

FOR IMMEDIATE RELEASE

## **Redcats USA Standardizes on Certona's Resonance for Product Recommendations and Automated Merchandising**

*Personalized Product Recommendations increase Average Order Value, Items Per Order, Revenues*

**SAN DIEGO – July 13, 2009** – Certona, a provider of real-time personalization and revenue optimization solutions for multi-channel retailers, announced today that Redcats USA, a leader in home shopping for apparel and home furnishings, has standardized on the Resonance® platform for product recommendations across all its brands.

Redcats USA and Certona performed side-by-side A/B testing to match up Certona's real-time product recommendations against both merchandiser driven cross-sells and up-sells and against another vendor's proprietary recommendation algorithm.

Resonance achieved a strong increase in response rates and a significant increase in conversion rates in the side-by-side (50/50) split A/B testing.

After the successful conclusion of the A/B testing, Resonance was deployed across several Redcats USA brands, on 100 percent of the traffic, serving recommendations on the home pages, product detail pages, cart and checkout pages, no-search-results pages and also the category pages.

“With transparency in their A/B testing, easily quantifiable results and automated operations, Certona has been an ideal partner for automated recommendations,” said Milton Pappas, Executive Vice President of Marketing & E-Commerce, Special Sizes Division, for Redcats USA. “We have benefited from the automation of merchandising across multiple brands and have also experienced a steady increase in the revenue contribution of product recommendations.”

“The A/B testing we conducted increased their sales across the board while enhancing the shopping experience for all their customers,” said Meyar Sheik, CEO of Certona. “The analytics solidly demonstrate that the ROI for Resonance is measurable.”

Resonance is a real-time (SaaS) personalization platform that enables retailers to provide relevant, individualized product recommendations to customers based on their current shopping behavior and past purchase history. The system can automatically predict with pinpoint accuracy the best results after only 3-4 clicks or interactions by an individual on an e-commerce company's web site. Resonance does not seek private, personal information or conduct special

interaction with visitors to do this, but instead leverages a sophisticated neural network to deliver a dynamic and personalized experience through multiple channels – web, email, call center, point-of-sale, and mobile. This improves the shopping experience for customers as well as sales for retailers.

### **About Redcats USA**

Redcats USA is a dynamic, multi-channel, web-driven home-shopping leader, with numerous well-known brands in its portfolio: AVENUE®, Woman Within®, Jessica London®, Roaman's®, KingSize®, BrylaneHome® and BrylaneHome® Kitchen sold on OneStopPlus.com®, The Sportsman's Guide® and The Golf Warehouse®. Redcats USA offers a wide range of value and quality driven merchandise categories, including men's and women's plus-size apparel, home and lifestyle products, and sporting goods/outdoor gear.

### **About Redcats Group**

In apparel, home furnishing and leisure, Redcats Group brings together 14 brands in home shopping: AVENUE®, Woman Within®, Jessica London®, Roaman's®, KingSize®, The Sportsman's Guide®, The Golf Warehouse®, La Redoute, La maison de Valérie, Vertbaudet, Cyrillus, Somewhere, Daxon and Ellos, present in 30 countries. Redcats Group generated 3.69 billion euros of sales in 2008, including 42.2% on Internet and employs approximately 20,000 associates. Redcats Group is based on a multichannel distribution network combining e-commerce, catalogues and stores. Redcats Group is a PPR Company. For any further information: [www.redcats.com](http://www.redcats.com).

### **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).

Contact: Alyson Rybar  
Stalwart Communications  
(858) 740-7252  
[alyson@stalwartcom.com](mailto:alyson@stalwartcom.com)

###