

# CAKE 2014 In Review: Movin' On Up!



# CAKE 2014 IN REVIEW: MOVIN' ON UP

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2014 has been a very exciting time at CAKE. We have grown by leaps and bounds in all facets of business, 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 some highlights from the past twelve months.

## Products: Driving Innovations

2014 was a landmark year for product innovations at CAKE. Our development teams were hard at work, creating a new product, CAKE for Advertisers, specifically built for tracking and optimizing advertisers' multi-channel marketing efforts. Additionally, we spent a great deal of time working to enhance CAKE for Networks with new functionality and a more intuitive, refined user interface.



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## People: Expanding "The Dream Team"

Our customers often tell us the people who make up CAKE are the principal reason for their continued business. This year, the CAKE team grew 72% across our offices in Newport Beach and London, as well as our new office in New York City, opened to support our U.S. East Coast customers. With more dedicated and highly motivated business and technology experts, our company has become stronger, more agile and better equipped to respond to customer and market needs. Our support and client success teams are able to field more requests and offer worldwide support that exceeds customer expectations better than ever before.

Also this year, in response to the increasing demand for CAKE expertise, we expanded our client success team so we can offer professional and managed services. Our data, operation and integration services are designed to save our customers time and effort by analyzing data, managing workflows and integrating existing infrastructure. For more information about these services, reach out to your dedicated account manager.

**Expanding The Dream Team**

**72%**  
employee growth

Creating stronger, more agile teams for better innovation and worldwide support.

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## Places: Going Global

This year, we expanded our European presence with our U.K. office, which saw a 200% year-over-year growth in operations and 100% increase in annual revenue. We also added customers in new geographies such as India, Brazil and Germany.

With our global expansion, CAKE tops off 2014 with more than 500 customers that collectively process over 5 billion consumer actions per month, resulting in a 71% increase in third quarter revenues year-over-year to reach a new company record.



## Partners: Keeping In Good Company

Another principal reason for our growth was due to the support of our 60+ outstanding partners. This year, we established some very noteworthy technology partnerships, including Marketo, Google Adwords, Bing Ads and DoubleClick for Advertisers.

We deepened our existing partnerships with Tipalti for payment processing, Tealium for tag management, Invoca for call tracking and Forensiq for fraud protection. We also strengthened our relationships with service implementation partners such as Acceleration Partners, Juhll Online Marketing, Schaaff-PartnerCentric and Affiliate Traction.

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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 customers and is sure to expand both in size and scope in 2015.

### **Press: Sharing Our Passion**

CAKE was in the news quite a bit this year. Close to home, the company was featured in the Orange County Business Journal list as the 4th fastest-growing publicly-traded company based out of Orange County, Calif. In addition, members of our executive team had a number of articles appear in publications like Website Magazine, Multi-channel Merchant, Target Marketing and Internet Retailer.

While each of these articles can help customers 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 industry topics, such as attribution and the customer journey.

As we head into the next year, all of us at CAKE want to thank you for your business and support. Cheers to the milestones we accomplished together in 2014 and to the next frontier we will conquer in 2015!