

Bring Shoppers Back with MyBuys Profile-Driven Remarketing Suite

Every customer who visits your website is an individual with unique preferences and shopping behaviors. MyBuys gets to know them for you—we figure out what each shopper wants, match that with what products you have, and present the most compelling choices. Our product recommendations are always on-target because we have the most advanced technology for personalizing recommendations and offers for each shopper. We base them on each individual’s interests, and on past and current browsing behavior, which ensures they are always *intelligent, personalized and relevant*. MyBuys personalization boosts AOV, engagement, items per transaction and incremental revenue.

The MyBuys Advantage

MyBuys offers many advantages over other remarketing services simply by employing the same principles that drive our personalization platform. We build deep individual shopper profiles as your customers 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.

Predictive Remarketing Suite

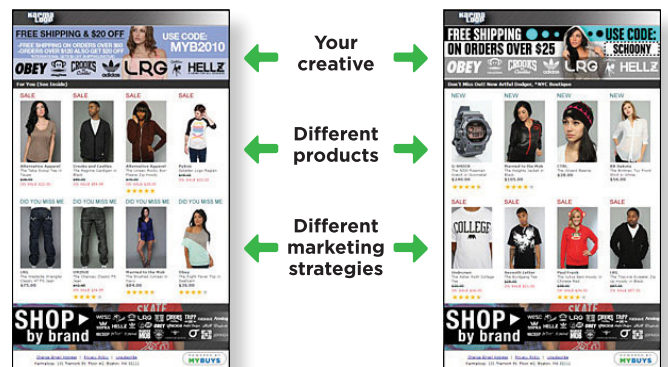
The MyBuys Profile-Driven Remarketing Suite is the best way to bring shoppers back to your site. Only MyBuys offers the ability to remarket to consumers across email, direct mail, display advertising, and mobile devices. Only MyBuys leverages unique insights garnered from years of personalization and 200 million anonymous profiles to ensure we put the right products in front of the right consumers at the right time.

Other remarketing services show the last product browsed, but we use deep consumer profiles to pull

shoppers back with highly targeted personal product recommendations we know they’ll like. We can do it through multiple channels: predictive email alerts, predictive display ads, personalized direct mail, and personalized mobile/social recommendations.

Predictive Email Alerts

MyBuys brings you the ability to create “segments of one” with Predictive Email Alerts. Predictive Email Alerts utilize the data in the MyBuys Profile Store to send unique messages to individual shoppers based on their unique preferences. MyBuys Alerts provide a highly effective means to remarket to customers, and to turn shoppers into buyers at the most opportune time.



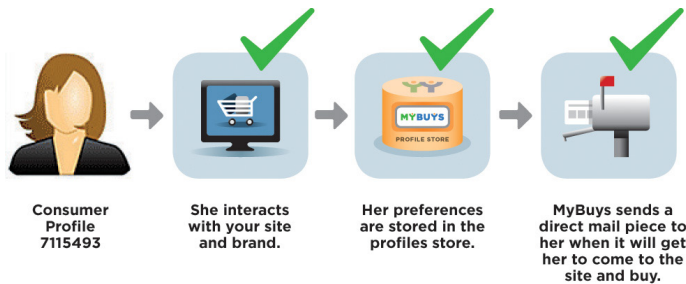
Predictive Display Advertising

MyBuys Predictive Display Advertising is the first ad remarketing service that allows you to dynamically merchandise to shoppers on other Internet sites. First-generation ad remarketing solutions follow consumers around the Internet, showing them the last product they viewed, or a product they may have abandoned in a shopping cart—over and over again. MyBuys allows you to engage shoppers by showing them a selection of products, each of which has been chosen explicitly for individuals based on their anonymous profiles.



Personalized Direct Mail

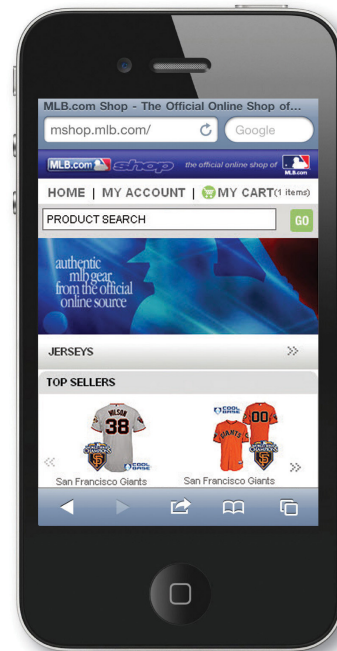
Segmentation helps increase ROI on direct mail campaigns—by mailing to people you know are in the market for your product, and eliminating ones who aren't, you can increase margin and effectiveness for your campaigns. With Personalized Direct Mail, MyBuys uses individual shopper profiles to identify shoppers who are likely to purchase, then sends them a direct mail piece with personalized products and relevant offers to entice them to return to your site, or come in to one of your stores. Predictive Direct Mail acts like a personalized product catalog, bolsters your remarketing efforts, increases sales, and enhances customer loyalty.



Personalized Mobile/Social Recommendations

MyBuys Mobile is the first fully personalized mobile site solution. You can provide the same branded experience as on your website today with an optimized version for shopping on any internet-enabled mobile device. Using MyBuys personalization, every mobile site page, including homepage and product pages, can be customized to

display products and recommendations that are unique for each individual. MyBuys Mobile is a fully hosted service that extends your company's web site, functionality and content to your mobile site. Key features include product catalog, search, ratings and reviews, cart integration, store locator, and more. Deploying requires very little effort from your company's IT department, and your fully personalized mobile site can be up in fewer than 6 weeks. See immediate results in increased traffic, purchases, and a new revenue stream for your business.



To learn more, visit www.Mybuys.com/remarketingsuite or contact your MyBuys Account Executive Today.

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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