

accelerize
(OTCQB:ACLZ)

Company Overview

March 2018



Forward Looking Statements

Accelerize Inc. provides the information as is and without any warranties. These corporate materials do not constitute the solicitation of the purchase or sale of securities. These corporate materials may contain forward-looking statements from Accelerize Inc. within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995 and federal securities laws. For example, when we describe our revenue projections, our growth prospects, market opportunities and the forecast for advertising markets, we are using forward-looking statements. These forward-looking statements are based on the current expectations of the management of Accelerize Inc. only, and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. The following factors, among others, could cause actual results to differ materially from those described in the forward-looking statements: changes in technology and market requirements; our technology may not be validated as we progress further; we may be unable to retain or attract key employees whose knowledge is essential to the development of our products and services; unforeseen market and technological difficulties may develop with our products and services; inability to timely develop and introduce new technologies, products and applications; or loss of market share and pressure on pricing resulting from competition, all of which could cause the actual results or performance of Accelerize Inc. to differ materially from those contemplated in such forward-looking statements. Except as otherwise required by law, Accelerize Inc. undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events. For a more detailed description of the risk and uncertainties affecting Accelerize Inc., reference is made to Accelerize Inc.'s reports filed from time to time with the Securities and Exchange Commission.

accelerize





Company Highlights

- Marketing software company that provides enterprises with extended visibility into the customer journey
- Enables large advertisers, publishers and brands to collect and analyze digital advertising effectiveness
- Highly complementary to customers' existing marketing analytics stack
 - CAKE drives higher ROAS
- Gross margins at 62%
- Predictable SaaS revenue model with strong dollar retention



Company Snapshot

CAKE enables companies to **collect and analyze customer journey data using multi-touch attribution** for marketing campaign optimization.



500+ Customers



1.5% YoY Increase in Revenue



Focused On
Enterprises



93 Employees



\$10-12bn Market



Gross Margins 62%

Source: eMarketer, October 2017, Gartner, Forrester and IDC



Value Proposition: Advertiser Challenges

- No Ability to Measure Cross-Channel Performance and ROAS
- Dealing with Ambiguous Data Collected from Fragmented Tools
- Limited Visibility into the Customer Journey
 - Multiple Touchpoints
 - Difficult to measure marketing contribution
 - No Segmented Customer Lifetime Value

“82.2% of marketers do not have the ability to measure cross-channel performance or return on investment.”

*Laurie Sullivan
Multichannel Marketing*



CAKE Value



Actionable Marketing Intelligence

provides deep insights across the customer journey by measuring cross-channel cost and performance

COLLECTING:

1st-Party Data for Every Touchpoint

ATTRIBUTION:

Multi-Touch Attribution

ANALYTICS:

Marketing Intelligence Dashboards

INTEGRATION:

AdWords, Bing, Facebook, etc.



Product Architecture

Journey
By CAKE

Insights
(Advanced Analytics Dashboard)

Multi-touch Attribution
(Rules-based & Data-driven)

Mobile
Measurement

eCommerce

Lead Distribution

Affiliate
Optimization

Marketing Intelligence Platform (MI)
(Cross-Channel Data Collection)

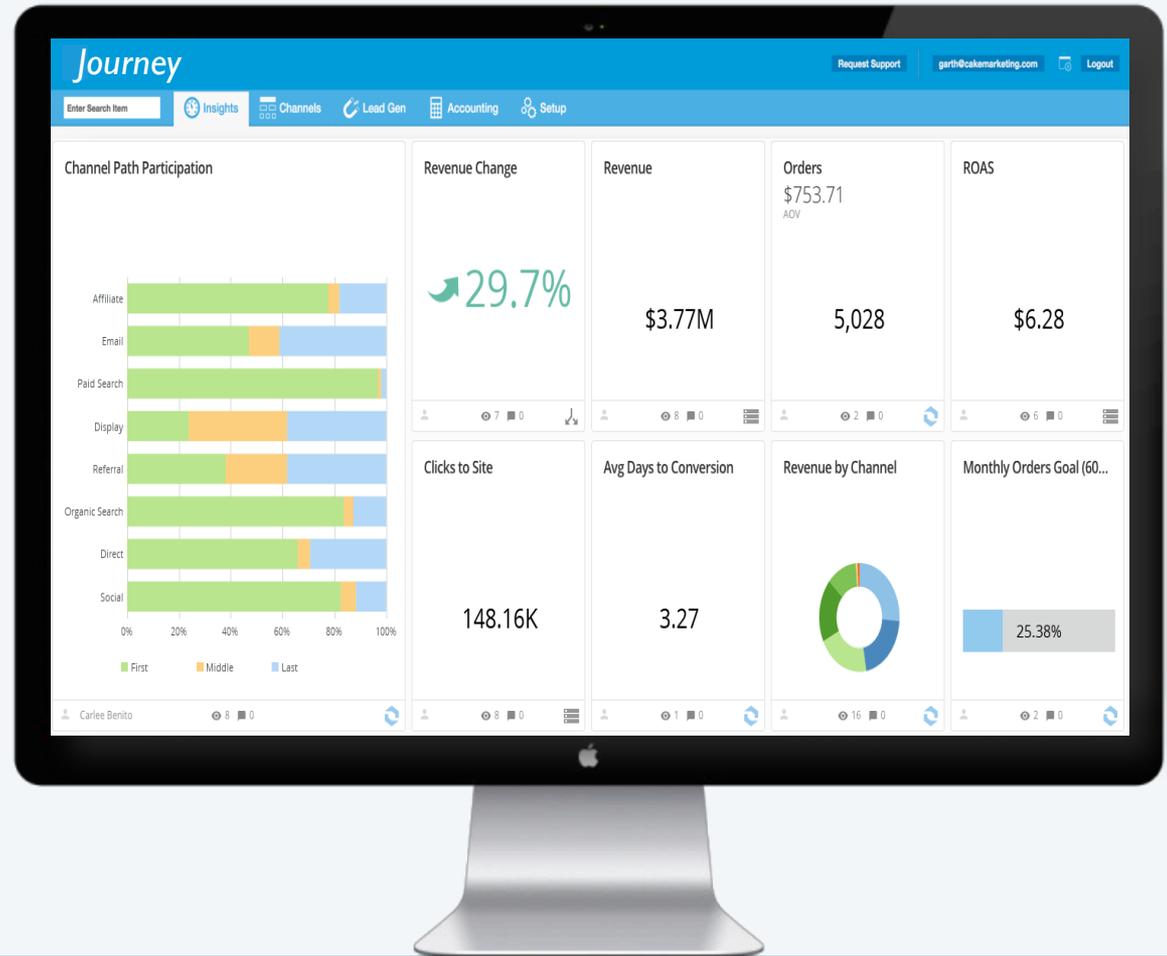
Connections





Advanced Analytics Dashboard

- High-Level Summaries and Detailed Customer Journey Analytics
- Campaign Performance
- Source, Channel and Attribution Reporting
- Trend Analysis
- Massively Scalable





Journey Multi-Touch Attribution

Rules-Based and Data-Driven Attribution

- Comprehensive Visibility into the Customer Journey
- Data-Driven Attribution Utilizing Machine-Learning Algorithms
- Rules-Driven Models
- Customer Journey Analysis





Journey By CAKE Modules



Ecommerce

Understand every level of ecommerce campaign performance and collect actionable metrics on every order via product feed integration.



Lead Distribution

Automated collection, validation and distribution of leads in real-time with integrated fraud prevention.



Mobile Measurement

Mobile campaign measurement in parallel with all other channels in real-time through available SDK and help files.



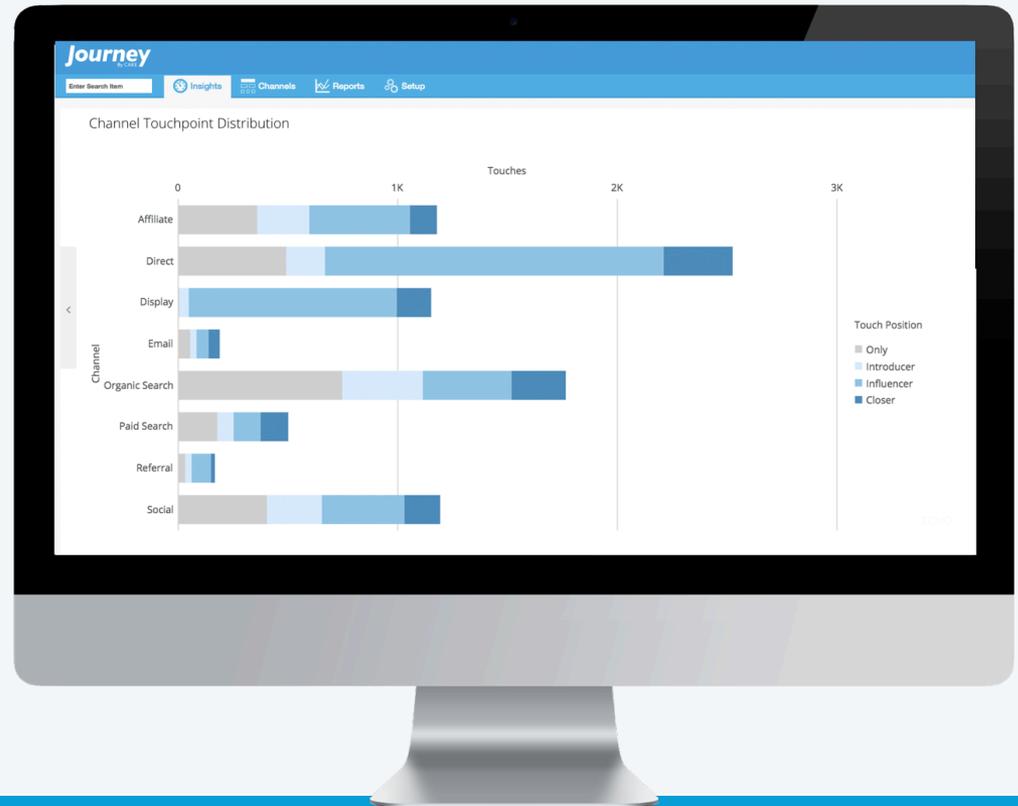
Affiliate Optimization

Track and manage campaigns in a single interface. Marketing channel with campaigns/objectives to be optimized.



- First-Party Data Collection...for Every Touchpoint
- Campaign Targeting
- Fraud Detection and Prevention
- Account Controls

Cross-Channel Data Collection and More





CAKE Product Benefits

- Advanced Data Visualization Across Customer Journey
- Centralized Multi-Channel Tracking and Reporting
- Multi-Touch Attribution
- Active Management of User Traffic
- Optimization and Targeting
- Lead Generation and Distribution
- Full Ecommerce Tracking



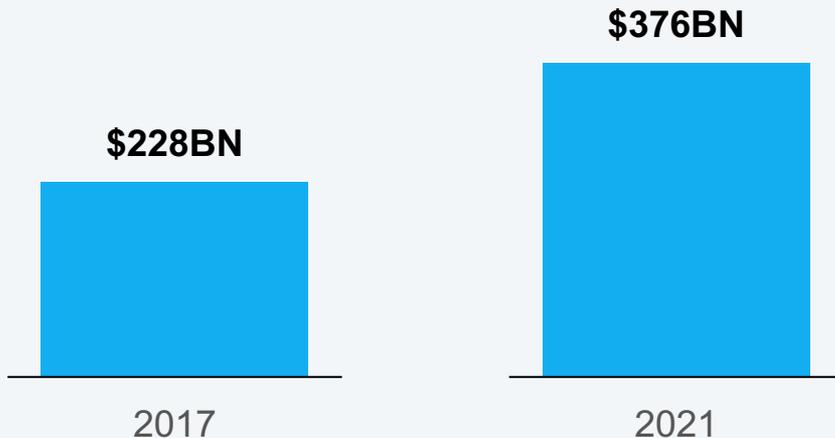


CAKE Market Opportunity

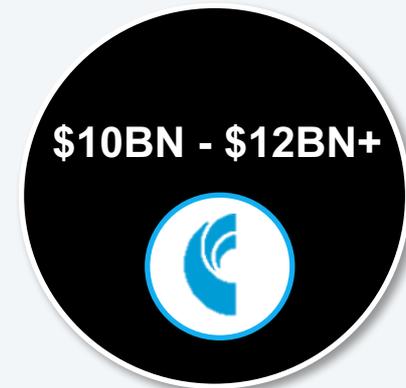
CAKE targets a rapidly growing digital marketing analytics market

- Overall, the digital advertising spend worldwide is estimated to grow from \$228 billion in 2017 to \$376 billion by 2021
- Key participant in a large and growing \$10 – 12+ billion market for digital marketing analytics alone

Digital Advertising Market



Digital Marketing Analytics



Source: eMarketer, October 2017, Gartner, Forrester and IDC



Gartner Digital Marketing Hubs

Vendors to Watch

- Acxiom
- **CAKE/Accelerize**
- Collective
- Ensignten
- Epsilon
- Experian Marketing
- FIS
- Google
- Hubspot
- Kenshoo
- Lytics
- Marin
- mParticle
- Pegasystems
- Rocket Fuel
- Sizmek
- Tealium



“Marketers who need to manage the data and analysis of digital marketing partners have been largely ignored by mainstream hub providers. CAKE addresses this with multichannel data management and onboarding capabilities. Consider CAKE if you’re an enterprise performance marketer looking to track, attribute and optimize data-driven lead generation and customer acquisition through affiliate and other digital marketing channels.”





Journey By CAKE Connections

- Seamless Digital Media Integrations
- Cross-Device Tracking and Attribution
- And More...





IBM UBX Business Partner ecosystem

UBX is powered by an ecosystem of IBM Business Partners who create and leverage a vast pool of behavioral data.



“The challenge marketers face today is the ability to deliver at scale customer experiences that are timely and relevant. [UBX’s] launch is addressing this by removing a key pain point for marketers around data integration to free them up to deliver the more innovative and meaningful experiences that consumers demand.”

- Deepak Advani, General Manager, IBM Commerce



Financial Snapshot

- Revenue
 - Full-year revenue increased 1.5% YOY to \$24.1M in 2017 from \$23.8M in 2016
- Capital Structure as of December 31, 2017
 - Shares Outstanding: 65,939,709 shares
 - Insider/Officer/Director Ownership: 27.8% at year end 2017
- 1% increase in average monthly license revenue per customer
- Diverse customer base of 500+
 - Top customer represented <5% of revenue



Summary

- CAKE enables companies to collect and analyze customer journey data using multi-touch attribution for marketing campaign optimization
- The leader in a large and growing \$10-12+ billion market
- Delivering unique value to customers by providing accurate and actionable insights about the previously missing steps of the *anonymous* customer journey
- Highly complementary to customer's existing marketing technology stack – CAKE drives higher ROI on marketing tools
- Achieved revenue increase of 1.5% YoY and 62% gross margins
- Predictable SaaS revenue model with strong dollar retention
- Seasoned management team with digital marketing and enterprise sales expertise



Experienced Management Team



Brian Ross
Chairman & CEO



Santi Pierini
COO & President



Andy Mazarella
Executive VP & CFO



Paul Dumais
SVP of Product



Damon Stein
General Counsel

Board of Directors



Brian Ross
Chairman & CEO

Brian Ross is a 20-year technology industry veteran, and has served as a founding investor for a number of early-stage companies, including E-force Media and Great Domains Inc., which was sold to Verisign for \$100 million. He also previously led business development for Prime Ventures Inc., and earlier in his career was senior vice president of business development for iMall, Inc, later acquired by Excite@Home for \$565 million. Brian founded Accelerize Inc. in 2005.



Mario Marsillo Jr.
Director

Mario Marsillo is the Managing Director of Private Equity for Network 1 Financial Securities Inc., a New Jersey-based FINRA member firm offering investment banking services. Prior to Network 1, Mario acquired Skyebanc, Inc., a registered broker dealer, with a specialty towards private equity, and served as the company's Vice President of Private Equity and Business Development.



Greg Akselrud
Director

Greg Akselrud is a founder and partner of Stubbs Alderton & Markiles, LLP. He chairs the firm's Internet, Digital Media and Entertainment practice group. Greg advises a wide range of public and private clients across a number of industries, including companies in digital media, Internet, entertainment, technology, consumer electronics and apparel. Greg is also a founding investor of FlashFunders, an online equity funding platform.