

FOR IMMEDIATE RELEASE

## **Certona named top personalization vendor in *Internet Retailer* Top 500 Guide**

*Company one of most selected service providers by leading  
online retailers*

**SAN DIEGO – August 26, 2009** – [Certona](#), a provider of real-time personalization and revenue optimization solutions for multi-channel retailers, today announced it received top honors by the [Internet Retailer](#) 500 members in a recent survey.

The company was named the top service provider in the new Personalization category by the leading e-commerce companies.

“We do believe our Resonance platform is a mission-critical component for innovative multi-channel retailers,” said Meyar Sheik, CEO of Certona. “Retailers see an almost immediate uptick in average order values, sales and repeat business after implementing our personalization solution. While we’re proud of this recognition, we’re prouder still of the value we bring our clients every day!”

Resonance<sup>®</sup> is Certona’s Software as a Service personalization platform that is used by retailers to provide targeted, individualized product recommendations and content to customers based on their current shopping behavior. The system automatically predicts the visitor’s interests after only 3-4 clicks on an e-commerce site. Moreover, with the recent release of the new Resonance Insight management console, online merchandisers and e-commerce managers can now easily create and customize their own merchandising and product recommendation strategies. These tailored strategies combine the portfolio of both industry-standard and Certona-proprietary Resonance recommendation algorithms with flexible and comprehensive user-definable merchandising business rules.

In addition to increased sales and average order values, Resonance affords e-commerce providers significant intelligence-gathering capabilities over other personalization methods. By actually profiling the entire individual clickstream behavior pattern, the system focuses on the person-to-product affinities and creates more individualized recommendations than product-to-product affinity modeling often represented by “people who bought this item also bought these items.”

Resonance can be integrated into almost any environment that can capture online behavior including e-commerce, search, content, e-mail, mobile and streaming media. Resonance can also be combined with other enterprise data to produce even broader predictive models of customer behavior and to extend the benefits to off-line campaigns, such as direct mail, call center and customer loyalty marketing campaigns.

More information is available at [www.certona.com](http://www.certona.com).

## **About Certona Corporation**

Certona 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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