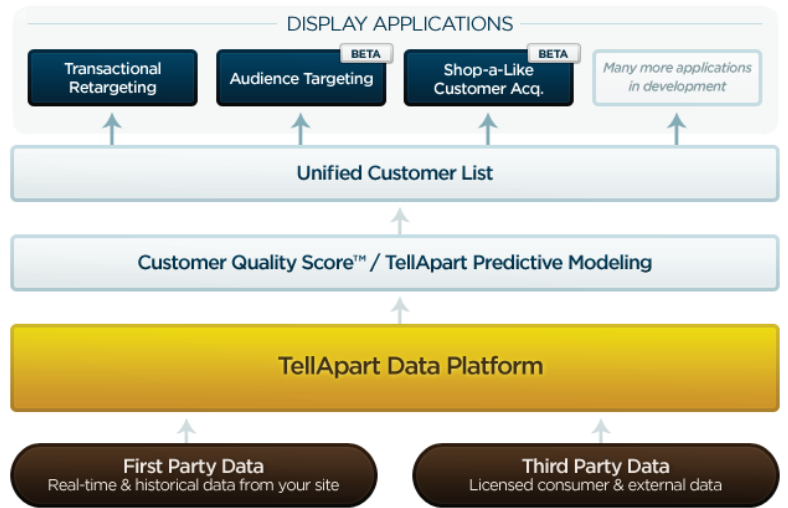


Manage & Harness the Power of Your Customer Data with the TellApart Data Platform

TellApart helps e-commerce companies drive incremental revenue through the analysis and use of their own customer data.



TellApart Data Platform

Core to all functionality of the TellApart platform is the creation of a centralized, cloud-based data store for your customer information. We begin with merging historical data and real time transactions with the web analytics data we gather via the TellApart JavaScript tags, including: browser & session information, inbound and onsite query streams and the TellApart ad serving data. As illustrated above, we also source third party data, such as social and demographic information, which can help to build a more comprehensive view of your customer base.

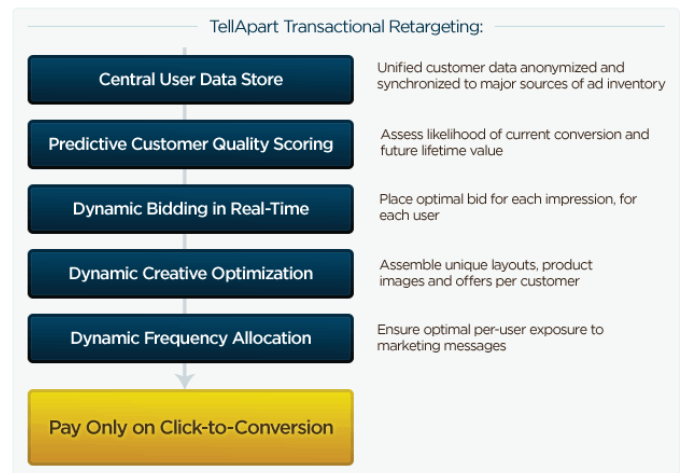
Once your customer data is in this comprehensive and analyzable form, our models start to iterate, assessing each visitor's potential to transact and/or become a high lifetime value customer... we call this ranking the Customer Quality Score. This scoring methodology is the cornerstone of all current and future TellApart applications and marketing services.

The first application built on the TellApart data platform is a highly specialized form of remarketing which we refer to as Transactional Retargeting. By creating dynamic display ads which show exactly the products the users has been most interested in, and by placing unique bids per impression in real time, Transactional Retargeting facilitates the flow of significant incremental revenue immediately to your bottom line.

TellApart Transactional Retargeting

Only a tiny percentage of a site's daily visitors go on to become its best customers. It is the dynamic retargeting of display ads to high potential customers like these that will drive incremental conversions. Using the TellApart data platform and Customer Quality Scores, our Transactional Retargeting application yields the highest CTRs and lowest CPAs in the industry.

To emphasize our commitment to this claim, our clients pay only a percentage of the incremental revenue that is generated by a conversion that follows an ad *click*. No view-through charges, no click fraud -- clients pay only for real results.



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ABOUT

TellApart is founded by former Google product and engineering leaders whose group created some of its most fundamental advertising infrastructure. Our team includes key employees from Oracle, LinkedIn, leading technology startups and online retailers. The TellApart platform is being used by some of the biggest and most sophisticated online retailers in the world, and we are processing hundreds of millions of transactions monthly. TellApart is backed Greylock Partners, one of the world's top venture capital firms whose current portfolio includes Facebook, LinkedIn, Pandora and ZipCar.