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EXECUTIVE COMMUNICATION

# CAKE President's 2014 Year-End Message



## CAKE PRESIDENT'S 2014 YEAR-END MESSAGE

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2014 has been a very exciting time at CAKE. We have seen growth across the board for our business this year - from customers, employees, partners and offices, to customer satisfaction, product offerings and revenue.

As we look forward to continued success in 2015, all of us at CAKE want to pause for a moment to thank you, our customers and partners, for making this success possible and share with you some highlights from the past twelve months.

One of the principal reasons we have seen growth in so many areas is our 72% employee growth. As CAKE expands and brings on even more highly dedicated, motivated business and technology experts, our customers, and partners reap the rewards. Our development teams are stronger, more agile and better equipped to respond to customer and market needs. Our support and account management teams are able to field more requests and offer better worldwide support than ever.

And speaking of worldwide, 2014 has seen CAKE's largest international expansion to date. This year, we opened a New York office to better support our east coast U.S. customers and continued to expand our presence in Europe through our U.K. office, which saw annual revenue double and a 200% year-over-year growth in operations. In addition, this year, CAKE added customers in new geographies like India, Brazil and Germany.

2014 was a banner year for CAKE when it came to product development. Our dev teams were hard at work all year long, creating a brand new product, CAKE for Advertisers, specifically built for advertisers needing to track and optimize their multi-channel marketing efforts. Dev also spent a great deal of time this year bringing new functionality and a more intuitive, refined user interface to our industry-leading CAKE for Networks product.

And we didn't stop with just the products. CAKE has undergone an entire rebrand, including logo, website, color palette and messaging. This all new look has positioned CAKE's brand for our anticipated growth in the years to come.

Also this year, in response to the increasing demand for CAKE expertise, we launched a brand new managed services division to help ensure customer success. Our data, operation and integration services are designed to save our customer's time and effort by analyzing data, managing workflows, integrating existing infrastructure, and helping to set up buying contracts.

On the partnership front, we recognize that another principal reason for our massive 2014 growth was due to the support of our outstanding partners. This year, we established some very

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noteworthy technology partnerships. We have partnered with:

- Marketo on speaking engagements and webinars, as well as providing our customers with the ability to integrate Marketo marketing automation statistics directly into CAKE's dashboard
- Google and Microsoft Bing to provide direct access to PPC advertising for CAKE for Advertisers customers
- DoubleClick for Advertisers on cost data integrations.

We deepened our existing partnerships with Tiplati for payment processing and joint promotion, Tealium for tag management, Invoca for call tracking and Forensiq for fraud protection, as well as our service implementation partners like Schaaf, Acceleration Partners and Affiliate Traction, which help us provide increased efficiency and other opportunities to our customers.

We also partnered with the agencies that supplement our professional services team such as Juhl Online Marketing for YP.com and media partners such as ShopAtHome, which generates high quality traffic and conversions for advertisers like Gifts.com. Furthermore, CAKE launched a preferred partner program through which we have partnered with some of the top publishers in the performance marketing ecosystem. This partnership program has already begun to provide immense value to CAKE clients and is sure to expand in both size and scope in 2015. With one-click access via CAKE to these partners' best-of-breed products, our customers benefit from the most powerful collection of marketing tools.

CAKE was in the news quite a bit this year. Close to home, the company was featured in a special Orange County Business Journal list as the 4th fastest-growing publicly-traded company in Orange County, Calif., an economy that would rank 45th in the world based on volume of gross production were it a separate country. In addition, members of our executive team had a number of articles published in industry-leading publications like Website Magazine, Multi-channel Merchant, Target Marketing and Internet Retailer.

While each of these articles can help serve as a roadmap for customers seeking to learn about the latest performance marketing trends, we also created a wide array of tools to help our customers leverage the CAKE platform and learn more about the industry. This year saw the publishing of two comprehensive whitepapers: The Hitchhiker's Guide To Attribution that provides digital marketers insight into what drives conversions through proper attribution and Transforming Big Data Into Smart Advertising Insights that provides digital marketers with five intuitive tracking best practices. CAKE also produced a widely-shared infographic glossary of performance marketing's twenty-five must-know industry terms.

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CAKE and Marketo teamed up to produce a joint ad:tech NY session, The Perfect Storm: Merging Acquisition and Engagement Across the Customer Journey that reviewed best practices on how to effectively acquire, engage and measure success across multiple touchpoints along the customer journey. CAKE and Marketo included Tealium on a joint webinar, The Customer Journey: From Acquisition to Renewals that showcased how savvy marketers could navigate the rapidly evolving marketing landscape to provide great customer experiences.

As I am sure you have noticed, we've rebranded with a new look, including a brand new logo, all-new website and improved product interface.

As you settle in for the holidays with family and friends, I just want to say thank you. Whether you have been with CAKE since the beginning, or are just getting started, I am so thankful to have you along with us on our journey to mutual success. I, and the entire CAKE team, look forward to continuing to help you grow your business.