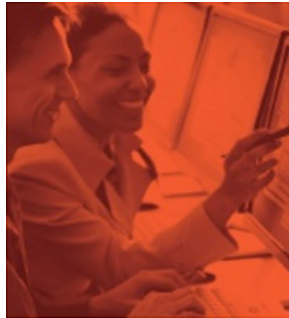


Solutions Overview



The Experts in Conversion Management

Maxymiser helps you put the right content, in the right place at the right time. We work in real-time, targeting your website visitors with specific content, measuring their behavior and delivering more relevant user experiences. The results include substantial uplift in customer engagement and conversion metrics.

Delivering Conversion Management to your business

Maxymiser's proprietary conversion management methodologies are based on our team's experience gained working with many leading online organisations. We've delivered continuous conversion uplift in every major online vertical including retail, finance, travel, media, gaming, social media and charity sectors. The benefits we bring to online businesses:

- Continuous uplift in conversion rates and revenues
- Expertise and full-service solutions to manage entire programs
- OneTouch deployment ensuring minimal tech team involvement and no dependence on website code release cycles
- Real-time visitor and customer insight
- Negates need for costly website re-designs and the risks they bring
- Increased response rates to cross-sell and up-sell promotional offers by offering the optimal offer to each individual visitor
- Increased revenue and cart sizes through personalized product and category recommendations through the visitor journey
- Multichannel integration to increase relevance of offers and campaign conversion rates across all touch points

Engage the Conversion Management experts

When you engage Maxymiser's Client Services team you gain access to un-paralleled expertise gained from hunting down millions of additional \$s, £s and €s over thousands of tests and campaigns.

Maxymiser's team maximizes marketing ROI in all major sectors on a daily basis. Our clients include the world's largest retailer, top financial institutions, online media giants, gaming portals and smaller speciality retailers.

Our expertise covers all types of user journey, from landing pages to forms and checkout processes, plus all that is in between.

Solutions Overview 2/3

Engage the Conversion Management experts

Choose from services that support all aspects of implementing your programs covering planning, design, implementation and analysis. Your team can do as little or as much as you like; we do not believe in a one-size-fits-all approach. Our services include:

- **Design and production of the creative assets**
- **Usability experts**
- **Iconologists & Lexiconologists**
- **Analysts**
- **Web Development**
- **Project Management Analysis**
- **Technical Support**
- **Solutions Engineers**

Learn more: see *Introduction to Maxymiser Professional Services*

A/B...n and multivariate testing brings objectivity to your content design

Maxymiser A/B...n and multivariate testing optimizes website content based on live visitor feedback. Maxymiser concludes which content produces the best conversions using live control groups, statistical analysis and real-time reports. Conversion metrics include sales, sign-ups, page impressions and any click that your web site monetizes. Your customers benefit from user experience improvements based on statistically proven analysis. Your business benefits from continuous uplift in conversion rates.

Learn more: see *Multivariate Testing – Solution Overview*

Visitor segment targeting wins more customers for your business

Visitor segment targeting works on the basis that content which is ‘winner for all traffic’ can be further optimized by targeting specific visitor segments with specific content based on a range of visitor attributes available online through our platform. The segments can be defined by rules in an intuitive rule engine or you can leave Maxymiser to automatically mine the optimal visitor segments and the winning content for each group. Our reporting provide critical visitor and customer insight to support development of your strategic marketing plans

Learn more: see *Segment Targeting – Solution Overview*

Personalization drives increases in the effectiveness of online campaigns and revenue-per-visitor

Maxymiser creates personalized cross-selling and up-selling campaigns on websites to increase response rates, revenues and cart sizes. These include automated product and category recommendations and automated cross-sell and up-sell promotional campaigns. We have the broadest range of integrated modeling techniques available from one integrated platform ensuring we can deploy the optimal modeling for each situation to maximize ROI and minimize Total Cost of Ownership. Real-time testing, trend reports and inventory analysis support campaigns and provide customer insight.

Learn more: see *Personalization – Solution Overview*

Solutions Overview 3/3

Multichannel integration enables richer data sets to be exploited

Maxymiser enables anonymous customer data from all channels to be exploited when personalizing web sites. Our proprietary Inline Database enables all offline data held in CRM systems to be stored and exploited in targeting decisions at web-speed. The benefits are:

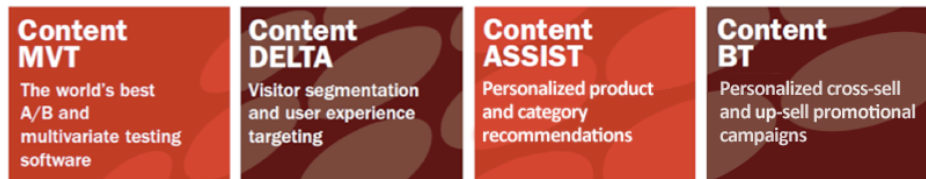
- Conversion rates and response rates are increased using powerful offline and CRM data
- Enterprise CRM data is enriched with highly predictive online behavioural data
- Customer experience can be effectively integrated across channels

Learn more: see *Multichannel Integration – Solution Overview*

Deploy the most advanced Conversion Management platform

Maxymiser's proprietary SaaS platform enables clients and our service teams to manage conversion dynamically, running multiple website tests and targeting campaigns at the same time. Progression from one solution to the next is simple and data is shared between all solutions.

Our best-in-class Report Centre is available in real-time, 24/7 and provides snapshot and deep-dive views on conversion metrics along with customer insight.



MAXYMISER'S CONVERSION MANAGEMENT PLATFORM

OneTouch integration makes it easy on your tech team.

Maxymiser has the easiest to integrate website marketing software available. Our OneTouch deployment methodology makes it easy to integrate with any website in hours on a one-time-for-all-future-test basis. That means marketers can focus on actioning conversion management free from technical queues and resource restrictions.

Learn more: see *Introduction to OneTouch integration*

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