

## Online Retailers Consider Using Monetate to Rise Above the Economic Storm

*IRCE 2009: Monetate to present attendees of the world's largest e-retailing event with its unique solution for segmenting site traffic, targeting messaging and promotions, and personalizing the shopper's site experience.*

Conshohocken, PA / May 26, 2009 -- When thousands of online merchants and marketers gather in Boston next month for the 2009 Internet Retailer Conference and Exposition (IRCE2009), Philadelphia-based Monetate will be there. Monetate has booked Booth 1203.

The theme of this year's Internet Retailer Conference and Exposition, traditionally the world's largest e-retailing event, sounds a welcome note of hope:

"Rising Above—Not Just Surviving—the Economic Storm."

"At Monetate, that's what we're all about, delivering the lift that e-retailers need to rise above: above the storm, above revenue targets, and above the competition," said David Brussin, Monetate's co-founder and CEO, who will be attending IRCE 2009 along with Monetate cofounder and Chairman, David Bookspan, and a team of staff.

Brussin added: "During these challenging economic times, the good news for online retailers is that you can boost revenue, without undermining margin, if you use the kind of segmented, targeted marketing and personalized promotions that Monetate customers like ModCloth and PetFoodDirect.com have deployed so successfully on their sites."

Retailers attending IRCE 2009 have already expressed interest in learning more about Monetate says Bookspan: "The fact that Monetate enables e-commerce sites to segment, target, and personalize with zero I.T. and no integration, using just one tag, has great appeal to our potential customers."

Added Bookspan, "Many e-retailers have delayed implementing behavioral targeting due to internal I.T. hurdles; with Monetate they can clear those hurdles and implement full segmentation and personalized messaging within days."

### About Internet Retailer Conference & Exhibition

Recently named America's fastest growing conference by the publication Tradeshow Week, Internet Retailer Conference & Exhibition became America's largest trade show by first becoming the largest show in e-retailing—a status it has maintained for the last four years. In that span attendance has grown at a compounded annual rate of 45%. This year's event, IRCE2009, will be held at the Boston Convention & Exhibition Center, from June 15<sup>th</sup> to the 18<sup>th</sup>.

### 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 segments visitors across more than 50 dimensions using ShadowCRM (TM). Monetate's Personalization Managers analyze site performance using SalesMap(TM) technology and serve up personalized messaging and promotions that target under-performing segments. Monetate also performs automated testing and analytics plus catalog and back-end connectivity, and it does all of this with zero I.T. There is no site redesign needed and 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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