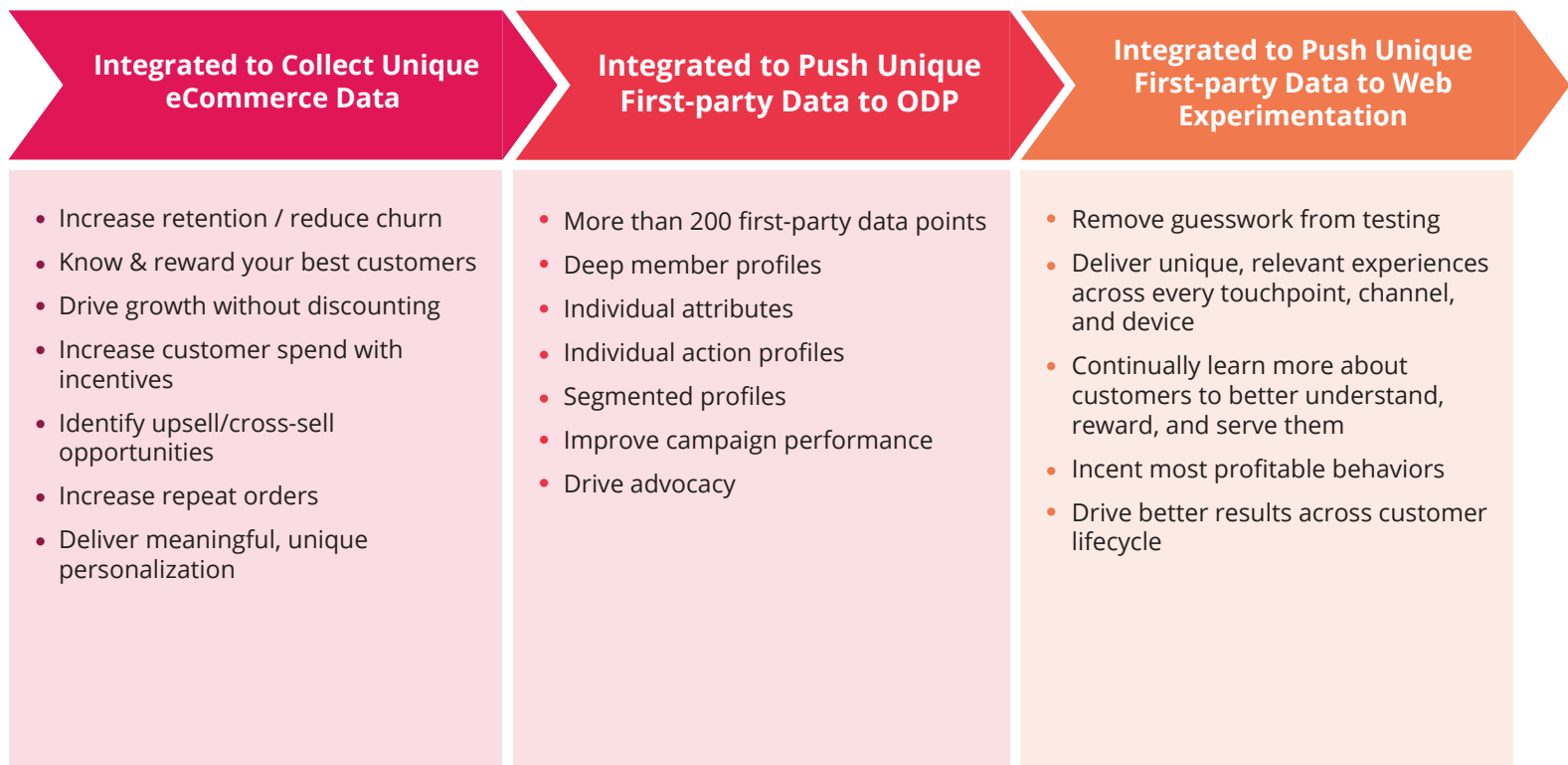
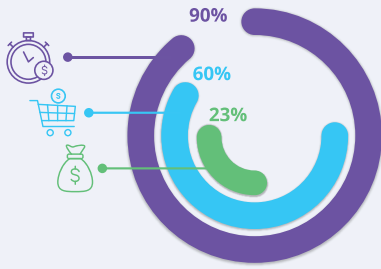


Drive Profitable Commerce Growth while Building Loyal Customers Bonds

The ecommerce landscape and customer needs are evolving rapidly. Customer acquisition costs are 60 – 70% higher than they were six years ago. And most B2C organizations lose more than 60% of their new customers annually. Now's the time to embrace an adaptive approach to win and retain customers. Together, Annex Cloud and Optimizely enable brands to create engaging experiences that reward and retain customers while accelerating growth.

How Annex Cloud Loyalty Elevates the Optimizely Experience

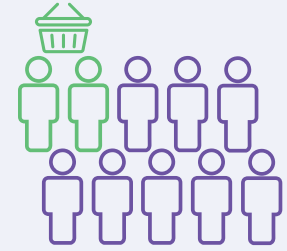




Fully engaged customers **buy 90% more** frequently, **spend 60% more** per transaction, and **bring in 23% more** total revenue and profitability than newer customers.
 (Source: Rosetta Consulting)



Companies that grow faster drive **40% of their revenue** from personalization.
 (Source: McKinsey & Company)



Without a loyalty initiative, **only 20% of first-time customers** will make a second purchase.
 (Source: Zodiac)

Why Loyalty

Loyalty captures new data that unlocks opportunities across your entire ecosystem

Deep Member Profiles

Get a holistic view of all loyalty member attributes along with predictive scoring

- Loyalty ID
- Opt-in Date
- Available, Used, & Lifetime Points
- Current & Next Tier
- Points to Next Tier & Next Reward
- Last Activity Date
- Points to Expire & Expiration Date
- Ways to Earn
- Ways to Redeem

Data from Action

Behavioral data is captured as members engage across all channels

- Channel Engagement
- Location
- Cross-brand Purchase
- Reward Redeemed
- Social Posting
- Onsite Visual Commerce
- Onsite Q & A
- Onsite Ratings & Reviews
- Campaign & Event Participation

Custom Attributes

Create and capture unlimited attributes from profile questions, surveys, and contests

- Style Preferences
- Lifestyle Preferences
- Travel Preferences
- Family and Pet Names
- Vehicle Descriptions

Segmentation Engine

Combine recency, frequency, and monetary value (RFM) with any customer attributes to create highly targeted segments

- Newest Customers
- Best Customers
- Advocates
- At Risk to Churn
- Churned