



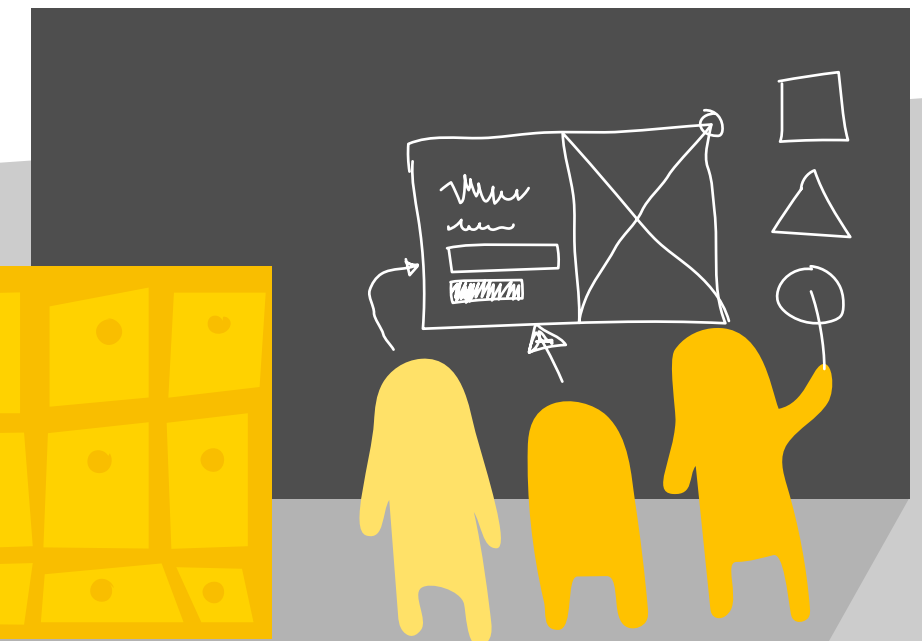
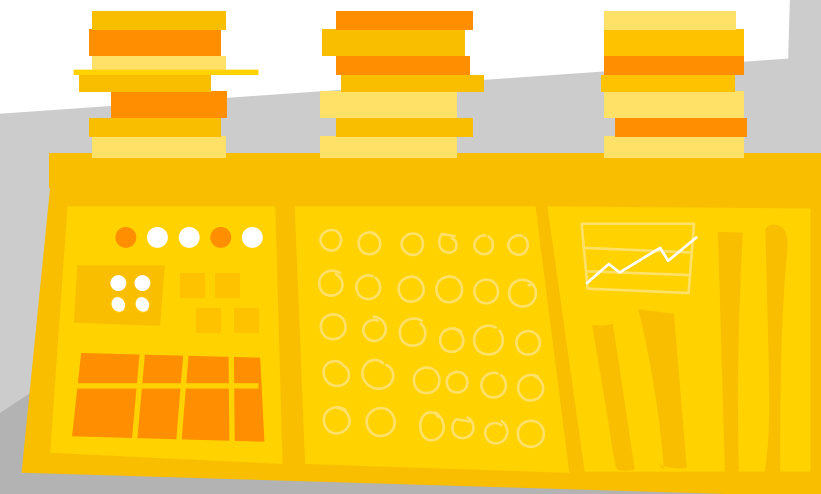
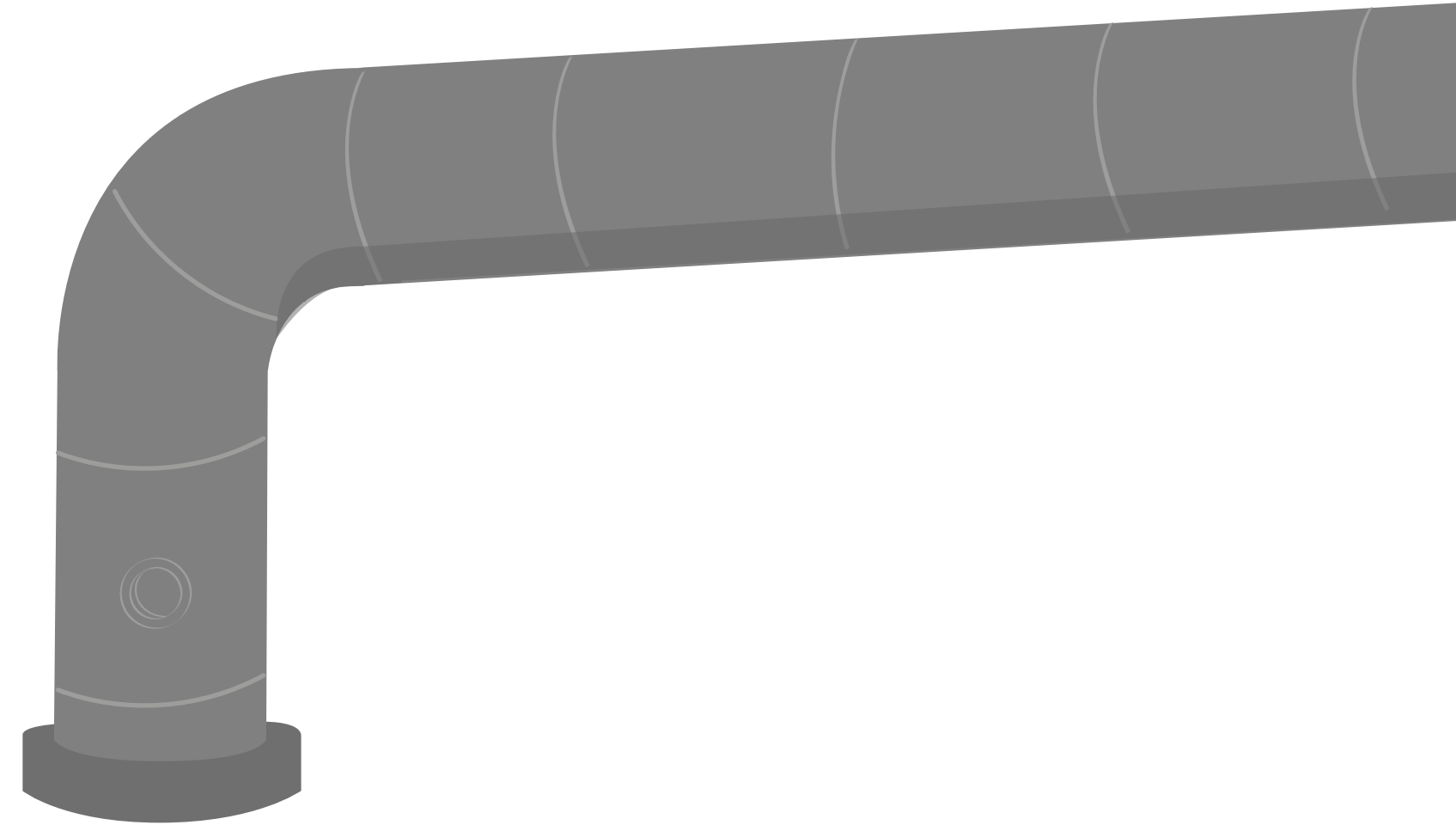
2015

YEAR IN REVIEW



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A letter from Jay Radia

Yieldify's vision has never solely been about our technology.

It's about empowering our customers to create great experiences online. It's about making shopping more enjoyable.

Our mission has always been to create smart and simple technology products that predict customer behavior and optimize customer experience with brand revenue.

2015 marked an amazing year for Yieldify. We launched over 25,000 campaigns for our clients, drove innovation through our new dashboard and advanced analytics, pushed the boundaries of design innovation with our in-house team and raised over 12 million dollars from two of the most respected venture capitalists in the world. These accomplishments are no doubt great for Yieldify,

but they are even better for our customers. We are proud to say that over 800 customers in 32 countries leveraged our software and in-house expertise to drive their onsite revenue. We worked with household names such as Marks & Spencer, New Look and Ben Sherman to optimize their digital strategies.

Yieldify also grew by 110% this year. This is not only down to our product and engineering team and the amazing software they have built - I believe it's also because of our culture.

I am so proud to have built a culture like Yieldify's. Our employees are not only hungry and results focused, they truly put the customer at the centre of everything they do.

Every single member of the Yieldify family wants to be a part of something bigger than themselves

and we achieve that by working our values into our everyday life. From dreaming big, to making it happen and of course, customer first, our values are the backbone on which Yieldify has grown. They are what bind us together and what will keep us together in the coming years as we face new growth and new challenges.

The way people live, shop and work has radically changed over the past 10 years and will continue to do so for the foreseeable future. A lot of these changes are down to the technological innovations that are around us every day.

Speaking on behalf of everyone here at Yieldify, we feel so lucky and privileged to play our part in the online revolution.

This is just the beginning of the story and I can't wait to see what comes next.



IN NUMBERS

2 5 6 0 9

CLIENT
CAMPAIGNS
LAUNCHED

110%
REVENUE
GROWTH

\$11.5 MILLION
CAPITAL RAISED

+1000
CUSTOMER
ACCOUNTS

+166
EMPLOYEES

67% GROWTH
FROM LAST YEAR

250,986,900
OVERLAY IMPRESSIONS



Yieldinauts Take Centre Stage



Highlighting a Year of Rockstar Hires



Shawn Cabral
Marketing Mastermind

“Ever watched a 50 ton aircraft take off to the sky? It is a spectacular thing to watch. I am joining Yieldify at a somewhat similar time... a time that the Yieldify ‘aircraft’ is slowly taxiing towards the runway before it takes flight. A time when the business is about to scale up and conquer new skies. When you have a fantastic team who has an abundance of energy, passion and commitment, it is easy to make marketing magic happen.”



Richard Sharp
Inventor

“What inspires me is the fact we are inventing technology that really improves the customer shopping journey. For the first 20 years, it’s been about getting customers onto the web, now it’s about delivering a truly awesome experience.”



Irina Erofeenko
Financier Extraordinaire

“When you think of a start-up you think of young and ambitious people who drive innovation and progress and do so with such passion. This is what Yieldify is about – extraordinary minds and inspiring leaders who work hard and play hard! This drives me to #makeithappen!”



Peter Lamb
Growth Driver

“What makes Yieldify a fantastic company for me is 2 things. First, it is everyone’s genuine desire to learn new things and get better everyday. That is down to the willingness to give and get feedback driven by the culture of the company and the personality of everyone as individuals. Secondly and on a personal level, it is down to my team. I couldn’t actually wish for harder working, nicer or more talented people and it makes it really fun to come into work everyday!!”

International Appeal



2015 marked the year that Yieldify truly became a global organization. With over 800 clients utilizing our software in over 32 countries and offices in London, New York, Sydney, Munich and now Porto, we asked some of our key offices to tell you what 2015 looked like from their point of view.



Hello from **PORTO**



We couldn't be more thrilled that Yieldify chose to open their design and development hub in Porto this year.

The team here wasted no time forging bonds with one another. Chuck a bunch of designers, growth hackers and rockstar developers into one office and you can create something pretty wonderful.

It all starts at around 9am, on Slack or over coffee. Gifs are invariably sent around with greetings

anticipating another exciting day ahead as the real work kicks into gear...even on a Monday. We're paving the way for the future of online interactions. No question or idea is too big or small for us. We want to challenge every idea you've ever had about ecommerce .

It's almost weird - and slightly cute - how, even in the first days, when the newbies didn't even know anybody's names yet, everybody felt quite comfortable and at ease with one another.

Everybody just jumps in and helps... everyone is committed to making our working environment the best possible!

We're proud to live up to all the clichés and shout that the Yieldify Porto Team are one big, happy and productive family - we can't wait to see what 2016 brings.

Hello from **NEW YORK**



2015 was a huge year for growth for Yieldify in the United States!

This November, we moved to a new office in the Nomad district which is just north of Madison Square Park. This new office not only boasts teams for Market Development, Sales, Implementation and Customer Success, but also an awesome ping pong table!

Thanks to the hard work and tenacity of our Sales & Client Success teams, we were able

to expand our business with HP Canada to HP USA. Other notable clients we have garnered are: Steve Madden, LK Bennett, Anthropologie, Omni Hotels, and Travelocity! Client Success has worked closely with Implementation to develop a Holiday Survival Guide for our clients. This included important dates, strategies, and campaigns that clients should keep in mind during the busy holiday season. Some of these campaigns such as the cart calculator, were developed right here by our New York team. Amongst our expanding team of conversion

experts, this year we hired Alexa Earle, Emily Goldstein and Nate Dixon who developed their careers at Movable Ink, Experian, Monetate, and Blue Conic. Another notable addition starting at the end of January is our new VP of Sales, Sam Telfer from Adobe. As we continue to build off of the accomplishments of 2015, the New York branch is looking forward to the challenges that 2016 will bring!

Our Most Exciting Announcements in 2015



Yieldify Raises \$11.5M Series A

Google Ventures and SoftBank Capital Lead Series A Funding Round to Fuel Growth of Predictive Marketing Technology



Yieldify launches new customer platform and hires new CTO and Head of Engineering from Google

Yieldify launches a faster and more intuitive customer platform and announces two key hires with CTO Richard Sharp and Head of Engineering Andrew Sadler joining from Google.



Yieldify Wins Industry Choice of Publisher at the Performance Marketing Awards 2015

We are over the moon to have been awarded the Industry Choice Publisher of the year at 2015's Performance Marketing Awards. The whole Yieldify team would like to say a huge thank you to all our customers and friends who voted for us.



London-based predictive marketing startup Yieldify opens an engineering office in Porto, Portugal

Yieldify opens new technology and development hub in Porto, Portugal. The new office marks Yieldify's fifth new market launch in 2 years.



Rising Star Yieldify selected to join Tech City UK's Future Fifty programme

We're proud to have been selected as one of 15 new members joining Tech City UK's Future Fifty programme.

PARTY LIKE IT'S 2015

Here at Yieldify we love a party. From Mad Hatter's Tea Parties to 1930's Swing Dancing, we blew the competition out the water.

Take a gander.



2015 *in content*

We hope you love our content as much as we do. Our goal is to create content that you find genuinely helpful and, most importantly, look forward to reading.

Check out some of our most successful content from 2015.



How M&S Achieved a 13x Increase On ROI with Exit Intent Overlays

Yieldify Account Director Ky Ismet reveals how M&S boosted their revenue using exit intent technology.

[Read](#)

Infographic: Why eCommerce Customers Abandon Carts (& How You Can Stop Them)

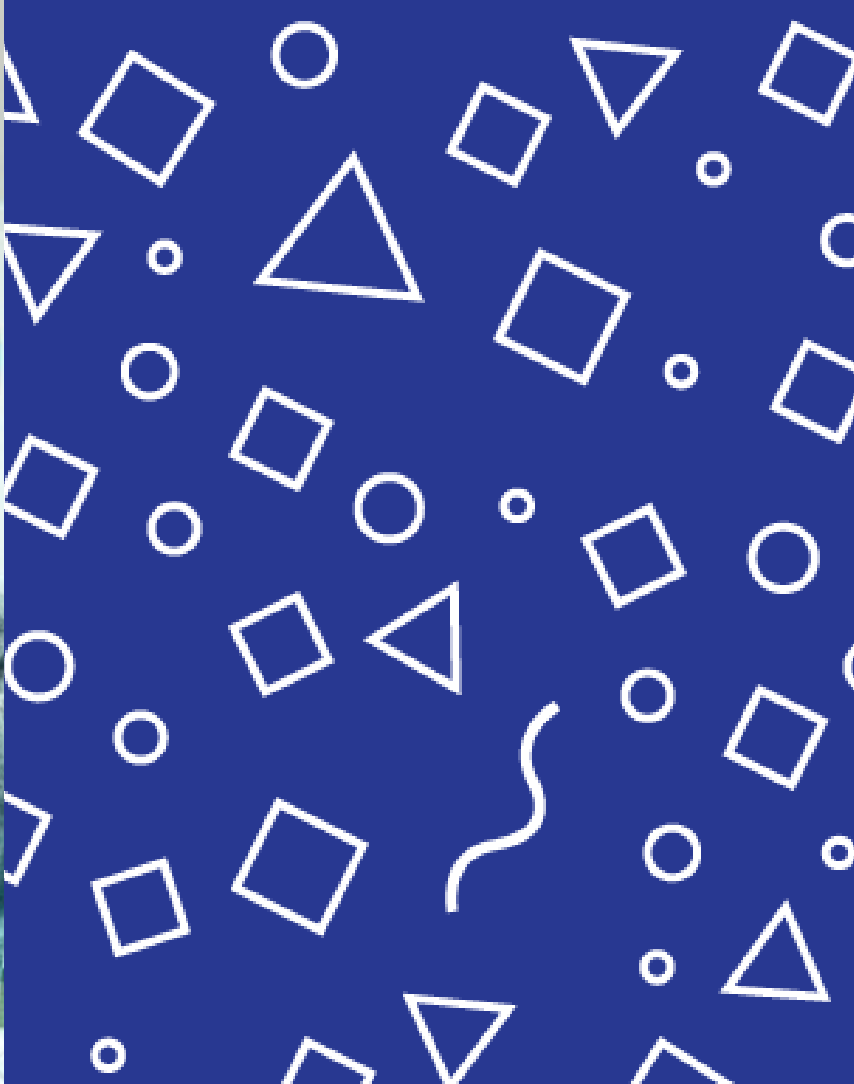
Cart abandonment will cost eCommerce retailers \$4 trillion in 2015. Our infographic looks at why customers abandon baskets and what can stop them from doing so.

[Read](#)

5 Psychological Hacks to Increase Your Website's Conversion Rates

Conversion optimisation specialist Peter Boyle delves into your customers' minds to give you 5 psychological hacks to increase conversions on your website.

[Read](#)



The Future of Personalization: Increasing Conversions (minus the complexity)

Yieldify's Jacob Ajwani discusses the future of personalization - and how your business can increase conversions (minus the complexity).

Read

When Data Is Not Enough: Why You Need To Learn the Art of Visualization

Jonny Blackmore, Yieldify's Design Lead, explains why and how brands should leverage visualization to get the most out of their data. Original visuals provided by the Yieldify data science team.

Read

In the News



We Love Our Clients

(and they love us)

BEN SHERMAN®

“We are delighted with the performance of Yieldify’s technology and managed service. They have enabled us to increase conversions from visitors who are looking to leave the site with campaigns that align to our brand identity. Yieldify clearly understand the challenges facing online retailers; their solution shows sensitivity to our needs as well as the expectations of our customers”

Andrew Longley

Digital Marketing Manager

Ben Sherman

NEW LOOK

“It was key to secure Yieldify coverage and support during peak times for strategic conversion rate optimisation.”

Isabel Tomlinson

Senior CRM Executive,
New Look

The Fragrance Shop

“Great product, great service and great team. We are delighted with Yieldify’s performance across our online touchpoints. Our campaigns were executed quickly and we have seen a measurable increase in conversions and leads generated as a result of their on-site marketing.”

Claire Dowe

Online Marketing Manager
The Fragrance Shop



“Yieldify’s products and service have proven to be a valuable part of our digital strategy, driving an increase in conversion rates, average order values and high ROI as a result. The results we have seen are excellent and we are excited to see what we can achieve with Yieldify as we move forward together.”

Hayley Tillson

Performance Marketing Manager

Domino’s Pizza



“Working with Yieldify on the Trailtrekker and Trailwalker events has seen a 10% increase in lead generation in just a few months. We are delighted with the results and will be utilising Yieldify across all of our events in 2015-2016.”

Christian Hankins
Digital Channel Manager

Oxfam



“A combination of your robust solution and account management who’s been easy to work with and transparent.”

Meredythe Esguerra
Affiliate Marketing Manager
Hewlett-Packard



Thank You

Whether you're a client,
content consumer, partner,
employee or just a start up
enthusiast

- Thank you for 2015.

You are the reason why Yieldify exists.
We're excited and proud to be on this
journey with you and appreciate your
trust, your support and your ambition.

One of our core values is "we are always
learning" so we'd love your feedback.

Think we could do something better?
Please don't hesitate to get in touch by
emailing **info@yieldify.com**.