



**CERTONA**  
Personalize Anytime, Anywhere™

RESONANCE®  
MOBILE

# Reach your customers on the go with a Personalized Mobile Experience delivering targeted product recommendations



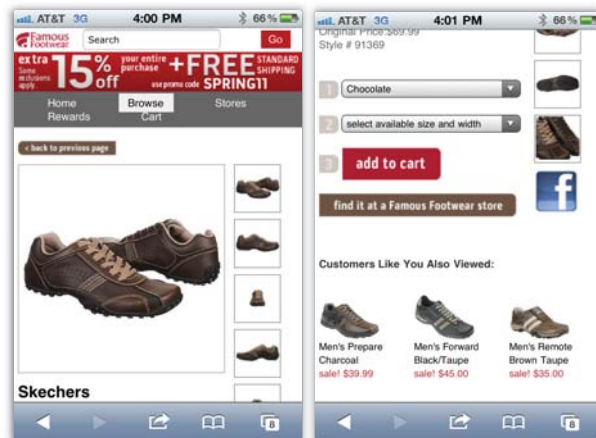
**Mobile shopping is booming.** More and more shoppers are using smart phones to make purchases every day. Mobile commerce in the United States is expected to hit \$5.3 billion in 2011, up 83% from a year ago. In 2015 shoppers globally are expected to spend about \$119 billion on goods and services purchased via mobile phones; representing about 8% of the total ecommerce market. (ABI Research)

**Certona can quickly mobilize your ecommerce site** with our Resonance Personalization Platform and engage mobile shoppers with personalized offers and recommendations while providing a consistent brand experience. Our real-time personalization uses a shopper's current or most recent behavior to determine the most accurate shopper intent and makes highly targeted predictions of their needs on the home, search, category, product detail and cart pages.

**With Resonance Mobile, we deliver a quick path for your customers** to easily find and purchase products from any mobile device including iPhone, Android, Blackberry and tablets. Certona partners with best-of-breed mobile commerce platforms enabling retailers to develop mobile optimized websites and apps with seamless integration and high-quality implementation.



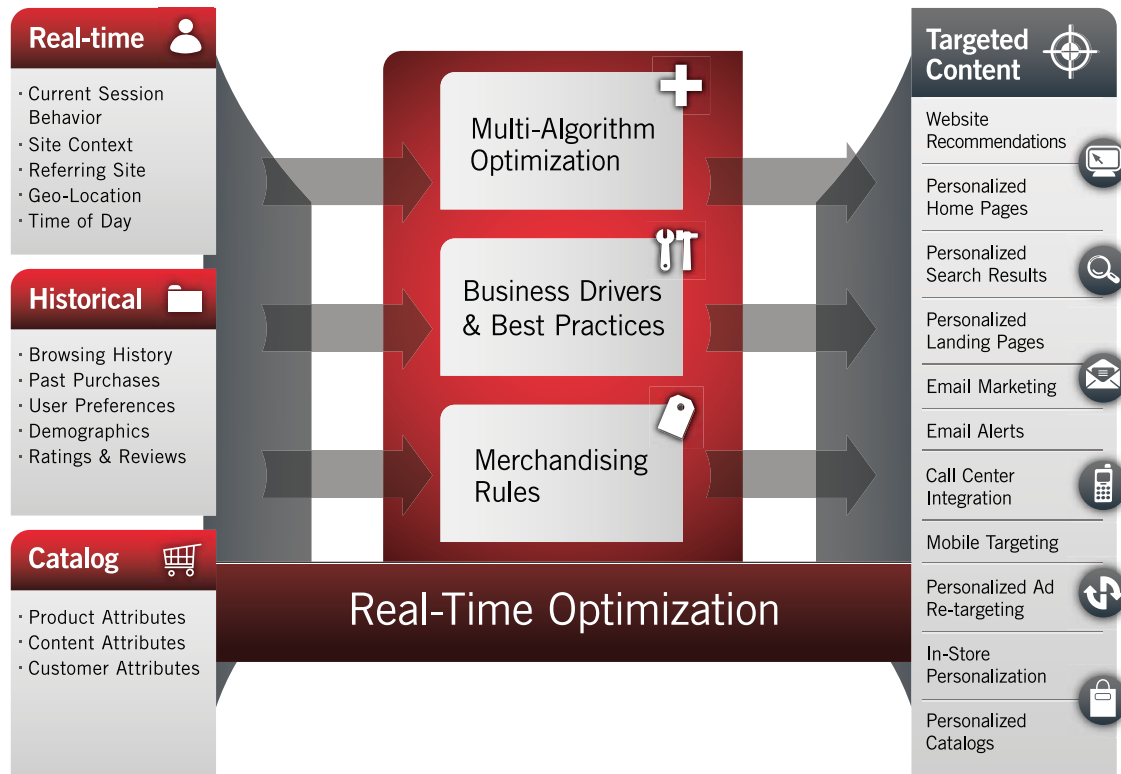
## REAL-TIME PERSONALIZATION



Certona helped mobilize Famous Footwear's ecommerce site with personalized product recommendations on their product detail pages.

## RESONANCE® PERSONALIZATION PLATFORM

Resonance is the market leading personalization and revenue optimization platform for online and multi-channel retailers. Resonance automates a company's ability to provide targeted, individualized content and product recommendations in real-time across all of their customer touchpoints from web, email, mobile, video, call center, point-of-sale, and beyond. Combined with a flexible business rules engine, the Resonance platform enables merchandisers to harness the power of real-time behavioral profiling while maintaining full control in defining their product recommendation and personalization strategies.



### Proven Solutions

Building our company client by client since 2004, we have evolved into the highest performing recommendation engine in the industry. Our proven technology platform and deep expertise in personalized recommendations make Certona the perfect fit partner for your deployment. Dedicated personalization and optimization experts provide best practices, guidance and analytical insights to deliver superior personalization performance.

### Easy Integration

The Resonance platform is delivered as software-as-a-Service (SaaS) and uses Java Script or Web Service interfaces to simplify implementation. Resonance enables easy integration with product catalogs, ecommerce platforms, search engines, web analytics and other systems to integrate personalized recommendations seamlessly across all customer touch points.



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Learn How Your Company Can Personalize Anytime, Anywhere:  
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