**Maxymiser** is a leading provider of cloud-based software that enables marketers to test, target and personalize what a customer sees on a Web page or app, substantially increasing engagement and revenue.

Track and analyze customer behavior across channels and devices to create tailored, engaging, and seamless experiences to optimize your marketing effort and achieve business goals. Using Maxymiser, marketers can bring customer data into focus to gain valuable insights and deliver the most relevant, personalized experiences with simple A/B testing, complex multivariate campaign deployments, advanced customer statistics and server side testing.

Maxymiser enables the optimization of customer experiences with best-in-class data science technologies covering multivariate testing, audience-segment discovery, and predictive personalization. The addition of Maxymiser to Oracle Marketing Cloud will strengthen the most comprehensive solution to manage marketing programs across all digital channels and across the customer lifecycle

The most powerful solution for optimizing the online customer experience with testing, insights and personalization. Create simple to highly sophisticated campaigns, drive conversion rates and generate non paral.

Maxymiser offers cloud-based testing, personalization and cross-channel optimization solutions for brands to boost engagement and revenue.

Maxymiser empowers brands to transform every digital interaction into seamless,relevant and engaging customer experiences with its cloud-based testing,personalization and cross-channel optimization solution.

The content and information displayed on this Admin Interface ("Maxymiser Information") is the property of Maxymiser. ("Maxymiser", "we", "our", or "us") and/or other parties. Our main place of business is at Head Office, 121 Great Portland Street, London, United Kingdom, W1W 6QL, United Kingdom. By accessing this Admin Interface, you agree to the terms that appear below, together with any specific terms set out on individual pages within this Admin Interface. If you do not agree to these terms, please do not use the Admin Interface.

The Maxymiser Information may contain trademarks, patents, materials protected by copyright and/or database right, trade secrets, technologies, products, processes or other proprietary rights of Maxymiser and/or other parties. No licence to or right in any such trademarks, patents, materials protected by copyright and/or database right, trade secrets, technologies, products, processes and other proprietary rights of Maxymiser and/or other parties is granted to or conferred upon you. You may retrieve and display the Maxymiser Information on a computer screen or print one copy for your own personal, non-commercial use, provided you keep intact all and any copyright and proprietary notices. You may not otherwise reproduce, modify, copy, publish, distribute or make available to the public (whether in print or electronic form) any of the Maxymiser Information without our prior written consent.

Maxymiser Internet sites contain information on Maxymiser's worldwide products and services, not all of which are available in every location. A reference to a Maxymiser product or service on a Maxymiser Internet site does not imply that such product or service is or will be available in your location

Maxymiser will disclose any information regarding the use of this Admin Interface including personal information pertaining to you without your permission when required by law, or in good faith belief that such action is necessary to investigate or protect against suspected criminal activities to Maxymiser guests, visitors, associates, or property (including this Admin Interface), or to others