

Avis Budget EMEA selects Maxymiser to optimise the booking process and increase reservations

Submitted by: Wildfire

Wednesday, 27 June 2012

Multivariate testing and segmentation strategy to be rolled out across Europe

London, UK – 27th June 2012: Avis Budget EMEA has appointed Maxymiser (<http://www.maxymiser.com/>), the global expert in multivariate testing, personalisation and optimisation solutions, as the online customer experience optimisation partner for Avis, the leading rental car company serving the premium commercial and leisure travel market. Maxymiser will work with Avis to optimise the reservations process across its EMEA websites to increase the number of bookings, improve the overall experience and enhance customer retention.

By partnering with Maxymiser, Avis Budget EMEA will have access to a full portfolio of online testing, personalisation and multichannel optimisation solutions. Using Maxymiser's MaxTEST™ solution, Avis will initially use A/B and multivariate testing across the four stages of its reservation process to identify the variants of content, placement and design that drive the greatest number of bookings. Initial testing will take place on the French website and will then be rolled out across five other territories by the end of the year.

Maxymiser's MaxSEGMENT™ solution will form a core part of Avis' customer retention strategy, enabling the company to identify and target different types of website visitor, such as returning customers or first-time bookers, and automatically display the content they are likely to find the most compelling. Further into the optimisation programme, Avis also plans to use MaxMOBILE™ to test different experiences for mobile visitors.

Avis will be able to easily deploy all the Maxymiser solutions using the unique Maxymiser OneTouch™ Network (<http://www.maxymiser.com/solutions/one-touch-methodology>), which requires a one-time change, adding a single line of Javascript to the Avis website.

Ben Stephenson, eChannel Development Manager, Avis Budget EMEA, said: "It is hard to truly understand the customer's perspective and take an objective view on the experience delivered by the Avis site. By working with Maxymiser we can become a truly customer experience-focused company, constantly listening to our customers through their actions in real time and making changes based on the way they behave on our site.

"Maxymiser specialises in online customer experience optimisation and has considerable experience working with brands in the travel and leisure sector. It was clear from speaking directly to Maxymiser customers that the company could provide the expertise, solutions, strategic planning and services that we need to make online customer experience optimisation central to the Avis website," added Stephenson.

Wayne Morris, UK General Manager of Maxymiser, commented: "Taking the subjectivity out of decision-making by using data derived from actual live visitors to your site is critical to putting the customer at the heart of website optimisation. A/B and multivariate testing can quickly provide critical insights to

inform the business, but they are only the start of a brand's customer experience optimisation journey. In selecting Maxymiser, Avis has a strategic partner that can help the brand to evolve and mature its online presence in the long-term."

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For further information, please contact:

Fiona Kay
EML Wildfire
T: 020 8408 8000
maxymiser@emlwildfire.com

About Avis Car Rental

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,200 locations in more than 165 countries. Avis has a long history of innovation in the car rental industry and is one of the world's top brands for customer loyalty. Avis is owned by Avis Budget Group, Inc. (NASDAQ: CAR), which operates and licenses the brand throughout the world. For more information, visit www.avis.com

About Maxymiser

Maxymiser is the global expert in multivariate testing, personalisation and optimisation solutions. Brands such as ASDA, Homebase, Kwik Fit Insurance and Virgin Media use Maxymiser to drive the most effective online customer experiences which increase conversion rates, revenue and consumer loyalty. Maxymiser combines online testing and automated personalisation into a single platform that empowers marketers to launch comprehensive optimisation campaigns on-the-fly without the need for IT resources. This patent-pending OneTouch Network connects once to your website, mobile sites, or mobile apps to leverage all Maxymiser solutions and existing data sources to drive highly personalised experiences for every individual.

Founded in 2006, Maxymiser is a rapidly expanding, private company with offices in New York, London, San Francisco, Edinburgh and Dusseldorf, as well as a global network of marketing and technology partners. The company's conversion management solutions and reporting infrastructure are recognised by leading industry analysts as best-in-class. For more information, please visit www.maxymiser.com