

Monetate Puts Spotlight on Preparations for Cyber Monday, November 30, 2009

Monetate has put a countdown clock on its online marketing blog to help e-retailers stay mindful of the approaching holiday shopping season.

Conshohocken, PA / June 30, 2009 -- Online retailers were reminded today of the importance of making adequate preparations for Cyber Monday, which is just five months away. A online countdown clock was started ticking today on the blog of Philadelphia-based online marketing specialists Monetate (see <http://monetate.com/blog>).

Cyber Monday is the term coined by the Shop.org, the digital division of the National Retail Federation, to denote the Monday after Thanksgiving, seen by many e-retailers, consumers and the media as the official kick-off to the online holiday shopping season.

"This year Cyber Monday falls on November 30, the latest possible date that can be a Cyber Monday," said David Bookspan, Monetate's Chief Revenue Officer and Co-Founder, adding "This means online retailers will need to make the most of that Monday as well as the smaller than usual number of holiday shopping days that follow."

According to Monetate CEO and Co-Founder David Brussin, the company started the clock ticking now, "Because it's never too soon to get ready for the high traffic of the holiday season."

Brussin added, "I'm not just talking about making sure you have the bandwidth and server capacity to meet expected demand, I'm talking about gathering the visitor data you need to collect before November rolls around."

As Bookspan points out, "This is the data you will use to segment your traffic in order to target it with personalized offers, messaging, and promotions. You need to be collecting that data now. You can't wait until November."

Notes Brussin, "The more of that data you can gather, the more effective your behavioral targeting will be, and the more accurately—and profitably—you will be able to target personalized messaging and promotions during the holiday season."

About Monetate:

Monetate provides tools and expertise that enable e-commerce web sites to realize double-digit lift in conversion while providing a double-digit decrease in customer acquisition costs. Online retailers who use Monetate to segment, target, and personalize have achieved positive ROI in just a few days while spending just a few hours a week on campaigns. Monetate technology tracks and segments visitors across more than 50 dimensions using ShadowCRM (TM). Then Monetate's Personalization Managers analyze site performance using SalesMap(TM) technology and serve up personalized messaging and promotions that target under-performing segments. Monetate performs automated testing and analytics plus catalog and

back-end connectivity, all with zero I.T. There is no site redesign needed. There are no placeholders, boxes or containers to code. No training is required. Just add the Monetate tag, a single line of JavaScript, to your site, and you are ready to give each visitor a personal, relevant and compelling site experience.

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