



BOOST CART SIZE, CONVERSION RATES AND CUSTOMER LIFETIME VALUE

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. We also send unique email and RSS alerts that substantially increase open, click-through and conversion rates. Implement MyBuys on your site and watch your average order value, items per transaction, and incremental revenue all take off.

Personalized Product Recommendations Convert Your Customers

MyBuys uses an advanced, optimization-based, patent-pending engine to derive intelligent recommendations from the deep profiles we build on every customer. That process ensures we always present shoppers with only the most relevant products—while they're browsing, during check out, and in follow-up emails. This multi-channel approach drives higher customer satisfaction and more repeat visits. The depth of our profiles, our portfolio of algorithms, and our multi-channel delivery all set MyBuys apart from other solutions.

MYBUYS DRIVES REAL RESULTS

INCREASE

- Overall online revenue 5-20%
- Average order values 30%
- Conversion rates 82%
- Click through rates 150%

- Shopping cart abandonment
- Inappropriate cross-sells
- Returned items
- IT time and budget

DECREASE

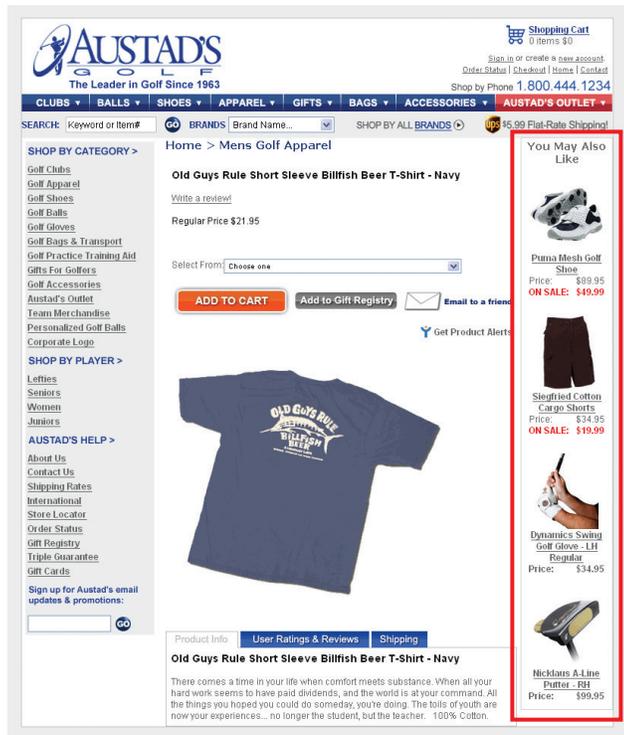
Multiply the lifetime value of every customer

Web Recommendations

Our sophisticated recommendation engine uses a portfolio of powerful algorithms to generate potential recommendations, then optimizes them in real time. The result is that recommended products are the ones most likely to be clicked on, placed in a cart, and purchased.

Our recommendation engine:

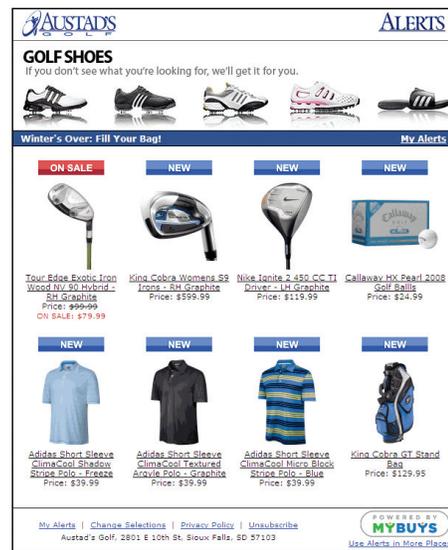
- Utilizes a mix of cross-sells and up-sells, top sellers, featured, and new or on-sale items across categories and brands
- Ranks and prioritizes potential recommendations based on each shopper’s preferences, price points and favorite brands and delivers the ones most likely to lead to a sale
- Remembers items browsed and searched for and reminds the customer of items abandoned in the shopping cart, as well as alerting them to new products or prices relating to categories they are actively shopping



Personalized recommendations based on deep customer profiles offer the products most likely to be clicked on and purchased

Personalized Alerts

Follow-up email alerts are customized to your brand and are automatically sent to customers as often as you specify. They reflect each shopper’s top-of-mind desires by offering only the most relevant recommendations, which are based on expressed and learned customer preferences and include new and on-sale products as well as abandoned items. Customers want to tell you what they want: We listen, then respond with more alerts and recommendations that match their stated preferences.



Personalized email alerts reflect customers' preferences and bring them back to your site

“Personalizing our site with MyBuys recommendations and email alerts helps us win customers and keep them happy. Our conversion rate went from 2% to 4.6% and our AOV went up 20% and site revenue is up 5%. We’re big believers in the power of personalization.”

— Joel Harrington, Internet operations and marketing director, Austad's Golf

PERSONALIZED PRODUCT RECOMMENDATIONS

Know Your Customers Really Well

No other recommendation service builds as deep and complete a customer profile as MyBuys. For the first time, we make it possible for you to know and interact with your customers individually by bringing together three key sources of insight:

- **Transaction history**—Past transactions from the Web and your stores
- **Website activity**—We track each click and we know every product and price relating to those clicks—what a shopper searches for, where and how each shopper browses, what gets put in the shopping cart, what's abandoned or purchased
- **Personal choices**—We offer shoppers a simple way to tell us their interests— such as preferred brands, product categories, what's on sale or what's new

By using all three sources of insight, we develop the deepest and most well-rounded profile of the customer and his or her specific interests. And by continuing to build the profile over repeated visits and interactions, we start strong and move with consumers as their interests evolve.



Customer insight, combined with merchant events, create personalized recommendations that are always fresh and relevant

“Karmalooop has experienced a 220% increase in revenue per customer interaction. We wanted to keep our customers aware of the latest products and promotions, but also wanted to ensure relevancy in all our communications.”

— Anand Shah, Chief of Operations, Karmalooop

Get Started—and Get Results—Right Away

We've helped clients go live in a week—and immediately start making recommendations and generating incremental revenue. Because we are a service, MyBuys is simple to integrate into your existing e-Commerce site. Implementing our turnkey service is almost effortless: no software, no new servers, and *less than two days of your IT staff's time*.

Implementation is this simple: Provide us with a product data feed; provide two years of purchase history for all customers (if available); and cut and paste our code snippet into your web page templates.

Then we do the rest. We mine the data to build profiles and population-level statistics. We design and build communication templates for email and the Web. We generate Web-based reports and analysis, so it's easy to monitor and evaluate just how well MyBuys is performing for you. The best indicator, of course, will be the increase in your revenues.

MyBuys is risk-free—and there are no implementation fees. We offer a 90-day trial with no set-up fees, no consulting fees, and no upfront costs, period. Plus you get free data mining, free web implementation and free online reporting and tracking.

PERSONALIZED PRODUCT RECOMMENDATIONS

We're Focused on Your Success

MyBuys is committed to helping grow your online business—so much so that we have an entire team dedicated to client success. We can implement a range of marketing strategies, such as new, sale, closeouts or clearance, margin lifter, retention lifter, consumer acquisition and many others. We also customize our web recommendations, alerts and communications style to fit your unique business. Every MyBuys recommendation appears to the consumer to be generated by your company with your branding, and we deliver your brand image consistently across all communication channels.

Partnering for success with our clients is vital, because our service is a pay for performance model where our compensation is a commission based on the revenue our recommendations drive. Therefore, you pay when we perform, and we only make money when you do.

We're already generating great results for a wide range of leading retailers across many verticals. Among our satisfied clients are:

- Austad's Golf
- Baby Supermarket
- Golf Galaxy
- Hancock Fabrics
- Home Annex
- House of Antique Hardware
- Karmaloop
- Lancôme
- Massey's Outfitters
- Pyramid Air
- SKECHERS

"We work with a lot of companies delivering services, but I've never dealt with one that's as responsive, client-focused and proactive about our business as MyBuys."

— Mike Massey, Owner, Massey's Professional Outfitters

THE Y GUYS KNOW



ABOUT MYBUYS MyBuys is the leading provider of personalized product recommendations for online retailers. The company builds deep profiles based on each individual shopper's behavior, then uses a patented portfolio of algorithms and real-time optimization to deliver the most relevant recommendations. MyBuys' clients are increasing average order value by 30%, improving conversion rates by 82%, and multiplying the lifetime value of every customer. Premier retailers – including Lancôme, SKECHERS, Golf Galaxy and Karmaloop – partner with MyBuys to offer intelligent, personalized recommendations to their shoppers. Based in Redwood City, Calif., MyBuys is a privately held company.

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