

FOR IMMEDIATE RELEASE

## **Certona, Forrester Research to hold educational Web Seminar for Online Retailers July 31**

*- “Three Steps for Online Retailers to Increase Holiday Sales” will discuss ways for companies to automate, optimize online merchandising in time for the holidays -*

**SAN DIEGO – July 24, 2008** – [Certona](#), a provider of real-time optimization and personalization solutions for multichannel retailers, announced today that it will conduct a free Web seminar with research firm [Forrester](#) on July 31.

Entitled, “Three Steps for Online Retailers to Increase Holiday Sales,” the event will discuss how corporations can automate and optimize their online merchandising to overcome the current economic environment and its likely impact on sales this holiday season.

Speakers will include:

- [Sucharita Mulpuru](#), Principal Analyst at Forrester and author of “Which Personalization Tools Work for eCommerce - and Why,” who will present recent research on consumer trends related to the desire for relevant, personalized content when visiting eCommerce sites and how technology is facilitating the personalization process.
- [Meyar Sheik](#), Chief Executive Officer at Certona. Prior to co-founding Certona, he served as CMO and COO for Web analytics pioneer WebSideStory, now part of Omniture. Mr. Sheik will outline what e-tailers can do to improve average order value and enhance the customer online experience by taking advantage of currently available technology solutions. He will highlight how successful online retailers today are leveraging personalization technology to:
  - Provide product recommendations based on current visitor interest.
  - Drive targeted e-mail campaigns and offline campaigns.
  - Leverage site search behavior to predict the ideal product fit for each consumer.

The Web seminar will take place on July 31 at 2 p.m. EDT/11 a.m. PDT. To register, visit [www.certona.com](http://www.certona.com).

### **About Certona Corporation**

Certona is the creator of Resonance<sup>®</sup>, a real-time optimization and personalization platform that automates a company’s ability to deliver a highly individualized and targeted experience that calls each online visitor to a sales or other marketing-related action. The “self-optimizing” service is powered by a sophisticated neural networks engine to deliver real-time product, content, and promotional offers to multiple channels – web, email, call center, point-of-sale, social networks, RSS and mobile. Clients are up and running in less than a month and include some of the most recognized online and multichannel retail brands across all popular verticals. For more information, visit [www.certona.com](http://www.certona.com).

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