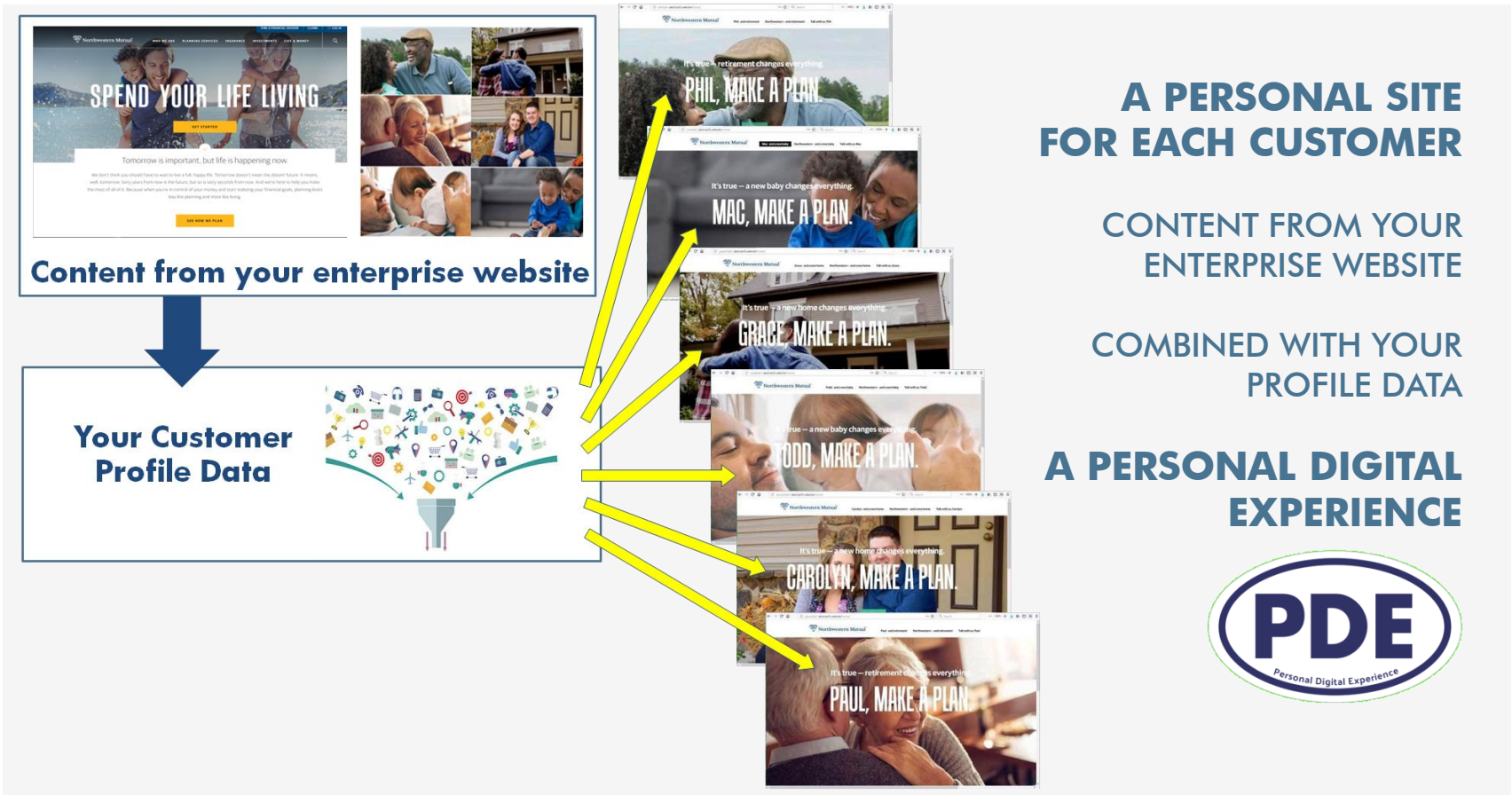


The diagram illustrates three types of advertising:

- Web Ads:** Represented by a grid of social media icons (Facebook, Twitter, Pinterest, YouTube, Tumblr, LinkedIn) and a target with a red arrow hitting the bullseye.
- Email Blasts:** Represented by a laptop screen displaying several colorful envelope icons, symbolizing email distribution.
- Direct Mail:** Represented by a red mailbox with a yellow flag, containing several direct mail pieces (brochures or flyers).

The logo for Abstract 5 PDE. It features the word "ABSTRACT" in a large, thin, blue, sans-serif font. To its right is a large, thin, blue number "5". Below "ABSTRACT" is a thick black oval. Inside the oval, the letters "PDE" are written in a large, bold, black, sans-serif font. Below "PDE", the words "Personal Digital Experience" are written in a smaller, italicized, black, sans-serif font.

CUSTOM, PERSONALIZED SITES. **AUTOMATICALLY**



ABSTRACT5 CREATES 1000s OF PDEs IN MINUTES.

NO DEVELOPERS.

NO CODE.

NO FUSS.

WHY SEND CUSTOMERS TO A ONE-SIZE-FITS-ALL SITE?

jcrew.com

The generic JCREW.com site displays 3,680 items

The image shows a collage of overlapping screenshots of the J.Crew website. The top-left screenshot displays the homepage with a navigation bar, a search bar, and a large promotional banner for '30% Off Your Purchase'. Below the banner is a 'WOMEN'S SHOP ALL' section with a sidebar for filtering by category and a grid of clothing items. The grid includes items like 'Strand-striped T-shirt', 'Embroidered T-shirt', 'Printed square-sleeve T-shirt', 'Flower applique T-shirt in stripes', 'Square-sleeve T-shirt', and 'Scalloped hem T-shirt'. Each item has a price and a discount code. The other screenshots in the collage show similar grids of clothing items, emphasizing the repetitive nature of the site's content.

ENGAGE HIM WITH A CUSTOM PDE



Show his name in a personalized VIDEO: **MIKE**

Show his personal **SHOPPING**

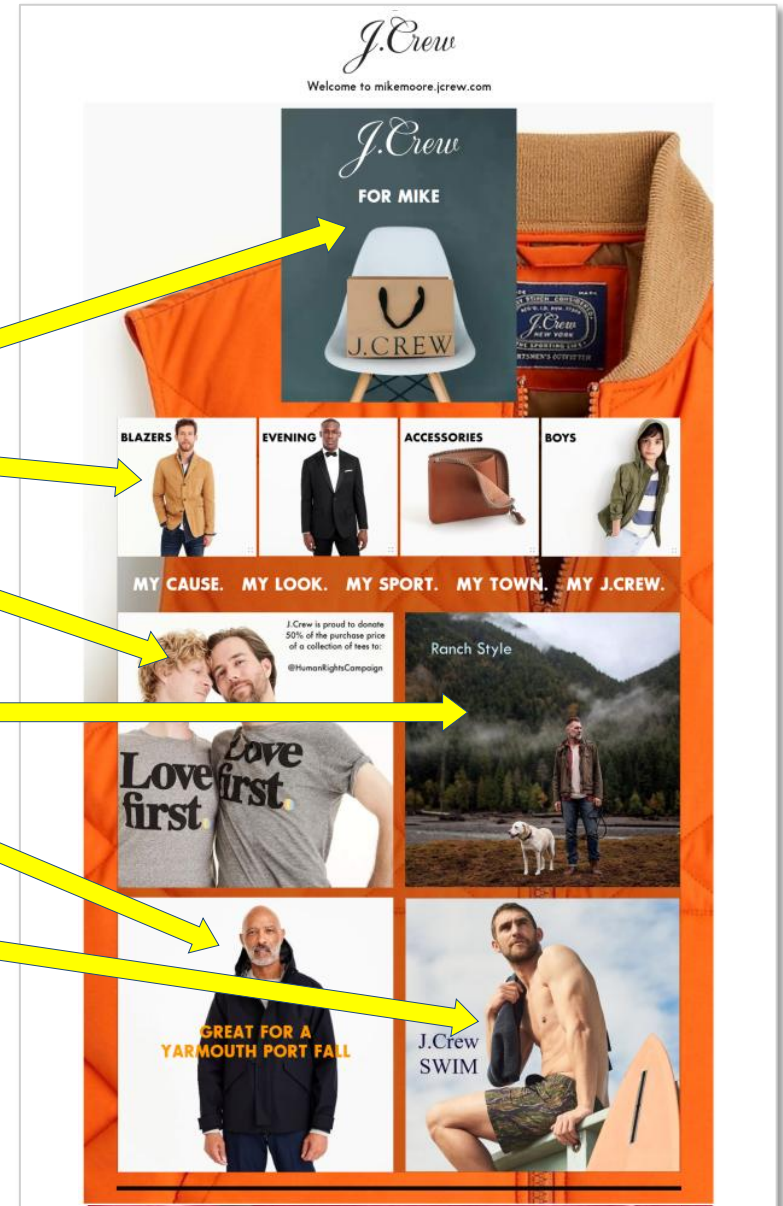
Show his personal **CAUSE**

Show his personal Style: **RANCH**

Show his personal Location: **YARMOUTH**

Show his personal Activity: **SWIMMING**

mikemoore.jcrew.com



ENGAGE **HER** WITH A CUSTOM **PDE**



Show **her** name in a personalized VIDEO: **LINDA**

Show her personal **SHOPPING**

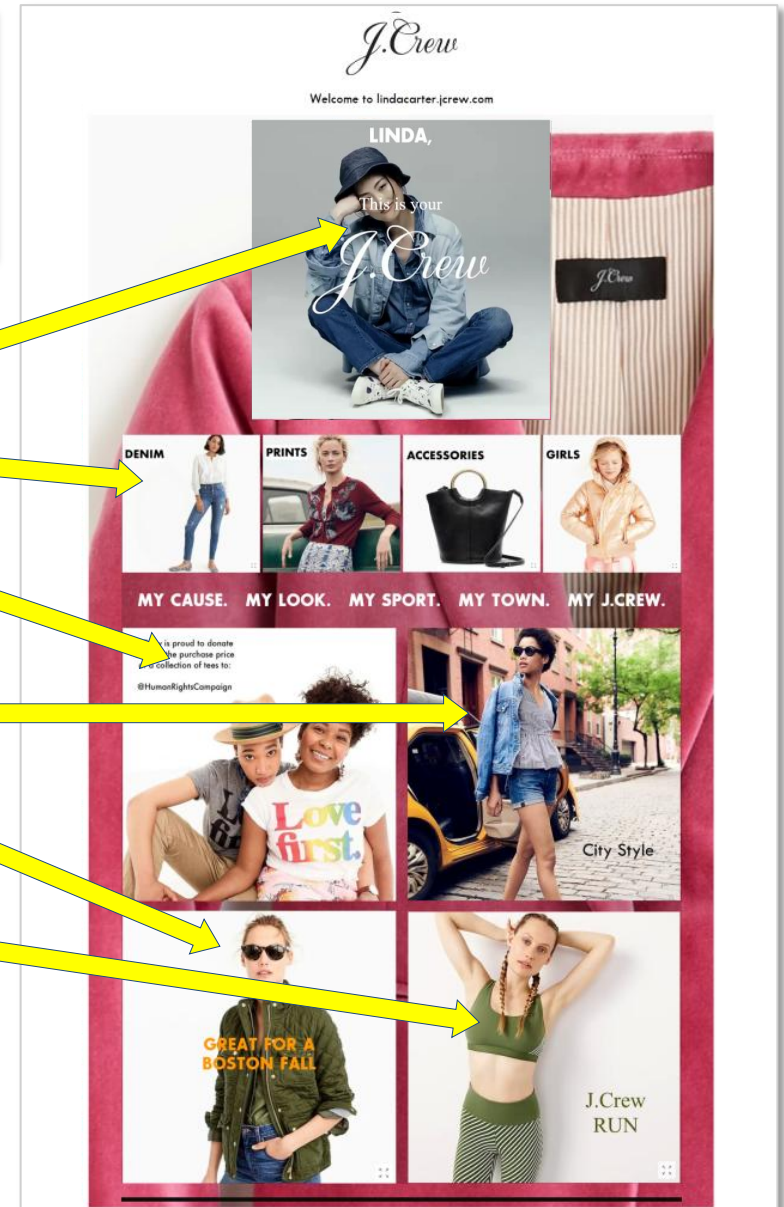
Show her personal **CAUSE**

Show her personal Style: **URBAN**

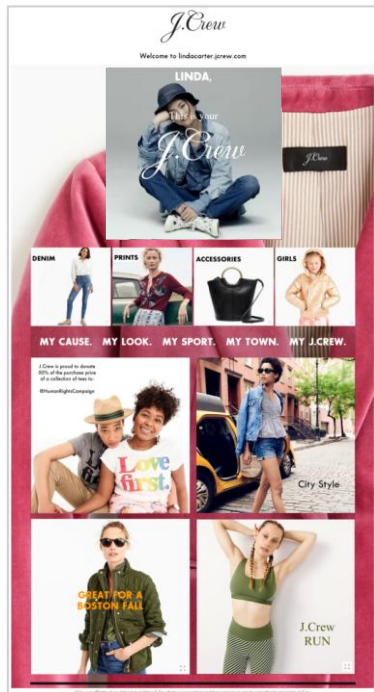
Show her personal Location: **BOSTON**

Show her personal Activity: **RUNNING**

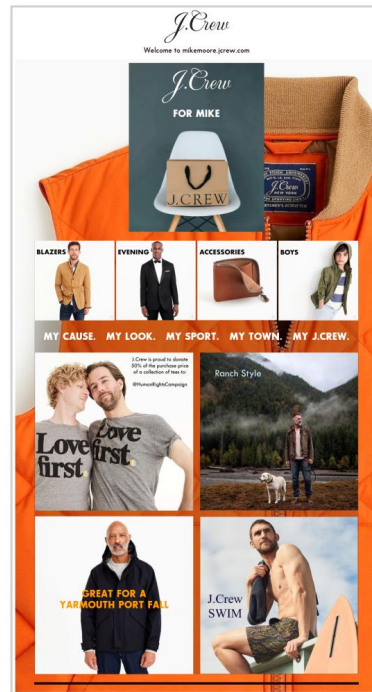
lindacarter.jcrew.com



ENGAGE ALL YOUR CUSTOMERS WITH PDEs



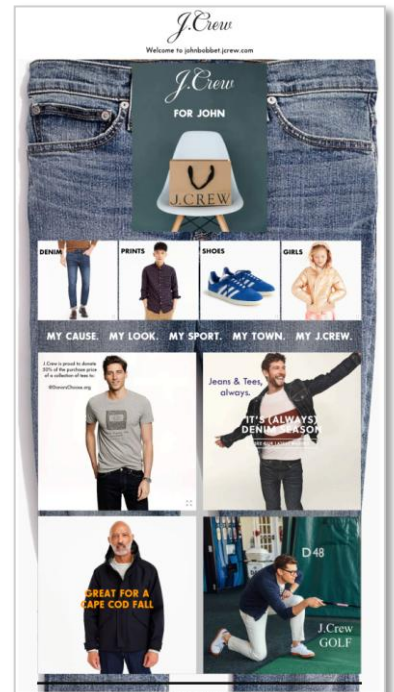
lindacarter.jcrew.com



mikemoore.jcrew.com



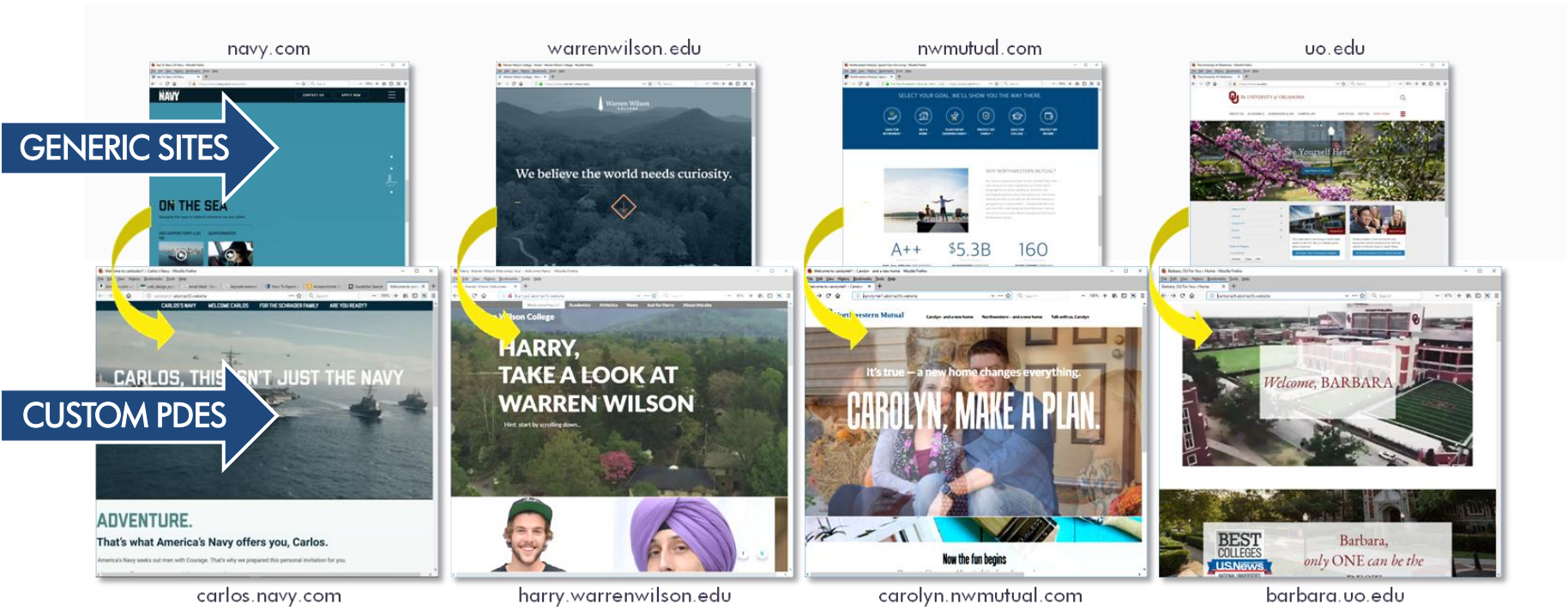
alitheamarie.jcrew.com



johnrobert.jcrew.com

YOUR WEB PRESENCE – NOW FOCUSED, CURATED, PERSONALIZED

HIGH-TOUCH ENGAGEMENT



PERSONALIZED WINS

82% more positive results when personalized

40% spend more than planned

44% more become repeat customers

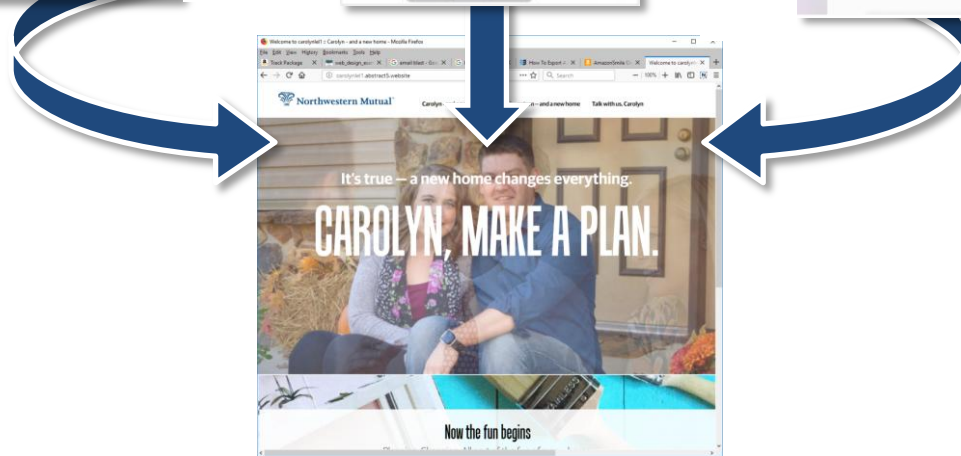
THE POWER of a website



THE IMPACT of an email blast



THE EASE of a PowerPoint



NO SKILLS REQUIRED

NO DEVELOPERS.

NO CODE.

NO FUSS.



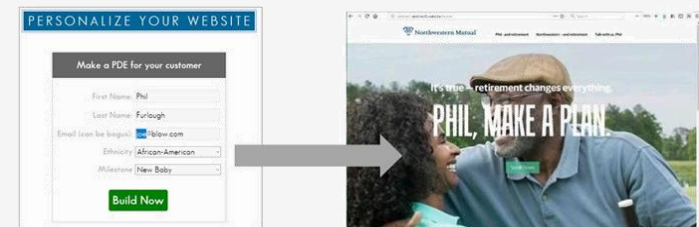
3 NEW WAYS TO ENGAGE YOUR CUSTOMERS.

One at a time – or thousands at once.

PDEs TURN DATA INTO ACTION.

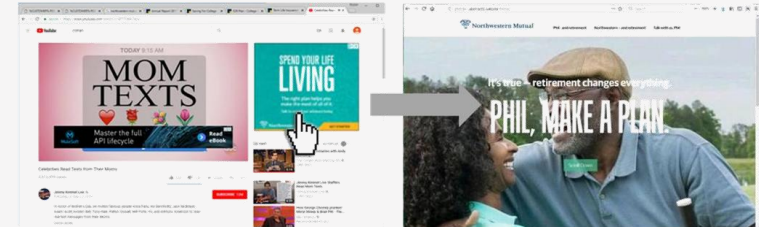
Sending a personal email?
Include a PDE!
 Just use the Automatic Form.

ONE AT A TIME, BY A FORM



Web ad campaign?
Link to a personalized PDE!
 Using a cookie on your main site.

ON DEMAND, BY A WEB AD CLICK



Direct mail – or email blast?
Merge with personalized PDEs!
 New uses for your Mailing Lists.

1000s AT ONCE, FROM A MAILING LIST



ABSTRACT5 EMPOWERS YOUR DATA

NO DEVELOPERS NEEDED.

Marketing can make PDEs.
A smart intern can make PDEs.
Even **YOU** can make PDEs.

1. Review your data.

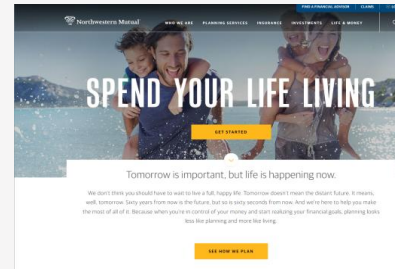
Determine the elements you want to personalize.

Your Customer Profile Data

Phil, M, Retire
Mac, F, Baby
Grace, M, Home
Todd, M, Baby
Carolyn, F, Home
Paul, M, Retire

2. Select from your website's content.

Collect the enterprise content that will get personalized.



3. Set up your automated generator.

Use easy, push-button controls to create PDEs from your data and content.



1-2-3 SIMPLE

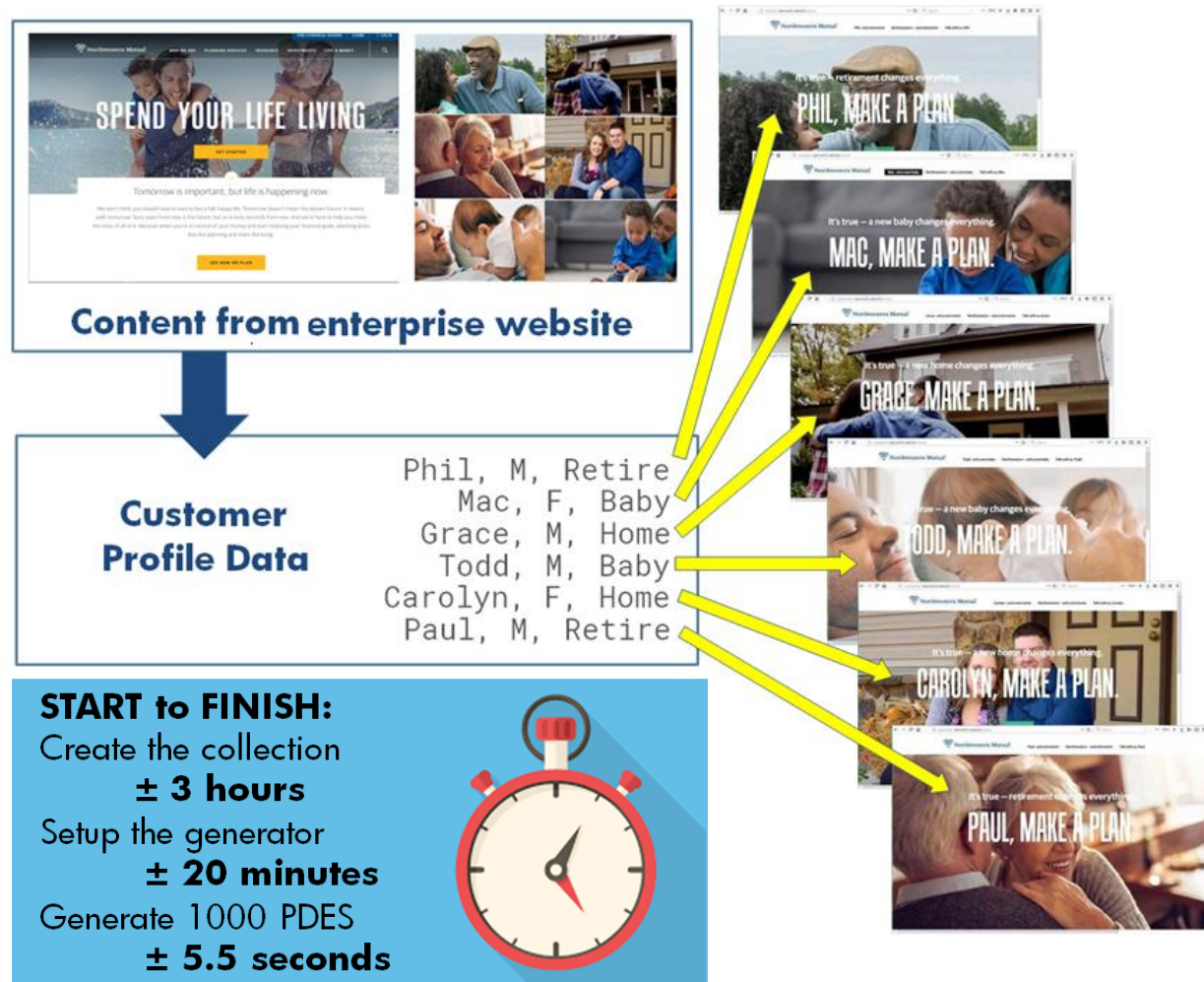
- The Generator reads your data
- Selects the correct content
- Adds personalization
- Builds and deploys your PDE
- Automatically!

ABSTRACT5 EMPOWERS **YOU**

REAL LIFE EXAMPLE.

Generate **1000** 3-page PDEs **every 5.5 seconds**.

HOW LONG WOULD YOUR DEVELOPERS TAKE TO DO THIS?



PRACTICAL MAGIC

You may not understand Abstract5's new tech.
But you'll love what it does for you.



EASY TO BUILD

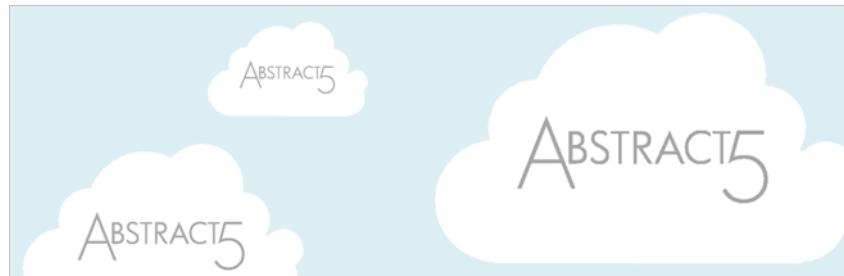
No code to learn, no plugins to download

More features than WordPress.

The **push-button** ease of PowerPoint.

Build gorgeous, feature-rich sites **in a fraction of the time.**

Abstract5 As easy as Keynote or PowerPoint. More powerful than WordPress.



The Abstract5 cloud is always connected and always available.

EASY TO DEPLOY

You don't need to know a thing about virtual private server provisioning or database configuration.

Deploy to the cloud with one click:

One PDE, or thousands.

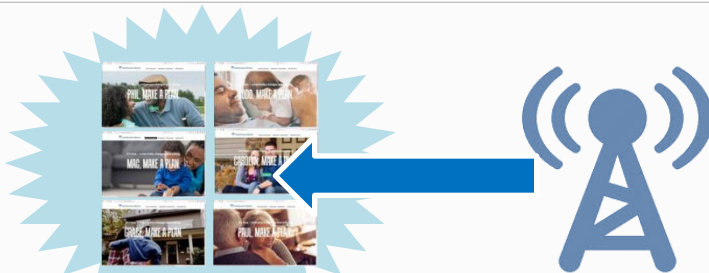
Abstract5 handles everything.

EASY TO UPDATE

Completely change your content – or just fix a typo.

Update **ALL** your PDEs **instantly**. In real-time.
With one click.

The Abstract5 Cloud does it all for you,



Instant one-to-many updating: a unique Abstract5 feature.

ABSTRACT5: **THINGS YOU SHOULD KNOW**

- **PDEs look like personal subdomains of your enterprise site**
 - Like -> johndoe.yourwebsite.com
 - **Deployed with no change to your enterprise server**
- Amazing tech based entirely on **industry-standard components**
- Dozens of innovations – trade secrets and patents
 - First commercial serverless cloud utility for creating personalized websites
 - **Infinitely scalable**
 - Optimized website size and speed
- **Available today**

ABSTRACT5

For more information contact jschauer@abstract5.com