



OVERVIEW

Persosa helps brands increase engagement, conversions, and revenue through personalized experiences on web, mobile, and TV.

At the most critical point of the customer journey, after a customer expresses interest and clicks through to your site, they are given a generic web experience, creating a disconnected brand experience. **At the most critical stage of the customer journey, your customer is getting the most generic experience.** As a result, value is not appropriately communicated to customers, leaving revenue on the table and decreasing ROI.

PRODUCT

Persosa is a personalization platform that provides marketers the ability to create personalized on-site experiences for their customers. Create consistent and engaging experiences by extending paid media experiences (imagery, language, tone of voice) to your website to better engage and convert all of your customers.

Persosa is the only platform that:

- Creates personalized funnels for each customer
- Consistent experience across all customer touchpoints
- Installs with a single line of tracking code – no technical overhead
- Works with any website platform (CMS) and integrates with almost any service

MARKET

Persosa acquires customers via partners such as digital agencies, platforms (e.g., Shopify) and other partners that unlock mass distribution. Our platform gives partners the ability to create new lines of revenue through personalization and increase their clients' marketing performance, ultimately increasing clients' conversions and revenue -- a true win-win-win.

E-commerce is expected to be a \$4.5T market by 2020 and global media spend in 2018 is estimated to have been \$100B. With over 23,000 servicable agencies in the US alone serving over 100,000 clients in our mid-market segment (e-commerce and B2B, \$20-250M), Persosa's obtainable annual revenue is \$1.7B.

MANAGEMENT

Kirk Morales: CEO / CTO

Kirk is an expert in SaaS products and engineering with experience in Fortune 500 analytics consulting, government (NSA), and corporate (AMEX) environments.

Gregory Lim: COO

Greg is an experienced business operator, helping lead LifeLock through rapid growth as finance lead (through IPO), VP of Operations, Chief of Staff, and Chief Marketing Officer. He is a reformed finance professional, having experience at Fortune 500 companies such as Motorola, General Dynamics and First American Title Insurance Company.

Todd Davis: Lead Investor & Advisor

Todd is the founder and former CEO of LifeLock.