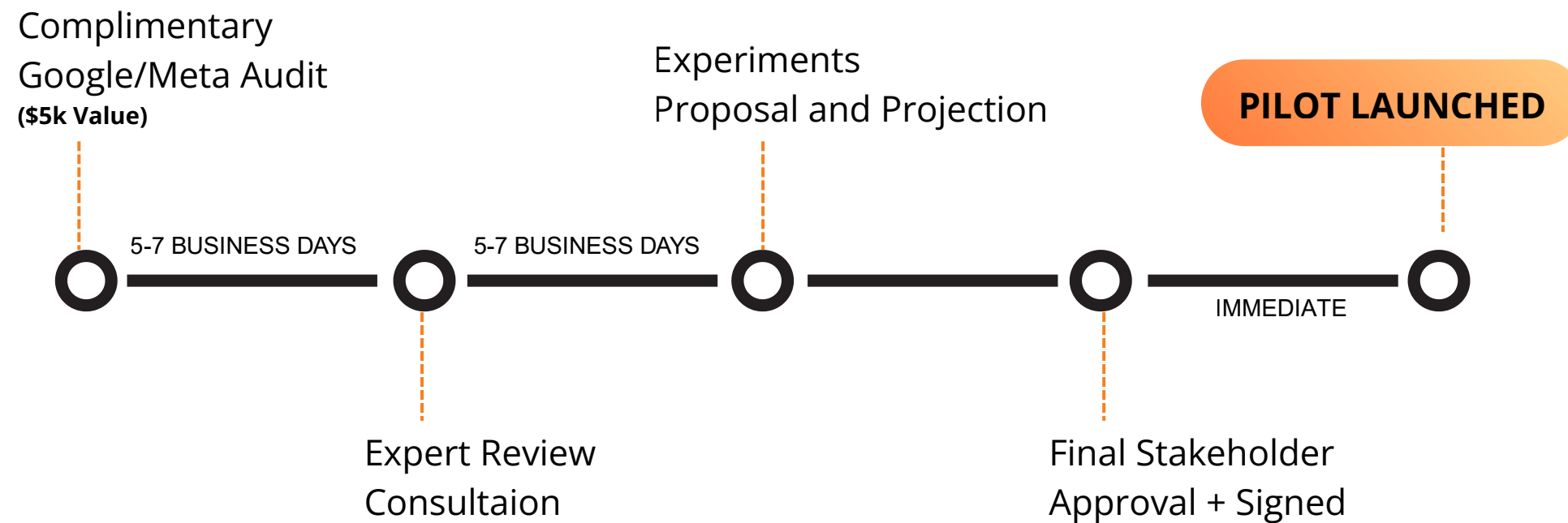
Creating Custom Experiments for an Auto Parts Brand



Each Experiment Uses LXRI Insights Audience Segments
& 3-5% of Existing Control Budget

Google Ads Audit- Key Gaps	LXRI Insights Experiment Match
1. SKUs generating \$0 revenue	1. SKU Optimization and Quality Audience Targeting for non-revenue generating categories
2. Underutilized High-Margin Product Mix	2. Increase Revenue share by focusing on High-Margin Product Mix
3. 40 underutilized states with strong ROAS potential but low spend	3. High-Potential Region Targeting
4. Overly broad audience lookback windows (180–365 days) that dilute urgency and drive wasted impressions	4. Reduce Time to Convert by targeting products with high-urgency replacement
5. Lack of structured competitive conquering despite clear overlap in product and audience	5. Competitor Audience Acquisition by targeting high-intent customers
6. Declining CVR for top brands and missed opportunities to increase AOV from existing traffic	6. Product Bundling Experiment to improve AOV through strategic cross-selling

Pilot Program



LXR INSIGHTS	PILOT
Duration	4 Months
Price	\$15k flat fee
Support & Access	• Access to LXRInsights platform • Bi-weekly consultations • 3-10 experiments • Complimentary Google Ads Audit (\$5k Value)

Your Growth Partnership Team



Micro-Experiment Results by Industry

Acquire High-Value
Pet Product Customers
through Keywords



Impressions: ↑ 31%
Clicks: ↑ 43%
AOV: ↑ 45%
Revenue: ↑ 90%

Revive Lost Customers
with Frequently
Purchased
Pet Products



ROAS: ↑ 42.5%
CVR: ↑ 47%
CPA: ↓ 31%
AOV: ↑ 7.6%

Acquire New
High-Value Customers
in the Baby Essentials
Industry



Orders: ↑ 40%
Revenue: ↑ 21%
ROAS: ↑ 7%
AOV: ↑ 36%
New High-Value Customer
Acquisition: ↑ 38%

Secure Maximum
Visibility for Tool
Product During Peak
Business Hours



Impressions: ↑ 459%
CTR: ↓ 61%
AOV: ↑ 343%
Revenue: ↑ 620%
ROAS: ↑ 180%

Expand Market
Presence in
Competitive Water
Filtration Market



Impressions: ↓ 27%
CTR: ↑ 18%
CVR: ↑ 122%
Revenue: ↑ 19%
ROAS: ↑ 44%

Thank You

Visit our Experiment Hub

<https://www.lxrinsights.ai/hub>



45 days

ments are fully live and
sig insights within 45 days

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