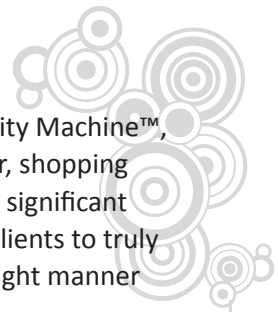


Segmentation — Taken to the Next Level



Segmentation: The Future of Behavioral Commerce Campaigns

SteelHouse’s award-winning, patent-pending behavioral commerce platform, The Opportunity Machine™, enables eCommerce marketers to target different types of shoppers based on their behavior, shopping personality and shopping history. SteelHouse’s exclusive segmentation technology uncovers significant incremental lift opportunities through predictive shopping personality behaviors, enabling clients to truly understand each of their audiences and deliver the right incentive at the right time, in the right manner and through the right channel to maximize revenue and optimize ad spend.

evo, a major online retailer in the Internet Retailer Top 500 for skate, snowboard and extreme sports equipment, has been a SteelHouse client since March 2010. They chose to implement segmentation rather than industry-norm dynamic ads and have never looked back.

According to SteelHouse clients, there is no competition.

evo had been using three online advertising vendors and were on the lookout for a better return on investment. SteelHouse presented the perfect solution to evo’s ROI problem and introduced them to personality-driven behavioral commerce campaigns to improve their conversions, sales, and revenue.

SteelHouse took evo’s business to new heights by serving segmented ads according to their site visitors’ shopping behavior and personalities and building in-depth profiles so evo could more effectively market to them as individuals.

| | Non-Segmented | Segmented |
|-------------------------|---------------|---------------|
| Average Click Rate | 0.128% | 0.235% |
| Average Conversion Rate | 0.155% | 0.523% |

Segmentation delivered a 237% increase in conversion rate

SteelHouse’s breakthrough segmented, personality-driven behavioral commerce technology made a dramatic difference in evo’s conversion rates when compared to control groups. It comes down to fully-accessible analytics that identifies exactly which segments are the most effective and allow marketers to make marketing decisions that continue to grow their month-over-month revenue.



LET BEHAVIORAL COMMERCE TURBOCHARGE YOUR MARKETING
Call toll-free 1-888-9-STEELHOUSE
Visit us online at www.SteelHouse.com

Introducing Behavioral Commerce: The Opportunity Machine™

- **Award-Winning, Patent-Pending Behavioral Commerce Technology**

SteelHouse was selected as one of the Top 10 Internet Technologies in the world for its pioneering work in Behavioral Commerce.

- **World's Only Personality-Driven Shopper Platform**

The Opportunity Machine is the only solution that enables you to give different offers to different types of shopping personalities to optimize revenue and maximize margins.

- **Understand Your Shoppers and Act**

SteelHouse helps you understand your shoppers by their personality and behavior and discover what motivates them to purchase. Then you can immediately act by launching segmented, escalating offers across ad networks and client channels (i.e. home page, online ads, etc.) to increase your revenue substantially.

- **Outstanding Client Services Team**

Dedicated, experienced Client Services Managers work closely with you, so you get the most out of SteelHouse's exclusive Behavioral Commerce platform.

- **Industry-Leading Reporting and Data Transparency**

SteelHouse provides complete transparency into all your campaigns – if we can see it, so can you. No one compares!

Pay Only for Performance

We're so confident that Behavioral Commerce will increase your conversions, sales and revenue that you'll only pay us if you make more money. We deploy a constant control group so you can definitively see the incremental lift that SteelHouse's Behavioral Commerce technology brings to the table. With no other fees, there's no risk. See what Behavioral Commerce can do for you today.

SteelHouse is the Best in the Industry

With The Opportunity Machine, you now have the power to dramatically increase your revenue in a way that perfectly connects your site and your shoppers. Instead of treating all shoppers the same, with same home page and online ads, The Opportunity Machine enables you to target the right shoppers and offer them distinct offers based on what is unique within their shopper personality that will motivate them to convert.

As a result, your site receives its optimal revenue by shopper personality and your shoppers receive their optimal incentive – at the right time, in the right manner, through the right channel.



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