



April 16, 2015

PFSweb and AgilOne Partner to Bring Predictive Data Science to Online Brands and Retailers

AgilOne Powers PFSweb's Omni-Channel Marketing Database

SUNNYVALE, CA -- (Marketwired) -- 04/16/15 -- [AgilOne](#), the predictive marketing cloud company, and [PFSweb, Inc.](#) (NASDAQ: PFSW), a global provider of end-to-end eCommerce solutions, today announced that the companies have partnered to help their clients improve customer retention rates and increase their eCommerce sales. Through the partnership, PFSweb has built an Omni-Channel Marketing Database, powered by AgilOne, to conduct customer behavioral analysis. The new offering allows brands and retailers to:

- Optimize the customer journey by delivering personalized experiences
- Find and retain customers with highly targeted promotions and messaging
- Uncover cross-selling and up-selling opportunities based on predictive analytics
- Encourage single-channel shoppers to engage and make purchases across all channels

PFSweb's Digital Agency Services group provides marketing strategy and deployment services that give clients a 360-degree view of their customers and helps build a personalized experience through all customer touch points. AgilOne provides a predictive marketing platform that helps everyday marketers to acquire, nurture and maintain more profitable customer relationships across all channels. The partnership with AgilOne will enable PFSweb's clients to leverage the power of both digital and retail customer data to deliver more relevant campaigns and content. In addition, clients can now utilize this real-time data from brand interactions and predictive analytics to execute messaging to the current context at the moment of engagement.

"Together we are working to create a positive shopping experience, which can ultimately yield bigger returns for a wider range of online brands and retailers," said AgilOne CEO Omer Artun, Ph.D. "The partnership between PFSweb and AgilOne will help more marketers deliver highly relevant and personalized campaigns that create customers for life."

About PFSweb, Inc.

PFSweb (NASDAQ: PFSW) is a global provider of end-to-end eCommerce solutions including digital marketing services, technology development services, business process outsourcing services and a complete omni-channel technology ecosystem. The company provides these solutions and services to major brand names and other companies seeking to optimize every customer experience and enhance their traditional and online business channels. PFSweb supports organizations across various industries, including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, Ricoh, Roots Canada Ltd., Diageo, BCBGMAXAZRIA, T.J. Maxx, the United States Mint, and many more. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Minnesota, Washington, New York, Canada, Belgium, London, Munich, and India. For more information, please visit www.pfsweb.com or download the free PFSweb IR App on your [iPhone](#), [iPad](#) or [Android](#) device.

About AgilOne

AgilOne is the industry's first Predictive Marketing Cloud that allows marketers to deliver the most relevant and profitable customer relationships, online and offline, and simplifies the science of marketing with an easy-to-use, integrated solution. Leveraging breakthrough predictive analytics and machine learning technology, AgilOne empowers companies of all sizes to launch revenue-generating lifecycle marketing programs, including predictive cart recovery, cluster-based purchasing and loyalty appreciation, among others. With AgilOne, companies can convert more browsers to buyers and increase overall lifetime customer value.

Leading consumer brands, including The Body Shop, BetaBrand, Shazam, Sports Authority, Moosejaw and shopPBS.org, use AgilOne to boost customer engagement and revenue. Headquartered in Silicon Valley, AgilOne investors include Sequoia Capital, the Mayfield Fund, and Tenaya Capital. For more information, please visit www.AgilOne.com.

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Source: AgilOne

News Provided by Acquire Media