

The Profit Platform for E-Business

The e-business world gets more competitive every day. The pressure to gain market share and build a loyal customer base is constant. You need clear insight into your audience. Personify gives you this knowledge. We supply the software and expertise that accelerates growth and profitability at every stage of e-business evolution.

dot.profits

The online medium presents astounding new opportunities for e-businesses, but the challenges are daunting: Building an audience. Establishing a reliable and efficient online transaction system. Gaining repeat customers. Proving your value in the marketplace. Personify is the only company in the world committed to helping e-businesses fully capitalize on visitor knowledge to meet every one of these challenges, and make the most of every opportunity. Personify determines your performance at each stage of e-business growth and shows you where to focus your resources to drive results and increase profitability.

The Personify Difference

Built from the ground up by e-business visionaries who understand the Web and customer behavior, Personify's products are proven in the marketplace. Our installed base is the largest in the industry, including more than 85 leading dot.com and Global 2000 companies. Moreover, Personify's reputation extends beyond our loyal customers. Our applications have gained top industry honors, such as Internet Showcase '98, Cross Roads '99 and Accelerating 1-to-1 2000. Personify's sterling record of success is built on groundbreaking technology that gives our customers a true competitive edge.

What is the shortest path to e-business success?

There are no secrets or shortcuts. There is Personify. Personify has been guiding leading e-businesses for years. We know the challenges and issues that confront e-businesses at every stage of growth. Whether you're a pure-play Internet company or an established offline retailer, Personify guides you on the steady climb to e-business success.

At the Core: Personify Essentials

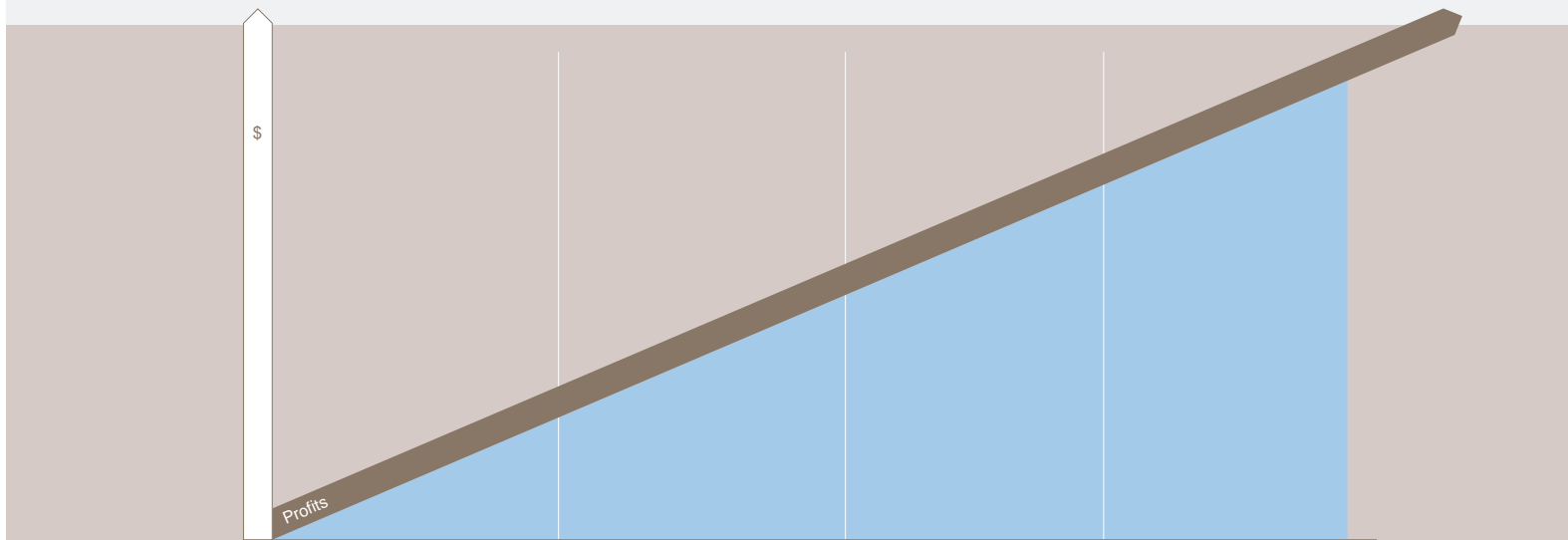
Results-driven e-business insight begins with Personify Essentials 2.0 and its scalable profile platform. Personify Essentials is the award-winning software that helps you optimize your entire e-business enterprise. No matter if you're in the B-to-B space, or a direct to consumer B-to-C e-business, you can leverage Essentials' industry-leading profiling technology to better understand your audience and integrate all your customer data-both from online and offline sources. What's more, Personify Essentials allows you to predict future visitor behavior, anticipate customer needs and develop brand loyalty through customized marketing reports.

E-Business Expertise

Personify's staff of highly skilled e-business experts can help your company boost growth and increase profitability. The Personify Account Consultants are an elite team of seasoned Internet veterans with a diverse set of skills: database marketing, online and offline advertising, merchandising, branding and customer value analysis, to name a few. The Personify Consultants provide strategic e-business planning to help you derive optimum value from Personify software. What's more, we have partnerships with leading e-business consultancies such as Deloitte Consulting, Ernst & Young, Sapient and USWeb. Together, Personify and its partners offer unmatched expertise for building sustainable, global e-businesses.

Profit Path

E-businesses can be classified into four broad categories: entry, emerging, experienced, and established.



Stages of e-business growth

Entry	Emerging	Established	Experienced
<ul style="list-style-type: none"> ¥ Online Advertising Effectiveness ¥ Offline Advertising Effectiveness ¥ Affiliate Effectiveness ¥ Email Optimization ¥ Search Engine/Portal Effectiveness 	<ul style="list-style-type: none"> ¥ Shopping Cart Attrition ¥ Search Engine Effectiveness ¥ Brand/Category Setup ¥ Content/Editorial Effectiveness ¥ Bottleneck Identification 	<ul style="list-style-type: none"> ¥ Cross-selling Analysis ¥ Up-selling Analysis ¥ First Purchase Promotions ¥ Shipping Implication Analysis 	<ul style="list-style-type: none"> ¥ Customer Segmentation ¥ Lifetime Value ¥ Support Analysis ¥ Wallet-share Optimization

The Four Stages of Growth

Entry Stage

Start-up e-businesses devote considerable resources towards increasing traffic through marketing campaigns and partnership initiatives. Personify can help Entry Stage e-businesses improve their customer acquisition strategies by analyzing and refining all your marketing efforts-both online and offline.

Emerging

For second-stage e-businesses the challenge is converting visitors to customers. Are shoppers dropping out of your shopping cart at the last moment? Personify can tell you why. Our strategies address these challenges by focusing on content and navigation effectiveness, promotions and site performance.

The Personify Accelerators: Solutions for Every Stage of E-Business Growth

An intimate understanding of e-business evolution has enabled Personify to identify the most important growth drivers within each development stage and create effective software products to boost performance at every level. The Personify Accelerators are powerful off-the-shelf applications that provide immediate solutions to meet specific needs at every stage of e-business growth. Each Accelerator gives our customers the information and insight they need to solve individual issues and move their business to the next echelon of e-business success.

Tailored for Every Stage of E-Business Growth

¥ Entry

- Advertising Effectiveness
- Affiliate Effectiveness
- Email Optimization

¥ Emerging

- Shopping Cart Attrition
- Brand/Category Setup
- Bottleneck Identification

¥ Established

- Merchandising
- Up-Selling & Cross-Selling
- Analysis Shipping Systems Analysis

¥ Experienced

- Customer Segmentation
- Lifetime Value
- Wallet-share Optimization

The Four Stages of Growth (cont.)

Established

E-businesses that have established a strong presence need to focus their time and efforts on developing channel strategies. By creating effective merchandising, these companies will be able to maximize the effectiveness of their e-businesses. Personify has tailored solutions for analyzing cross-selling and up-selling strategies, look-to-buy issues and shipping implications.

Experienced

Mature e-businesses seek a detailed, multi-dimensional understanding of their customers and site visitors. Only Personify can guide e-businesses through a systematic evaluation of all aspects of customer interactions to gain this high level of insight. Our combination of powerful software tools and expertise can provide you with a clear understanding.

The Growing Need for E-Business Intelligence

At the start of the 21st century, the market for e-business software is expanding at a tremendous rate. Industry analysts expect spending for the sector to soar to more than \$15 billion by 2002, up from \$4.5 billion in 1999. Growth is expected to remain strong as the Internet plays an ever larger role in global commerce, and more brick & mortar companies reshape themselves to compete in the new e-business environment. As the leading provider of e-business software for rapidly accelerating growth and profitability, Personify is very well positioned to succeed in this burgeoning market.

Experienced E-Business Leadership

Founded in 1996 by a group of marketing researchers from SRI International who pioneered the field of Web consumer analysis and prediction, Personify shipped its initial product in June 1998. The company is backed by top investment firms such as U.S. Venture Partners, Alloy Ventures, Alpine Technology Ventures, ABS Ventures and Partech International. Personify has put in place a team of talented Internet executives who share a vision of building profitable e-businesses by providing actionable insight about consumers to create enduring brand relationships.

Personify Applications:

- The Personify Applications: Technology Architected for E-Business
- ¥ Fastest implementation time from install to results.
 - ¥ The most robust and complete set of customer behavior profiles -- over 100 million.
 - ¥ Open architecture that allows integration with 20 different partners.
 - ¥ True ETL for the fullest profiles, based on clickstream, transaction data, registration information and offline data keyed by user.
 - ¥ Beacon creations to enable customers to focus on specific issues.
 - ¥ Best practices in data warehousing through Personify's award-winning Constructa platform and metadata layer.
 - ¥ Proprietary statistical data model based on 20 years of research, Web experience and consumer behavior.
 - ¥ Proprietary OLAP cube that allows for real-time campaigning and large scale analysis.
 - ¥ Accelerator products focused for each stage of growth.

Personify Management:

Love Goel, CEO

Steve Krause, President & CTO
(Founder)

Rich Vinchesi, CFO

Derek Mazula, VP of Operations

Brad Winney, Sr. VP of Business
Development

Scott Ernst, VP of Sales

Adeeb Shana'a, VP of Client Services

Adam Gross, Director of Technology
(Founder)

R. "Ray" Wang, Director of Corporate
Marketing

Trevor Rubel, Director of Product
Marketing

Louis Briones, VP of Account
Management

Wendy Sellwood, VP of Business
Insight

Board of Directors:

Phil Black
General Partner, ABS Ventures

Chuck Chan
Founder, Alpine Technology
Ventures

Love Goel
CEO, Personify

Andrew V. Johnson
President E-Commerce, Federated
Department Stores/Fingerhut

Steve Krause
President & CTO, Founder,
Personify

Lucio Lanza
General Partner, U.S. Venture
Partners

Jerry Reitman
Vice Chairman, Partner, Callahan
Group

Strategic Partners:

Deloitte Consulting
Ernst & Young
Art Technology Group (ATG)

Axiom
Leo Burnett
Digital Impact
Echolink
Fort Point
KnowledgeBase Marketing
MarketFirst
Mediasmith
MessageMedia
Microsoft
Fallon McElligott

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Post Communications
Responsys
J.M. Ryan & Associates
Sapient
SF Interactive
Sun Microsystems
USWeb
Vignette
Xcelerate