

Revolutionizing M-Commerce for Retailers

“The Most Innovative Mobile Solution”

- ABI Research, April 2011

**DOUBLE
MOBILE
CONVERSIONS**

**45% INCREASE
IN TRAFFIC**

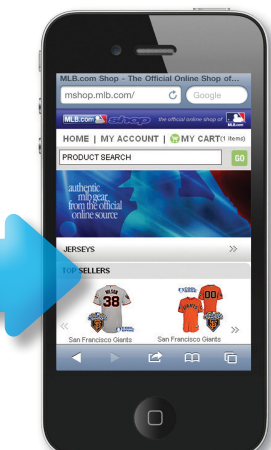
285% ROI

Mobile shopping is the fastest growing channel of e-commerce today. Every day, more consumers are using their mobile phones to access the Internet. By 2014, it's estimated that more than 157 million consumers in the U.S. will have an internet-enabled mobile phone which is expected to drive web views from 3% of total website traffic today to more than 5% in addition to having a significant impact on e-commerce. In 2011, US consumers are expected to make \$6 billion in purchases using their mobile phones, up five-fold from \$1.2 billion in 2009, according to Forrester Research.

Get Ready For M-Commerce with MyBuys - And Get Results Right Away

MyBuys is the right partner to take your website mobile. With MyBuys Personalized Mobile Commerce, you can have your branded website optimized for mobile shopping quickly and without any hassles to drive sales from new and current customers. MyBuys will optimize your e-commerce experience for mobile platforms (including the ipad) by trans-coding your current website into a mobile WAP site that enables users to easily navigate deep into the site. This approach allows our clients to open up previously untapped channels of commerce to add revenue for your company while maintaining the integrity of the shopping experience your customers have come to expect.

Every customer who visits your mobile website is an individual with unique preferences and shopping behaviors. MyBuys gets to know them for you—we figure out what each shopper wants and serve them personalized product selections that will engage them on the home, search, category, product detail page, and cart pages. Furthermore, MyBuys is able to enhance the shopping experience over time by modifying categories, creative, and layout for each individual based off of their preferences and interactions with your site.



MLBShop.com's mobile site, using MyBuys personalization technology, launched in May 2011. It incorporates personalized recommendations consistently across their homepage, search, product detail pages, and cart. The site also integrates the same checkout process as their e-commerce site.

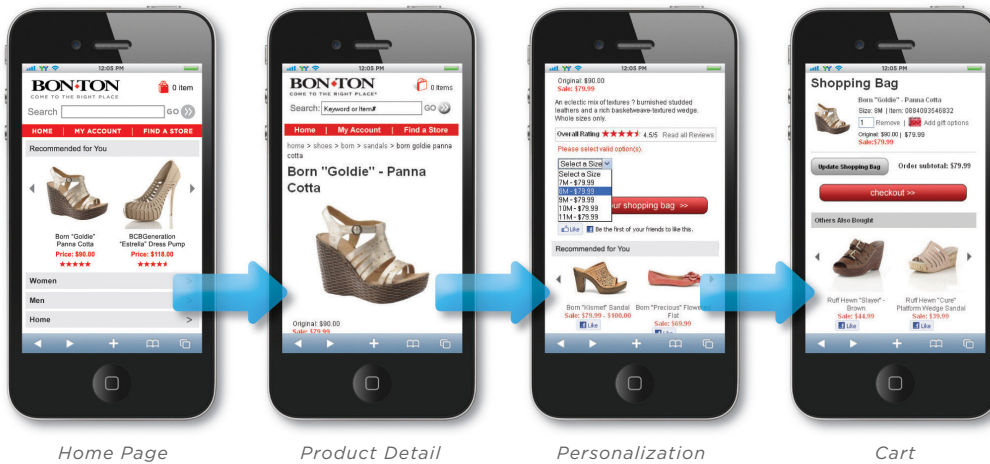
Save Time and Money

Implementation is fast and easy. Using our proprietary translation engine and content management system, we are able to create an optimized mobile site which displays real-time changes in content and inventory, so your product catalog is always up to date. The whole project can be completed in as little as 4-6 weeks and we provide analytics to study conversion on your store, and deliver reporting and recommendations that leverage best practices to integrate with your e-commerce site's unique data. We also allow customers to purchase through the same cart system you have implemented on your e-commerce site and orders show in your order management system just as they do today. Customers can sign-in, use promotion codes, and use other features you offer them. This ensures that your customers have a consistent experience when they shop and purchase wherever and whenever they want.

Industry-Leading Mobile Experience

With MyBuys Mobile Commerce, you can get all of the features and functionality of your e-commerce site and much, much more including:

- Fully enabled Shopping Cart/Checkout
- Easy to use site navigation
- Customizable search and browse
- Product Images & Multi-Views
- Ratings & Reviews
- Product Recommendations
- Slide-Down Menus
- Facebook 'Like'
- Facebook Integration
- QR Code Support
- Customer Registration
- Product Auto Suggest
- Store Locator
- A/B Testing
- Slide-down sizing chart & order details
- And more....



To Get Ready for the m-commerce revolution, contact your MyBuys Account Executive.

ABOUT MYBUYS MyBuys is the leader in cross-channel personalization for retailers. We help marketers increase their marketing effectiveness by learning what individual shoppers like, then using these insights to present them with the most compelling recommendations and offers, coordinated across every channel — on e-commerce sites, through email, via display ads, on mobile devices, and on Facebook. More than 300 companies, including 75 of the Internet Retailer Top 500, use MyBuys to sell more. Visit us online at www.MyBuys.com.

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