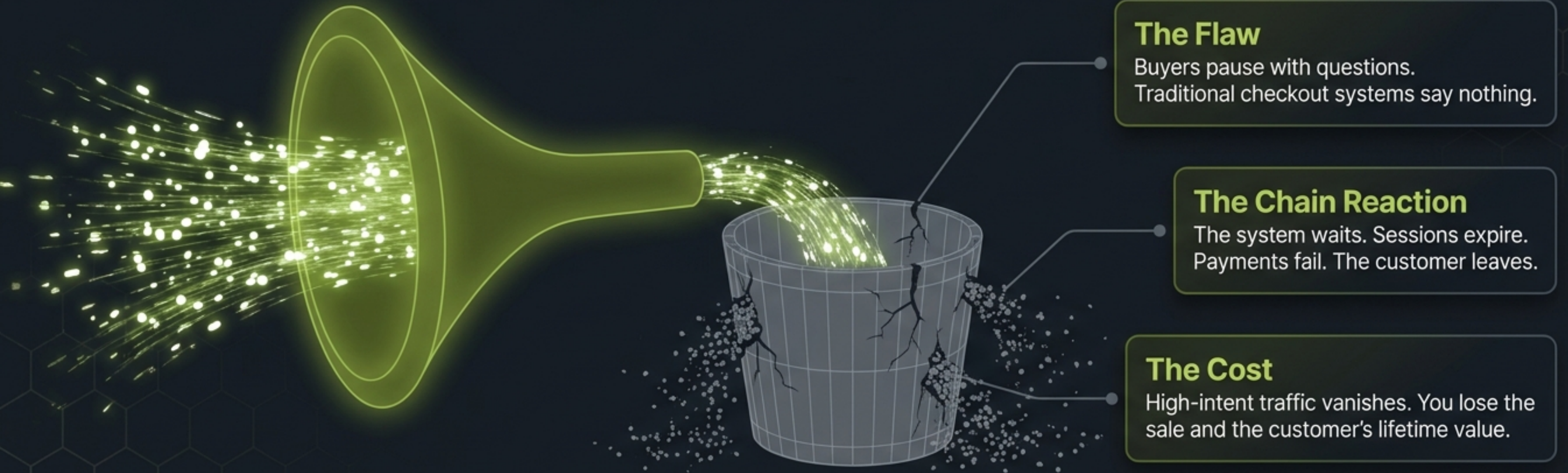


Increasing Sales by Improving Checkout Completion

Case Study: How an active checkout agent turns high-intent hesitation into captured revenue.

The highest-intent moment in your funnel relies on a passive system.



Result: Buyers ready to pay walk away. Your checkout is silently leaking revenue.

Meet the Merchant: A specialized DTC brand facing a global scaling challenge.



Niche

Scientific & artisanal
beekeeper protective gear.
Functional protection with
tactical design and
premium materials.

Demographics

Targeted global markets
(DE, USA, FR, CAN).

Customer Profile

Intent-driven buyers
seeking high-quality gear,
not casual shoppers.

Store Metrics

\$88 Average product price.
14,120 daily store visitors.

The Silent Leak: High intent does not prevent checkout hemorrhage.

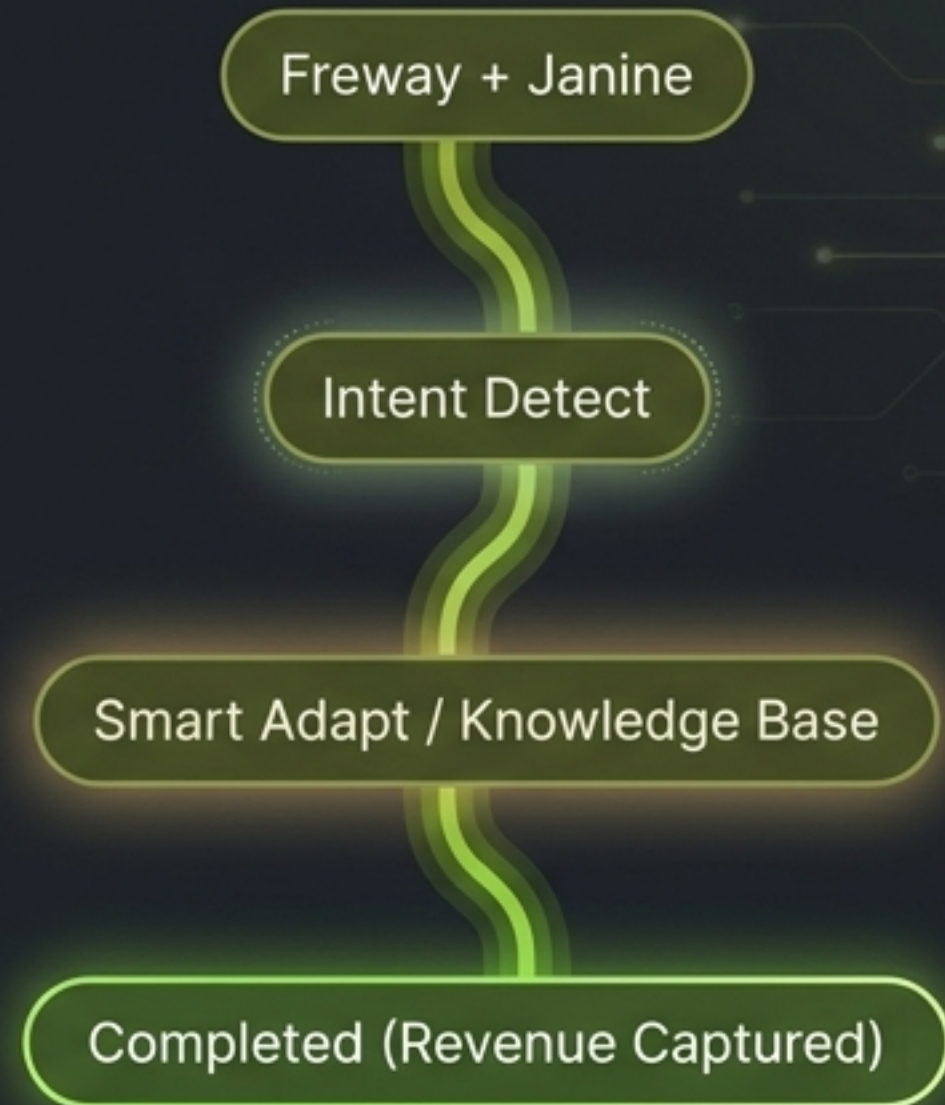
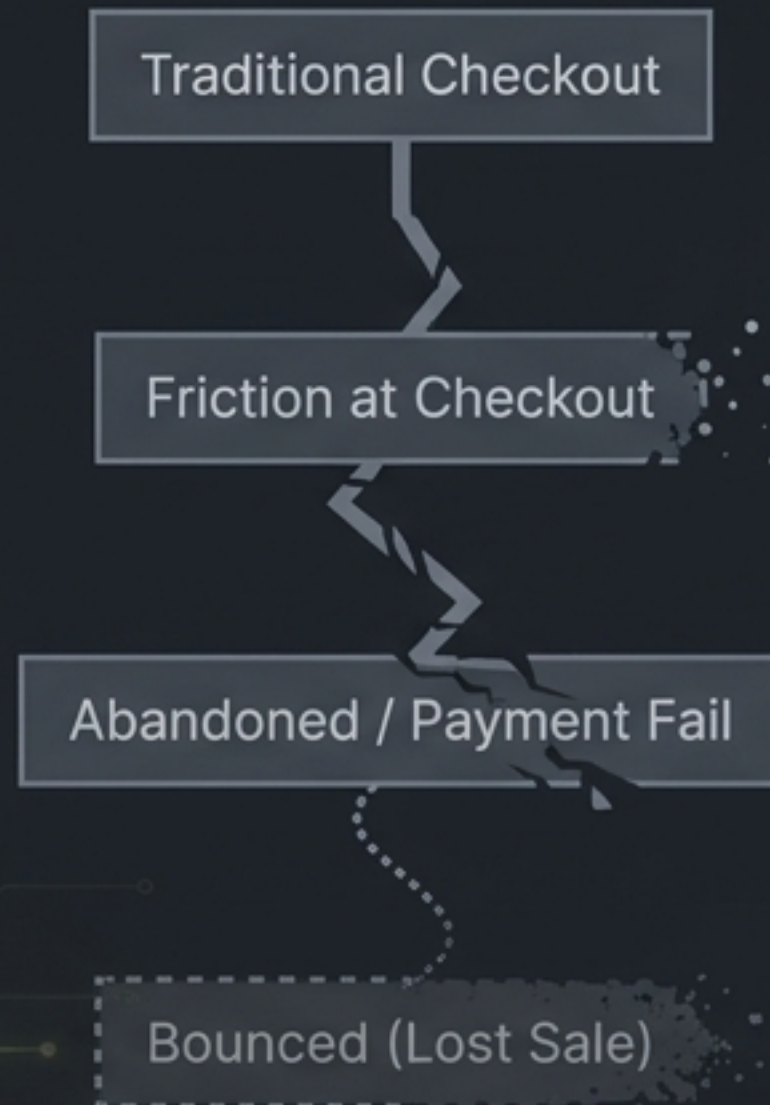


**204 sessions
lost daily.**

**\$3,500 in daily
abandoned checkouts.**

Despite premium products and targeted global traffic, passive waiting resulted in severe revenue draining.

Shifting from passive waiting to Active Recovery.



Traditional checkout waits and loses the sale. **Freway** introduces **Active Recovery**—detecting hesitation in real-time and orchestrating checkout completion before the session expires.

Meet Janine: Your autonomous CRO checkout agent.

Core Function

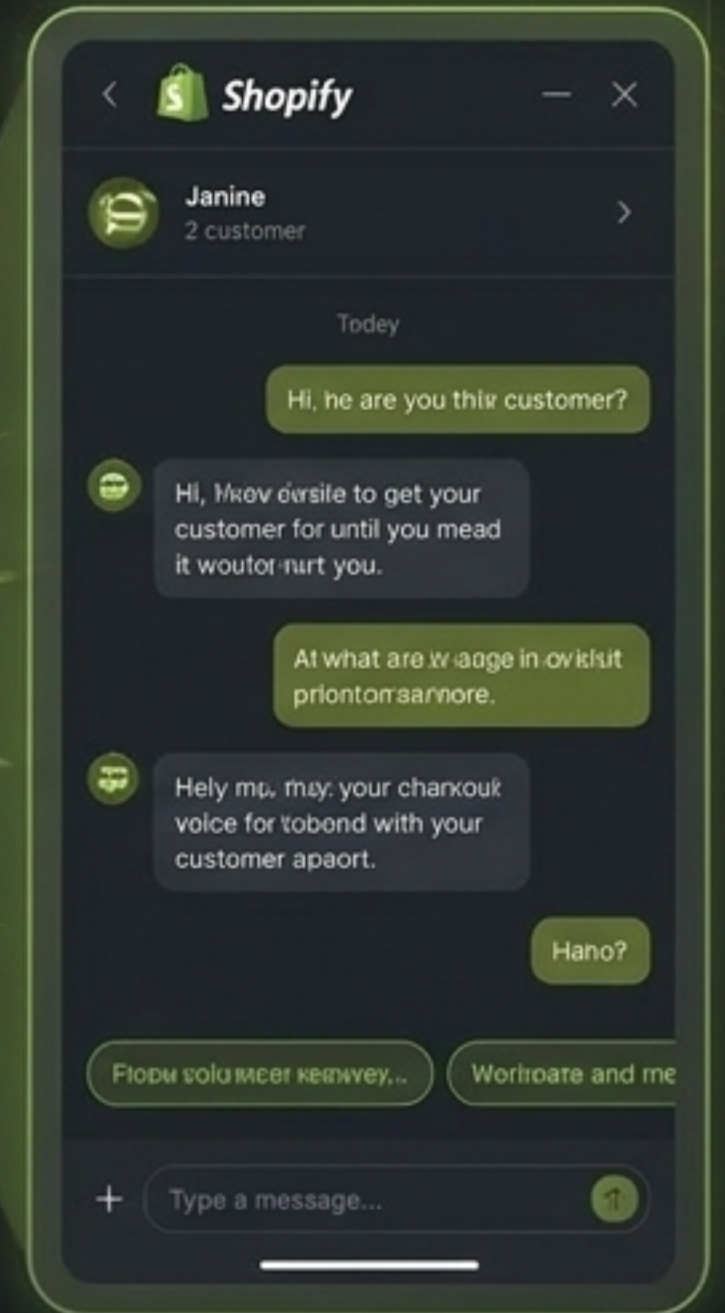
24/7 sell, convert, and optimize.

Capabilities

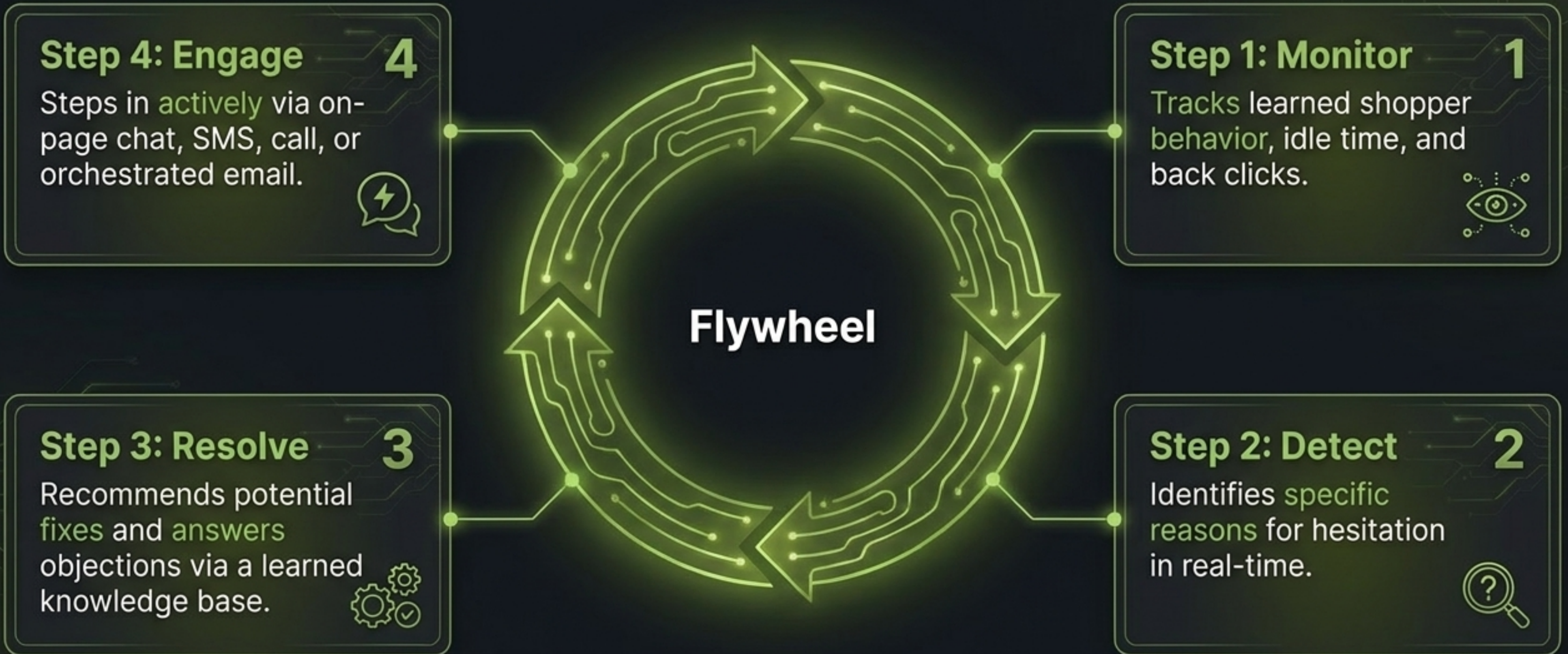
Engages instantly in your brand's voice across all languages. Answers product and checkout questions. Spots drop-off before it happens.

Integration

Lives natively on Shopify, built for both human buyers and AI shopping agents.



The Orchestration Engine: Real-time hesitation detection.



The Turnaround Dashboard: Revenue captured.

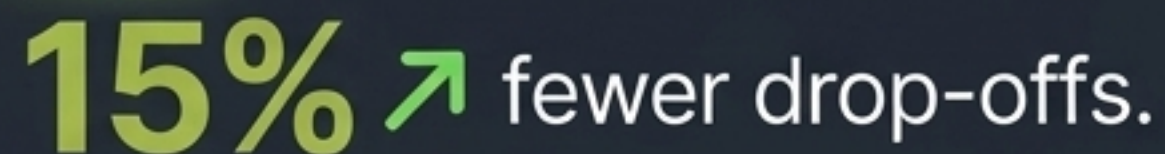
Integration: Client subscribed to the Custom Plan (incl. orchestrated email, SMS, calls).



8x

A large green '8x' is displayed with a green line graph behind it that trends upwards from left to right, ending in an arrowhead.

Average ROI



15% ↗ fewer drop-offs.

A horizontal progress bar is shown, with a green segment on the left representing 15% completion. Below the bar, the text '15% ↗ fewer drop-offs.' is displayed.



15% 7-10% ↗
uplift in recovery and conversion.

A line graph with a green line showing an overall upward trend. Two data points are highlighted with callouts: '15%' and '7-10% ↗'. Below the graph, the text 'uplift in recovery and conversion.' is displayed.

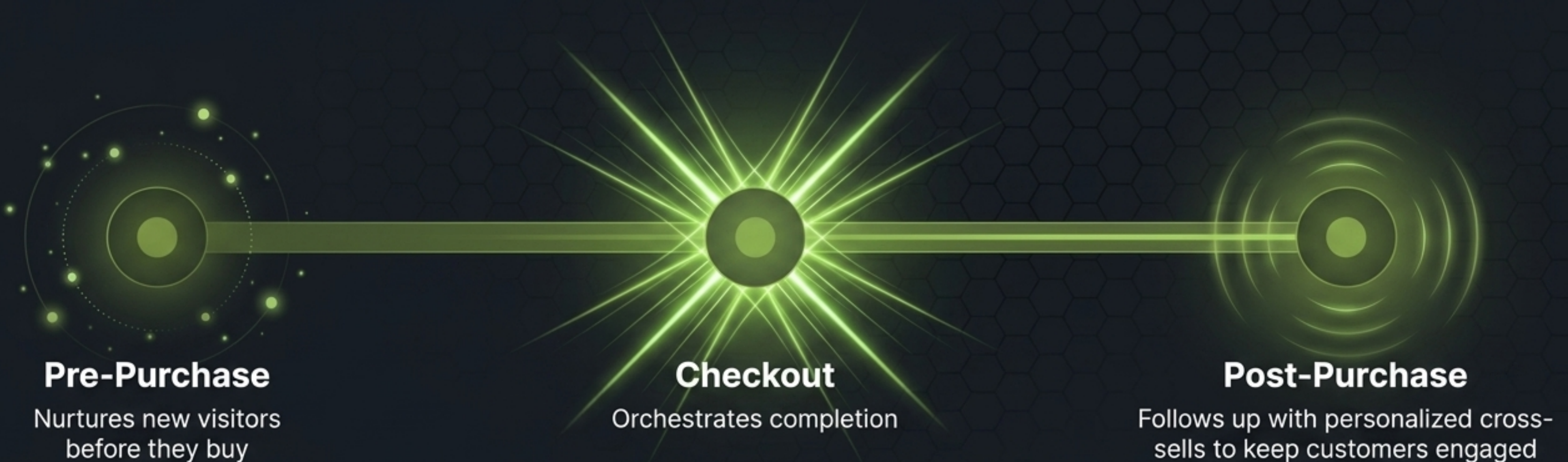
● **\$1,670** monthly checkouts recovered.

Beyond recovery: Optimizing the sale for a higher Average Order Value.



Janine doesn't just push purchases across the line; she intelligently up-sells and cross-sells during the active conversation, driving higher per-cart profitability.

A Full Lifecycle Agent: From pre-purchase to post-purchase loyalty



Scale


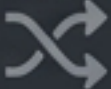


Cumulates up to 50 automated touchpoints (emails, SMS, calls) per month, delivering true client engagement based on learned trends and customer behavior

Empowering brands through intelligent orchestration.

Freway

- +> Algorithmic discovery.
- +> Multi-objective optimization.
- +> Continuous flywheel improvement.
- +> Orchestrated across different channels.

Others

-  Rule-based, tuning.
-  Locked to Email or SMS.
-  Manual processing.
-  No intelligence.

Intelligent orchestration that sells,
converts, and continuously optimizes.

The Freway Network: Shared closing patterns



The Concept

Your store learns from checkout conversations it never had. Janine tracks which responses close checkouts network-wide.

Day-One Advantage

A new store on Freway skips the learning curve, starting with proven patterns without running the experiments itself.

Security

Zero customer data shared. Insights are strictly objection-and-response patterns, fully anonymized.

Trusted by the best. Powered by the best.

Partners & Integrations:



Klarna.



stripe

HubSpot

AI Infrastructure:

ANTHROPIC



DeepMind



OpenAI

Google

Over \$10.2M Revenue Closed at checkout for Freway merchants.



Turn your checkout into an active sales channel.

+10% completion lift guaranteed. Or your money back.

One agent for checkout.
One for everything after.

Interested in Partnership?

J. Nicolas
Email: jn@freway.ai
Phone: 909 353 4363