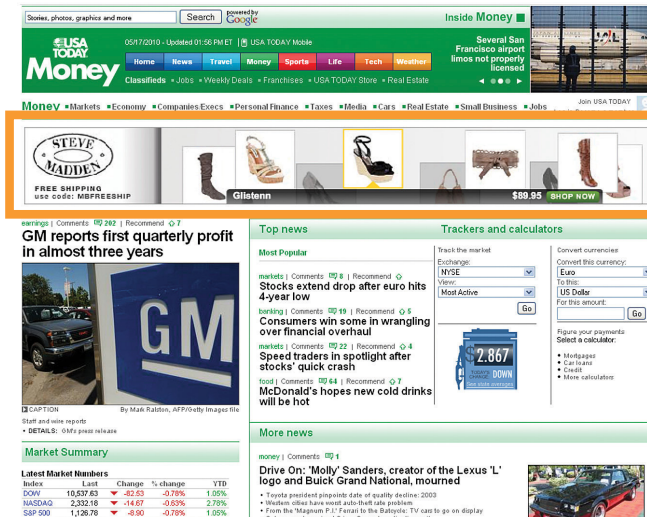


MyBuys Personalized Remarketing Engages Shoppers 400% Better Than Other Ad Solutions

MyBuys Predictive Advertising

MyBuys Predictive Display Advertising is the only solution that leverages deep consumer profiles to engage your website's visitors by showing them personalized product recommendations and offers in display ads on the Internet sites that they frequent most. Unlike other remarketing solutions, MyBuys can target your individual shoppers whenever and wherever they are - we are not limited to 7-, 21-, or even 30-day remarketing windows - we can reach them with personalized offers and product selections when and where they are most likely to take action. MyBuys Predictive Display Advertising enables you to increase engagement and the lifetime value of each individual shopper.



The MyBuys Approach

MyBuys Predictive Display Advertising offers many advantages over other remarketing advertising services simply by employing the same principles that drive the rest of our personalization platform. We build deep individual shopper profiles as your customers interact with your website, mobile site, email, and display ads to gain an understanding about their preferences and how they interact with your brand, enabling MyBuys to deliver a consistent Multi-Channel shopping experience. Each subsequent visit or purchase helps us build deeper insights about every individual, making existing profiles deeper, richer, and more insightful. We've proven time and again, when consumers understand that you're speaking to them personally, they engage more, they become more loyal, and they purchase more and more often.

MyBuys Predictive Display Ads engage shoppers with an array of recommendations selected specifically for them based off their profile. Shoppers can scroll through their recommendations and be taken right back to the site to convert.

The Predictive Advantage

While other display ad services are only reactive— they follow your shopper around the Web, showing only products they've already viewed—our service is proactive. We serve dynamically generated ads with personalized offers and recommendations for each shopper based off their unique profile wherever they are on the web. We can automatically display products that your customers recently browsed or left in their cart, but we go beyond that by reaching out to them with a range of predictive campaigns, including reactivation and repeat purchases, which leverage the interests, behaviors, and past transactions for that individual shopper. MyBuys shows ads where and when they will get the shopper's attention, thus maximizing the opportunity to engage and get them to buy. Similar to a personal shopper, MyBuys leverages customer profiles to enhance your brand and your advertising campaigns by predicting not just the shoppers' current purchase but future purchases over time for every customer.

Building on top of our proprietary personalization engine, we use real-time spend-optimization algorithms to serve your ads on the most effective – and cost-effective-ad networks on the Internet for reaching your shoppers. We are constantly monitoring results across our network that reaches more than 95 percent of internet users, and are able to dynamically redirect ad delivery to networks that are performing better for you, engaging more customers with your content and offers.

Proven Results with Predictive Remarketing

MyBuys developed Predictive Remarketing to out-perform current retargeting solutions, and we are the only company to offer this solution for both display and email opportunities. Our predictive solutions will increase sales, shopper engagement, Average Order Value (AOV), and customer lifetime value.

On average, our clients are seeing:

- 400%+ lift in performance from standard retargeting
- 50-100% lift from dynamic retargeting
- 1500% lift vs. prospecting efforts
- 200% increase in reach from display retargeting alone by uniquely leveraging email.

Getting started is simple

- MyBuys will help build your Ad Creative
- Send us an existing data feed
- Cut and paste our personalization code on your page templates
- Go live in less than one week

To learn how MyBuys can take your remarketing to the next level, contact your MyBuys Account Executive and go to www.mybuys.com.

ABOUT MYBUYS MyBuys is the leader in cross-channel personalization for retailers. We help them increase the effectiveness of their marketing strategy by learning individual consumers' tendencies and interests, then updating these unique insights continually to present these shoppers with the most compelling recommendations and offers. We coordinate the personalized experience across every channel — on e-commerce sites, through email, via display ads, on mobile devices, and on Facebook. More than 400 companies, including many of the Internet Retailer Top 500, use MyBuys to increase their sales. Based in San Mateo, California, MyBuys is a privately held company. MyBuys was recently named one of the fastest growing private companies (#114) in America by Inc. magazine for 2011.

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