

TETRA AI

Capture. Understand. Convert.

The Intelligence Layer for Your Funnel

Install once. Track everything. Convert smarter.



Capture

A lightweight, embeddable widget installed on any website to automatically capture visitor data and behavioral interactions.



Understand

An intelligent engine that predicts buyer intent and scores leads dynamically based on engagement signals.



Convert

A centralized dashboard triggering real-time notifications so you act exactly when buyers are ready.

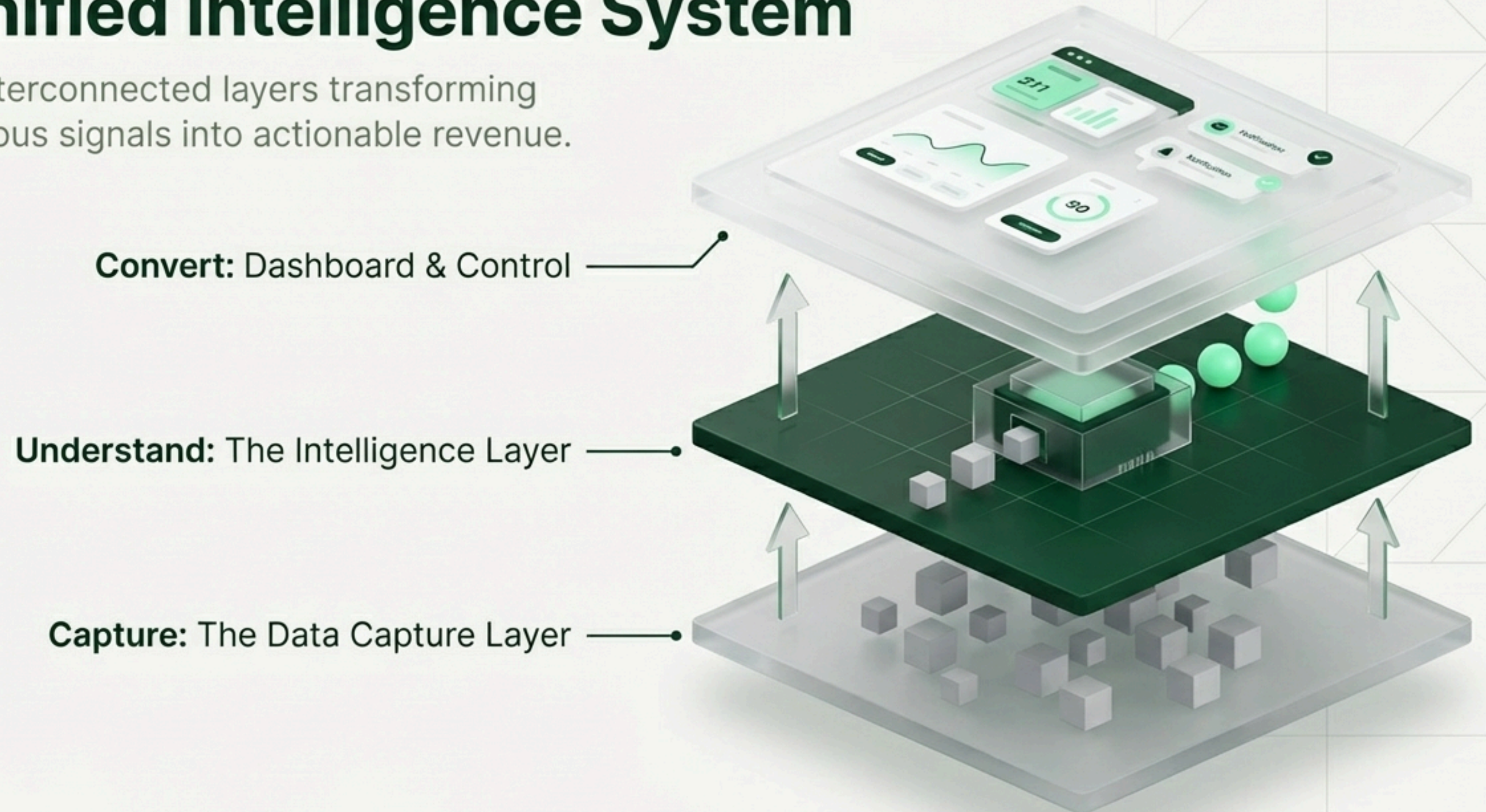
The Intelligence Gap in Modern Lead Generation

Traffic is anonymous, intent is hidden, and static CRMs lack the visibility needed to close deals.

Traditional CRMs	Tetra AI
✗ Anonymous traffic and blind spots.	✓ Identifiable leads with full behavioral tracking.
✗ Guesswork on who is a serious buyer.	✓ Dynamic, AI-driven buyer intent scoring.
✗ Lost opportunities due to late follow-up.	✓ Real-time notifications for immediate action.

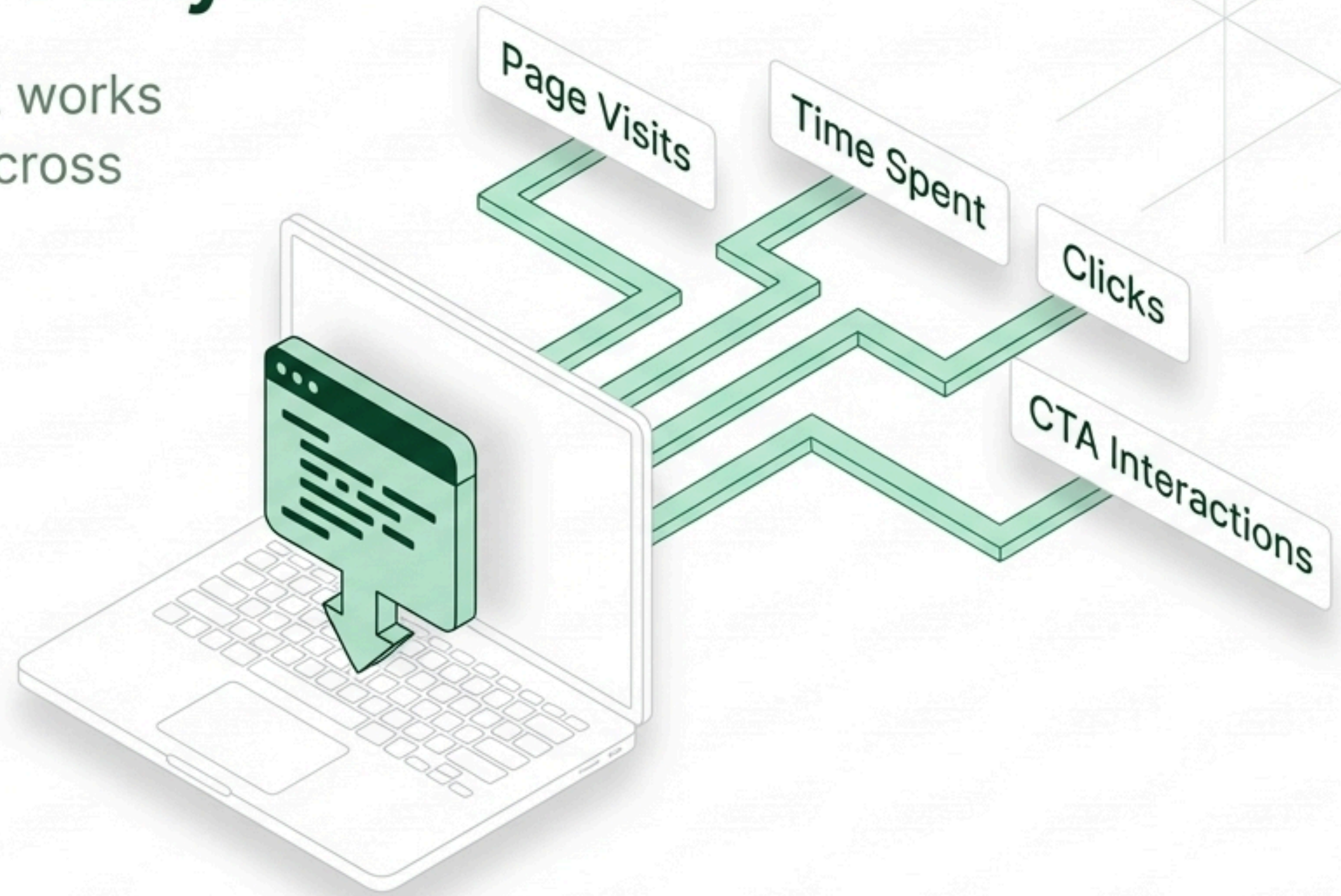
A Unified Intelligence System

Three interconnected layers transforming anonymous signals into actionable revenue.



The Data Capture Layer

A plug-and-play widget that works silently in the background across devices and sessions.

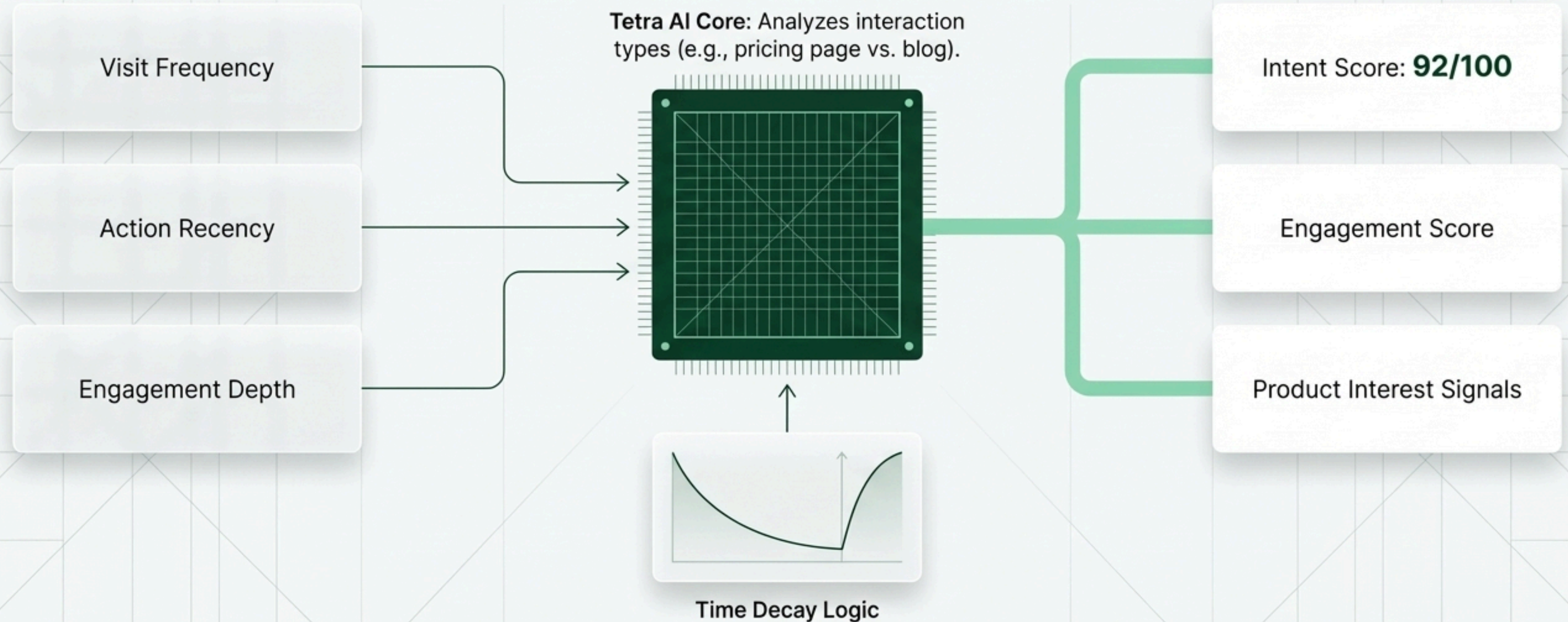


Converts anonymous traffic into identifiable leads. Feeds real-time data directly into the AI engine.

Decoding Buyer Intent with Behavioral Weighting

Every interaction is analyzed to generate accurate, real-time intent scores.

THE INTENT EQUATION



The Speed Advantage

Never miss a high-intent lead.
Reach prospects at peak intent
and close deals faster.



Hot Lead Alert: User visited
Pricing Page 3x in 10 mins.



High Interest: Repeated
visits & Form
Submission detected.

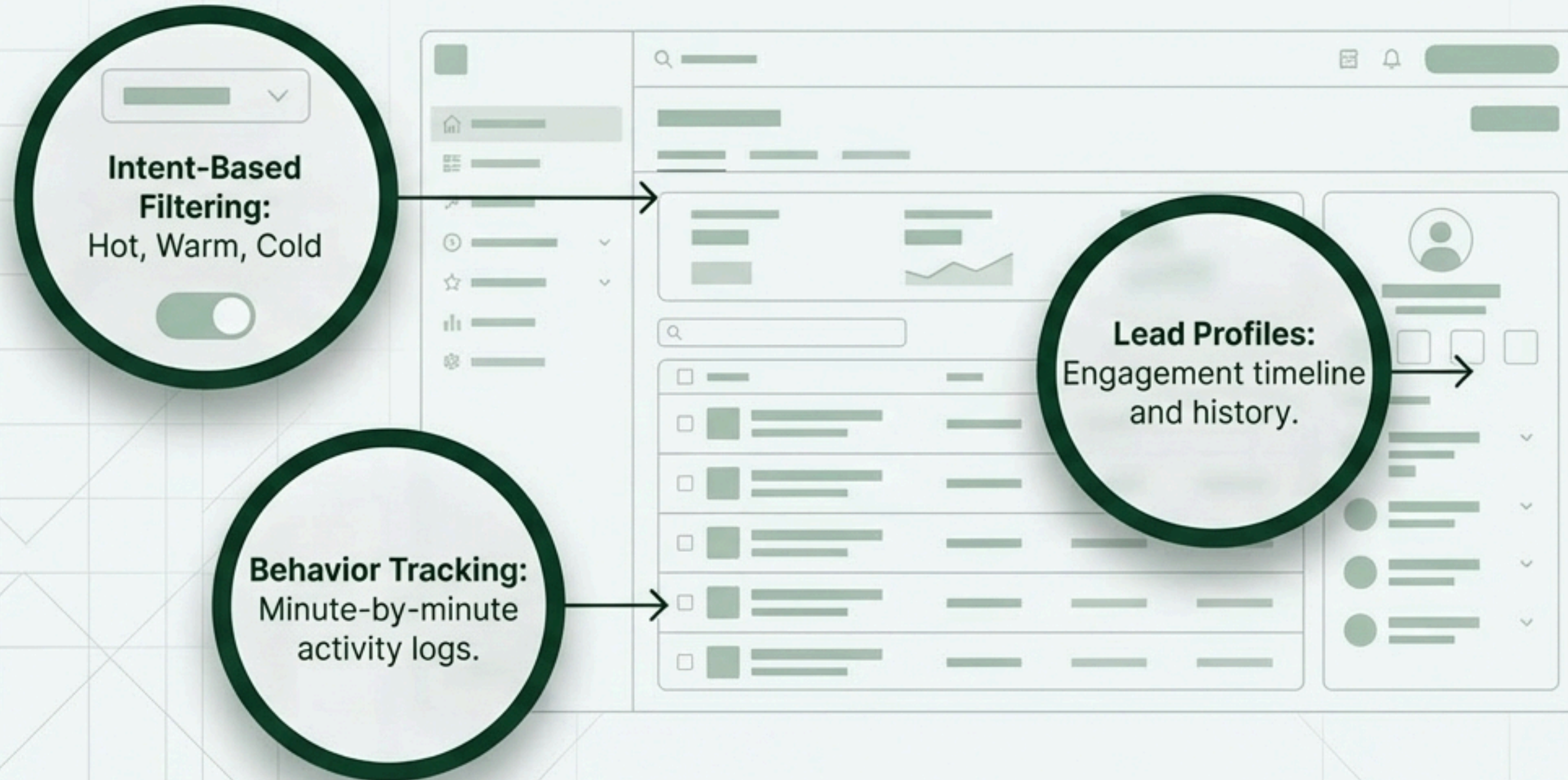


Checkout Intent: User
interacting with payment
gateway.

Instant Alerts Delivered Via:
Dashboard • Email • (Future: WhatsApp, SMS, Slack).

Signal Over Noise

A centralized interface to manage high-value prospects and export intelligence to your CRM.

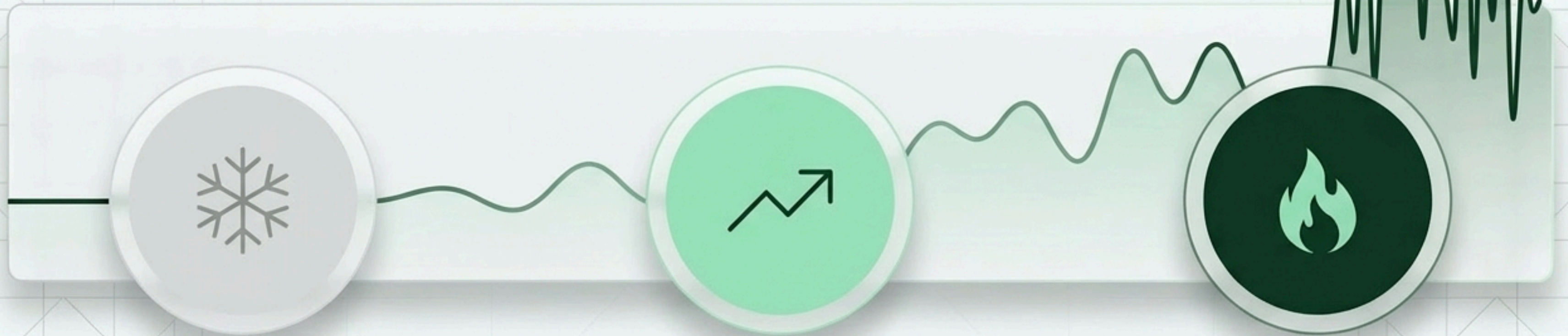


Seamless export and integration directly into your existing campaigns.

Dynamic Tracking in Real-Time

Every meaningful interaction instantly updates the lead's position in the lifecycle.

Heat Tracker



Cold

Minimal interaction.

Warm

Growing interest (e.g., downloading a whitepaper).

Hot

High intent, ready to convert (e.g., viewing pricing twice today).

Cross-Industry Impact and ROI

A versatile intelligence engine adaptable to any conversion-driven business model.



SaaS

Trial tracking & targeted upselling.



E-commerce

Cart abandonment & purchase intent detection.



Real Estate

Property interest tracking & buyer readiness.

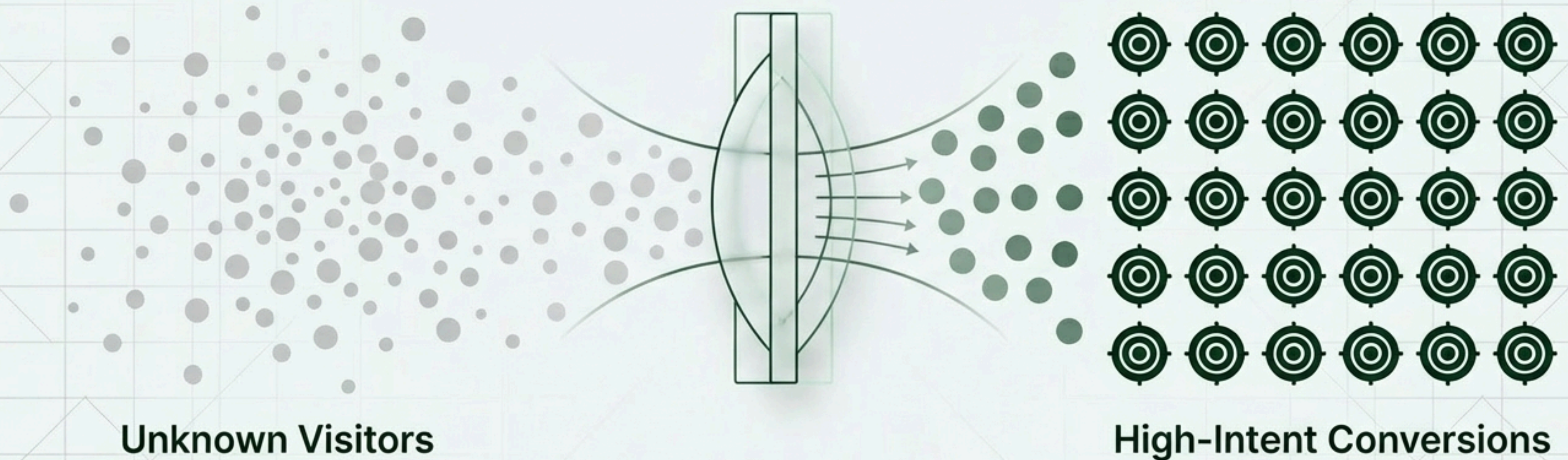


B2B Services

High-ticket lead qualification & prioritization.

From Anonymous Traffic to Predictable Revenue

Tetra is not just a CRM. Not just analytics. It is real-time buyer intent intelligence.



Capture. Understand. Convert — In Real Time.



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