Oracle Buys Maxymiser

Extends Oracle Marketing Cloud’s Leadership with the Industry’s Most Powerful Solution for Optimizing Web and Mobile Customer Experiences

September 10, 2015
Oracle is currently reviewing the existing Maxymiser product roadmap and will be providing guidance to customers in accordance with Oracle’s standard product communication policies. Any resulting features and timing of release of such features as determined by Oracle’s review of Maxymiser’s product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Maxymiser or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. It is intended for information purposes only, and may not be incorporated into any contract.

Cautionary Statement Regarding Forward-Looking Statements
This document contains certain forward-looking statements about Oracle and Maxymiser, including statements that involve risks and uncertainties concerning Oracle’s acquisition of Maxymiser, anticipated customer benefits and general business outlook. When used in this document, the words “anticipates”, “can”, “will”, “look forward to”, “expected” and similar expressions and any other statements that are not historical facts are intended to identify those assertions as forward-looking statements. Any such statement may be influenced by a variety of factors, many of which are beyond the control of Oracle or Maxymiser, that could cause actual outcomes and results to be materially different from those projected, described, expressed or implied in this document due to a number of risks and uncertainties. Potential risks and uncertainties include, among others, the possibility that the anticipated synergies of the combined companies may not be achieved after closing, the combined operations may not be successfully integrated in a timely manner, if at all, general economic conditions in regions in which either company does business may deteriorate and/or Oracle or Maxymiser may be adversely affected by other economic, business, and/or competitive factors. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what impact they will have on the results of operations or financial condition of Oracle or Maxymiser. You are cautioned to not place undue reliance on forward-looking statements, which speak only as of the date of this document. Neither Oracle nor Maxymiser is under any duty to update any of the information in this document.
The Announcement

• Oracle buys Maxymiser
  – Extends Oracle Marketing Cloud’s leadership with the industry’s most powerful solution for optimizing web and mobile customer experiences
  – The transaction has closed

• About Maxymiser
  – Leading provider of cloud-based software that enables marketers to test, target and personalize what a customer sees on a Web page or mobile app, substantially increasing engagement and revenue
  – Optimizes over 20 billion customer experiences per month for more than 250 prominent brands such as HSBC, Lufthansa, Tommy Hilfiger, and Wyndham

• Together, Oracle and Maxymiser will strengthen the most comprehensive solution to manage marketing programs across all digital channels and across the customer lifecycle
  – Oracle Marketing Cloud is already the fastest growing software platform for modern marketers in the world
  – Maxymiser’s capabilities in web and mobile channels complement Oracle Marketing Cloud’s strengths in email, SMS, social, push messaging, and display-advertising channels
  – Enterprises can stop guessing and start proactively discovering and delivering what customers want across all digital channels and devices, resulting in higher customer engagement, loyalty, and revenue
While the Customer Experience Is Central to Differentiation, Most Companies Struggle to Deliver

89% of marketing leaders believe customer experience is central to their long-term differentiation*

Yet only 20% of marketing leaders believe they have an industry-leading customer experience*

Without a data-driven approach to optimizing the customer experience, marketers are left with:

- Lower Conversion Rates
- Poor Customer Engagement
- Lost Revenue and ROI

* Gartner, "Customer Experience Emerges as the Marketers’ Next Battlefield," October 2014
Modern Marketers Systematically Use Customer Data to Test, Discover and Predict the Experiences Customers Want Online

Real-Time and Historical Customer Profiles

<table>
<thead>
<tr>
<th>Customer A</th>
<th>Customer B</th>
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</thead>
<tbody>
<tr>
<td>First-time site visitor</td>
<td>Has an account</td>
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<tr>
<td>Lives in California</td>
<td>Previously purchased X</td>
</tr>
<tr>
<td>Viewed multiple product pages</td>
<td>Has items in their shopping cart</td>
</tr>
<tr>
<td>On a tablet</td>
<td>Used promo coupon</td>
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</tbody>
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Data Science Algorithms

- A/B and Multivariate Testing
- Segmentation
- Targeted Offers
- Personal Recommendations

Optimized Experiences for Each Customer

First-time site visitor
- Lives in California
- Viewed multiple product pages
- On a tablet

Customer A
- Has an account
- Previously purchased X
- Has items in their shopping cart
- Used promo coupon

Customer B
- First-time site visitor
- Lives in California
- Viewed multiple product pages
- On a tablet
Maxymiser’s Cloud Solution Provides Testing, Insights, and Personalization to Optimize the Customer Experience

**Testing**
- A/B and multivariate testing removes guesswork
- Data guides what precise content and experience works for targeted audiences

**Insights**
- Actionable insights into how segments respond to different content
- Identify and focus on the best experience-optimization opportunities

**Personalization**
- Predictive offers, product recommendations, and relevant content
- Unique experiences, adapted to individuals’ interests and behaviors
# World-Class Brands Optimize Customer Experiences with Maxymiser

## 20 Billion
Experiences Optimized Every Month

<table>
<thead>
<tr>
<th>Retail</th>
<th>Travel</th>
<th>Finance</th>
<th>Media</th>
<th>Gaming/Other</th>
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<td>Hiscox</td>
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<td>America's Test Kitchen</td>
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<td>American Apparel</td>
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</tbody>
</table>

* Customer information and logos provided by Maxymiser
Case Study: Alaska Airlines
Optimized Messaging and Layout in Booking Process Increased Car-Rental Add-ons 12%

Challenge
• Increase the number of car rental reservations accompanying air bookings

Solution
• Test banner images, rental partner logos, and messaging for reservations and low-price guarantees
• Across that audience, test a combination of over 400 promotional experiences using different colors, timing, pricing, and interaction design

Benefits
• 12% increase in car-rental add-ons

* Customer information and logos provided by Maxymiser
Case Study: Teleflora
Delivered Double-Digit % Conversion Uplift by Testing Search and Shopping Cart Layouts

Teleflora has been connecting customers with the best florists for more than 81 years. Headquartered in Los Angeles, California, Teleflora has over 13,000 member florists throughout the United States and Canada, with an additional 20,000 affiliated florists outside North America.

Challenge
• Implement design to increase engagement with the global navigation search tool
• Produce a positive impact on conversions and revenue

Solution
• Tested look and feel of shopping cart, searchbox layout, wording, and color
• Set out to test 2,500 experiences

Benefits
• Based on testing, Teleflora achieved a double-digit increase in conversions

* Customer information and logos provided by Maxymiser
Case Study: Harry & David
Personalized Product Recommendations Increased Average Order by Double-Digit %

Harry & David, one of America’s leading gourmet gift companies and a top 100 Internet retailer, has been delivering customer happiness for over 75 years.

**Challenge**
- Assist customers in quickly finding the right gift

**Solution**
- Personalized product recommendations on the home page

**Benefits**
- Delivered a better customer experience
- Increased average order size by a double-digit percentage

* Customer information and logos provided by Maxymiser
Maxymiser Joins Oracle Marketing Cloud
Extends the World’s Most Comprehensive Enterprise Marketing Platform

Create Engagement
- Content Marketing
  - Social Marketing
  - Listening
  - Personas
  - Publishing

Orchestrate Experiences
- Cross-Channel Marketing
  - Marketing Orchestration
- A1
  - Lead Management
- Campaign Management

Connect Data
- Data Management Platform
  - Offline
  - Digital
  - CRM
  - Commerce

Marketing Analytics
- Audience Analytics
- Cross-Channel Insights
- Social Analytics

Testing, Targeting, Personalization
- A/B Testing
- Marketer Rules
- Predictive Analytics

Tap Into Innovation

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Oracle and Maxymiser: A Compelling Combination

• The combination of Oracle and Maxymiser extends Oracle Marketing Cloud’s capabilities for customer experience optimization into Web, mobile Web, and mobile apps

• An optimized customer experience is one that has been systematically tested for effectiveness and personalized to interests and behaviors

• Optimizing each customer experience increases revenue and enhances marketing ROI because customers who get what they want are more likely to click, purchase, and return more often

• Maxymiser enables this optimization with data science technologies covering multivariate testing, audience-segment discovery, and predictive personalization—all made marketer-friendly

• Maxymiser’s management team and employees are expected to join Oracle as part of Oracle Marketing Cloud

For more information, please visit www.oracle.com/maxymiser