

FOR IMMEDIATE RELEASE

## **Certona Announces Release of Next Generation Recommendations Reporting and Merchandising Management Console**

*Latest Resonance<sup>®</sup> Insight management console delivers unparalleled control, flexibility, and revenue optimization to merchandisers*

**SAN DIEGO – July 14, 2009** – Certona, the leading provider of real-time personalization and revenue optimization solutions for multi-channel retailers, announced today the availability of the latest release of Resonance<sup>®</sup> Insight management console specifically for online merchandisers and e-commerce managers.

Using an intuitive, self-service user interface, Certona customers can now easily create and customize their own merchandising and product recommendation strategies. These customized strategies combine the rich portfolio of both industry-standard and Certona-proprietary Resonance recommendation algorithms with flexible and comprehensive user-definable merchandising business rules.

Resonance Insight has been the industry's most robust recommendation performance reporting and A/B testing platform for years. This release builds on that proven success by putting Resonance's enhanced recommendation management, tracking and reporting features into the hands of merchandisers.

Merchandisers have three flexible and powerful options to choose from:

1. Let the powerful Resonance personalization engine deliver the most targeted, personalized and optimized set of recommendations to each visitor and location automatically, based on each individual's unique real-time behavioral profile and purchase patterns.
2. Choose from several off-the-shelf Resonance recommendation types such as best sellers, popular items, top rated, new arrivals, "people who bought this also bought", "people who viewed this also viewed", "people who viewed this ultimately bought", most searched, similar items, accessories, and more. These standard algorithms can be tuned to the individual's browse and purchase behavior using the unique and proprietary "Resonance Personalization Factor".
3. Create their own recommendations and merchandising strategies for each location. These can be mixed and matched with other recommendation types to provide the optimal combination of the merchandiser expertise and business goals and recommendation coverage.

Any of the recommendation strategies can be further refined and controlled through user-defined business rules, which filter recommendations based on product categories, brands, price, or any other product attributes.

Resonance Insight Management Console balances manual merchandising control with the benefits of real-time personalization and automated revenue optimization. Benefits include:

- An intuitive, web based user interface designed to be both accessible to non-technical users and to offer the detailed controls experts demand
- Detailed understanding of recommendation performance and strategies through visual and tabular displays of performance data for every page and every recommendation box
- Selection and testing of standard "off-the-shelf" recommendation types versus unlimited merchandiser created customized types and Resonance's own automated and individualized recommendations
- Advanced control over recommendation strategies rules, priorities, placements and scheduling
- Enhanced A/B and multi-recommendation testing for simultaneous tracking and comparison of multiple recommendation strategies

"Certona pioneered built-in A/B testing and reporting for personalization and has always provided the most transparent recommendations measurement capabilities with the Resonance platform," said Meyar Sheik, Certona's CEO. "Now we've taken our testing and reporting capabilities to the next level by giving control directly to merchandisers and e-commerce professionals with a console that is flexible and powerful, yet easy to use."

Resonance Insight will be available to all existing and new Certona customers at no additional charge. Certona customers will still have the choice of using the management console or working directly with their dedicated Certona account manager to deploy, manage and optimized their merchandising strategies.

### **About Certona**

Certona Corporation is the creator of Resonance®, a real-time personalization and revenue optimization platform for multi-channel retailers. Resonance automates a company's ability to provide relevant, individualized experience and product recommendations in real-time, increasing average order value and revenue per visit. With seven patents pending, the "self-optimizing" system is powered by sophisticated neural networks and a portfolio of algorithms to deliver real-time product, content, and promotional offers through multiple channels – web, email, call center, point-of-sale, and mobile. Clients are typically up and running in less than a month, and include some of the most recognized online and multi-channel retail brands across all popular verticals. For more information, visit [www.certona.com](http://www.certona.com).

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