

Build vs Buy: Implementing the right solution

The choice between in-house development or outsourced expertise comes up often in the world of e-commerce. For those looking to optimize their transaction flow, Rokt's unparalleled investments in research, development, and talent since 2012 have enabled us to build a platform that makes your decision simple. Our deep experience solving complex e-commerce problems delivers significant value, while freeing you up to focus on your core business objectives.

Factors to consider

When choosing whether to build or buy a solution, there are several important considerations:

Time to Market

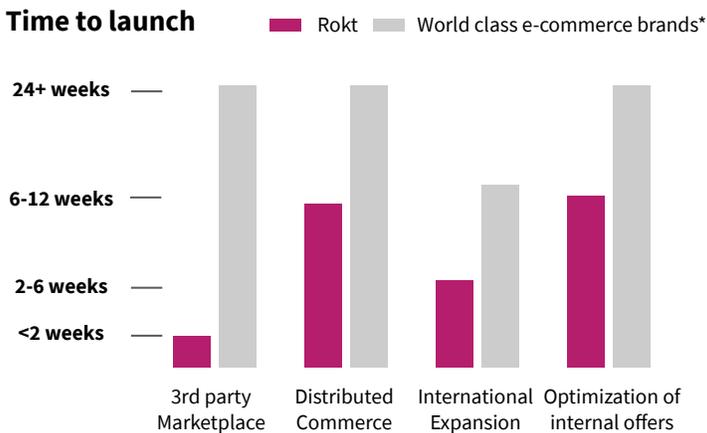
Total Costs

Business Focus

Delivered Value

Faster to market

Rokt has been designed to be rapidly deployed, **reducing time to market by 90%**. With one easy and secure integration you can launch our product suite in weeks, an impossibility for your in-house team.

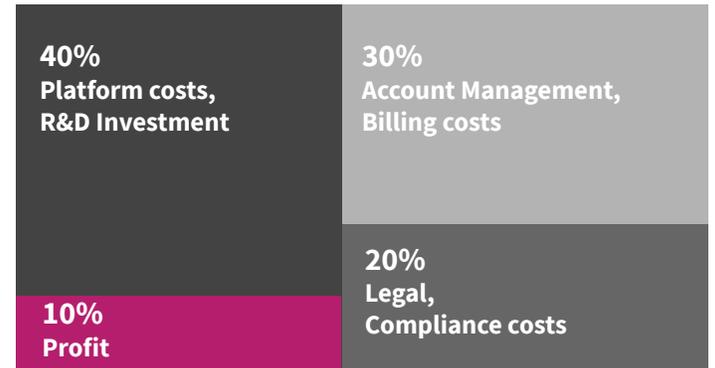


*sourced from current and lapsed customers who have returned

Significantly lower costs

By choosing Rokt, you won't have to pay for the total cost of ownership, **resulting in \$0 operational and maintenance costs**. You'll also save on the ongoing salary costs associated with long-term research and development.

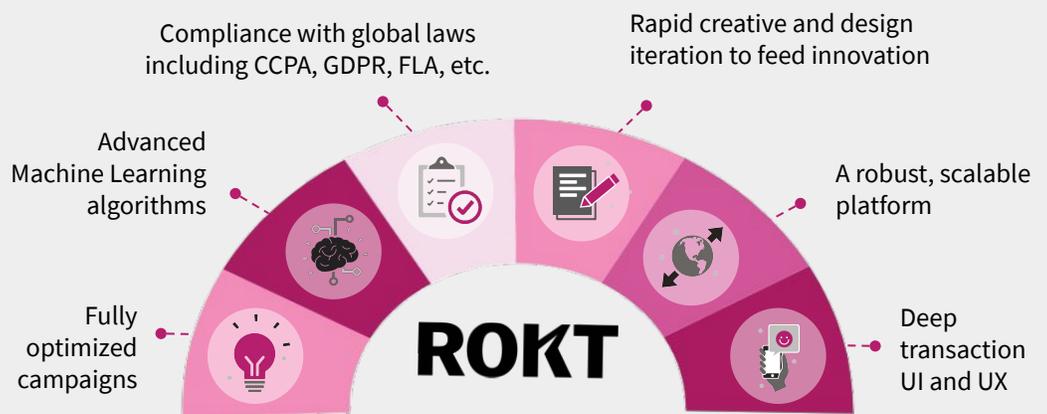
Building your own solution: costs per \$1 revenue



*sourced from Rokt and similar platform provider costs

Focus on your core business objectives

We will become an extension of your innovation team. You can focus on your core objectives while we provide enterprise commercial and technical support to help you rapidly test, optimize, and scale. Your resources remain aligned to your current program of work. Our lightweight integration will get you up and running in weeks, immediately delivering results.



More delivered value

Rokt's unparalleled expertise in the transaction has delivered significant and measurable uplift in results across 3.85 billion transactions to date. Our sole focus is to help our partners be smarter, faster and better in e-commerce. Let us empower you.

8 Years

Experience

12

Global Markets

US\$100m

R&D Investment

230+

Team Members

3.85 Billion+

Transactions

A single, seamless integration with Rokt unlocks powerful solutions to solve complex problems

One product for all marketing objectives in the transaction

 Accelerate impact of internal marketing campaigns

 Marketplace of premium third-party offers to drive ancillary revenue

 Distributed commerce solutions to drive more sales

Advanced Machine Learning algorithms optimize across all marketing objectives to ensure maximum Value Per Transaction.

We work alongside your existing tech stack



Marketing CRM



Product Optimization



Personalization Software



Payment Provider

Trusted by over 2500 brands

The world's largest brands choose Rokt

JCPenney

GoDaddy

GROUPON

hulu

salesforce

barclaycard

ticketmaster®

priceline®

wayfair



spirit airlines

Hotels.com

Domino's

Fanatics

Office DEPOT



WELLS FARGO

Disney

The power of you and Rokt

Easy to implement

Quickly and easily implement Rokt through our suite of integration options that fit your needs.

Launch at your own pace

Test the Rokt experience across a percentage of your traffic, then ramp and scale.

Maximize the value

Dedicated Account Managers with deep industry experience support optimization to maximize value.

The bottom line

If you're ready to make your e-commerce smarter, faster and better: **Rokt is the solution.**

Contact solutions@rokt.com