

## Maxymiser doubles EMEA client base

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Outstanding year-on-year growth for multivariate testing, personalisation and optimisation expert

London, UK – 17 July 2012: Maxymiser (<http://www.maxymiser.com/>), the global expert in multivariate testing, personalisation and optimisation solutions, has doubled its client base across Europe between 2011 and 2012. Multiple flagship brands across the retail, gaming and travel and leisure sectors have partnered with Maxymiser including Avis Budget EMEA, Brittany Ferries, LateRooms.com and Rank Interactive, plus smaller, innovative organisations such as Micro Scooters UK.

After becoming the first company to introduce a revolutionary customer experience optimisation (CXO) platform to the UK market in 2006, Maxymiser now caters to clients across Europe, , Asia and North America - nearly doubling its global foothold. Globally the company has also added over 50 employees principally in client services and software engineering to support its rapid expansion and continue its strong leadership and expert services and support for customer experience optimisation.

Pentland Chaussures Ltd, the LACOSTE footwear licensee, signed up Maxymiser as a partner in 2012. Andrew Thomson, E-Commerce Director, comments: “Maxymiser forms part of our strategy to drive growth in the UK and Europe. Their strategic, consultancy-led approach is a real differentiator, with a full range of professional services to assist our testing, data analysis and project management.”

Alongside its client acquisition, Maxymiser has continued to develop long-term relationships with brands, taking them from tactical A/B testing to incorporate sophisticated customer experience optimisation.

Matt Walton, Head of Online Sales at Virgin Media, explains: “We have been working with Maxymiser for three years and their solutions sit at the heart of our online strategy. In our continual drive to improve customer retention and acquisition we are faced with numerous optimisation challenges every day, but Maxymiser gives us the data we need to make informed decisions that grow our business and add value to our visitor experience.”

easyJet’s Head of Digital, James Millett, adds: “Maxymiser has become a valued partner with our e-commerce team. The team’s ‘can do’ entrepreneurial attitude mirrors our own and serves as a great foundation for our relationship. We have numerous examples of driving commercial performance through increased agility and our capability to test, learn, optimise and action.”

Commenting on the company’s continued strong performance, Tim Brown, CEO of Maxymiser, says: “We strive to deliver exceptional products and services, month-on-month, year-on-year to our clients. It’s great to see the results of this reflected in the rapid growth of an array of long-term partnerships with industry-leading brands. With more and more companies wanting to implement consumer-centric digital marketing strategies, we are excited that they are turning to multivariate testing and personalisation to achieve this.”

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#### 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](http://www.maxymiser.com)