

## OTHERLEVELS PARTNERS WITH OPTIMOVE

**31<sup>st</sup> AUGUST 2015: OtherLevels Holdings Limited (ASX: OLV) (OtherLevels)** today announced that it has signed an agreement to partner with Optimove to offer more effective ways for their joint customers to communicate with their users.

Optimove is a leading customer retention automation platform that allows marketers to plan, manage, automate, analyse and optimize a complete personalized customer marketing plan. The company's micro-segmentation and campaign management technologies automate highly-effective customer marketing campaigns across multiple channels.

The first joint-customer to benefit from the new partnership is US wagering company, BetAmerica, who became an OtherLevels client last month. OtherLevels CEO Ramsey Masri said that the Optimove partnership represented a major opportunity to combine OtherLevels broad range of digital messaging formats with Optimove's advanced customer lifetime value maximisation, and was a further milestone for OtherLevels.

Mr Masri commented "Since OtherLevels successfully listed on the ASX in March this year, we've been looking to form strong partnerships that will benefit our existing customers and help us expand our market opportunity. Optimove today has over 75 customers in the same market sectors in which we operate. We are able to add value to these organisations through our sophisticated messaging capabilities and the integration with Optimove makes it easier for these organisations to choose OtherLevels as they expand their messaging needs.

"The combined capabilities provide our joint customers with the greatest possible range of messaging formats to connect with their users, hence increasing interaction, retention and lifetime user value," he said.

Optimove CEO, Pini Yakuel, said: "Optimove seeks to work with best-in-breed partners in the marketing technology space. Optimove's predictive customer modelling and campaign automation technologies, combined with OtherLevels sophisticated message delivery options, enable our joint customers to derive deeper and longer customer engagement. Optimove and OtherLevels is a winning combination, and we believe that BetAmerica is just the first of many joint customers around which our organisations will successfully collaborate."

- ENDS -

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### About OtherLevels

OtherLevels is a leading second-generation digital marketing platform with offices in San Francisco, London, Brisbane and Melbourne. OtherLevels is at the forefront of the enterprise marketing

transformation being driven by the massive shift to mobile.

The OtherLevels digital marketing platform enables marketers to engage and retain their audience across desktop, mobile web and apps. For more information, please visit <http://otherlevels.com>, OtherLevels Holdings Limited ACN 603 987 266.

## **About Optimove**

Optimove is the leading retention automation platform, used by over 150 customer-centric brands to drive their entire customer marketing operation. Optimove combines the art of marketing with the science of data to enable marketers to deliver highly-effective personalized customer marketing campaigns across multiple channels. Optimove's unique customer modelling, predictive micro-segmentation and campaign automation technologies help marketers maximize customer spend, engagement, retention and lifetime value. Optimove is used by leading customer-centric brands of all sizes in a variety of industries, including Zynga, Outbrain, Caesar's Entertainment, Nelly, Lucky Vitamin and many others. The company maintains offices in Tel Aviv, New York and London. More information is available at [www.optimove.com](http://www.optimove.com)