

## Free Webinar to Explore Recession Marketing, From Pre-click to Post-click

*How to beat your competition using smart marketing is the topic of a webinar on September 16 that features bestselling author Bryan Eisenberg, paid search guru Craig Danuloff, and post-click marketing expert David Brussin.*

Philadelphia, PA / September 10, 2009 -- Tough economic times are no reason to rein in marketing according to a panel of industry experts participating in a complimentary online marketing webinar being presented on September 16, at Noon Eastern, 9AM Pacific, by Philadelphia-based Monetate, Inc.

According to one of those experts, bestselling author Bryan Eisenberg, Chief Persuasion Officer and Co-Founder of FutureNow, Inc., there's never been a better time to steal market share from your competitors.

"While many companies become anxious and go into a bunker mentality in a recession," says Eisenberg, "Great companies invest in the customer experience and the optimization of their marketing, thus grabbing market share."



Bryan Eisenberg  
FutureNow, Inc.

The webinar, which is titled "Recession Marketing: From Pre-click to Post-click," brings together Eisenberg, a leading advocate of persona marketing, and two specialists in the pre-click and post-click phases of online marketing, respectively Craig Danuloff and David Brussin.



Craig Danuloff  
ClickEquations, Inc.

Craig Danuloff is President and Founder of ClickEquations, Inc. A frequent speaker at industry conferences such as SMX, Danuloff regularly shares his paid search expertise in the ClickEquations Blog (<http://clickequations.com/blog>). During the webinar, Danuloff will be describing SEM techniques for targeting profitable customers via search campaign design and deep analytics.



David Brussin  
Monetate, Inc.

David Brussin is CEO and Co-Founder of Monetate, Inc. An accomplished public speaker, Brussin has shared lessons learned from thousands of web site personalization campaigns in appearances at events such as the Shop.org Online Marketing Workshop. In this webinar Brussin will be discussing the art and science of deriving and acting upon persona information in the post-click experience. He will also provide attendees with practical tips on using existing analytics data to assess the potential benefits of segmented marketing for e-commerce sites.

About the Webinar:

Title: Recession Marketing: From pre-click to post-click

Date and time: September 16, 2009, Noon Eastern, 9AM Pacific

Location: Online, register at <https://www2.gotomeeting.com/register/985238170>

About the Webinar Presenters:

Bryan Eisenberg, Chief Persuasion Officer and Co-Founder of FutureNow, Inc.  
(<http://www.futurenowinc.com>)

Craig Danuloff, President and Founder of ClickEquations, Inc.  
(<http://www.clickequations.com>)

David Brussin, CEO & Co-Founder, Monetate, Inc.  
(<http://www.monetate.com>).

About: Monetate, Inc.

Monetate, Inc. enables e-commerce web sites to realize double-digit lift in conversion while providing a double-digit decrease in customer acquisition costs. Retailers who use the Monetate platform 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 ShadowCRM (TM) technology tracks and segments visitors across more than 50 dimensions. Monetate's Personalization Managers analyze site performance with SalesMap(TM) technology and craft personalized messaging and promotional campaigns that are delivered by the Monetate platform. All of this is done with zero I.T. impact; there is no site redesign needed, 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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