

Offermatica Grows Revenue Fourfold With Leading Consumer, B2B, and Publishing Brands

Leading Provider of Optimization Software Achieves Record Growth and Profitability; Boosts Customers' Marketing and Advertising Effectiveness

February 26, 2007 - SAN FRANCISCO, CA - Highlighting the growing demand for its technology, Offermatica, the leading provider of software to test, measure and optimize online marketing and advertising campaigns, today announced a fourfold increase in customers and a 311 percent year-over-year increase in revenue.

In the fourth quarter of 2006, Offermatica added numerous high-profile companies to its customer portfolio. Bluefly, a leading online retailer of designer brands, and Nestlé Waters, a global leader in bottled water, were among the companies that selected Offermatica to help them manage the effectiveness of their online campaigns. During 2006, Offermatica had a 90 percent customer retention rate and expanded its roster of customers from 14 to more than 100. Companies that renewed contracts with Offermatica last year include BabyCenter, CNET, Fingerhut and Siemens.

"Offermatica takes the guesswork out of optimizing our users' online experience; it quickly identifies the elements of a Web page that deliver the best results," said John Broady, vice president of operations and business intelligence, CNET. "Plus, since the tools are delivered over the Web and so easy to use, Offermatica gives me complete control over the site and our campaigns."

Offermatica's software meets the current marketing and advertising industry need to better connect with customers while maintaining accountability for every dollar spent. According to industry analysis from eMarketer, companies will spend more than \$20 billion in 2007 on interactive marketing. However, as the cost of media increases, deciding where and how to allocate interactive marketing resources has become more difficult than ever.

By providing tools that enable marketers to test, measure, change and identify their most effective campaigns in real-time, Offermatica helps customers such as Monster, Musician's Friend and VeriSign gain control over their resources, maintain accountability for spending and more effectively address the volatility of the online marketplace.

"Too many marketing departments are trying to predict the future when, the truth is, iterative testing in real-time can make their campaigns more relevant and effective," said Matt Roche, chief executive officer, Offermatica. "Our customers can continuously optimize their ads, messaging, and interactions to drive relevance, engagement, and revenue."

Offermatica's solution is delivered through a subscription-based software-as-a-service model, which, according to Roche, reduces the risk, cost and complexity associated with traditional, labor-intensive software deployments. "Our platform is built for marketers and advertisers who want to forge a stronger link between content and customer, without IT support or resorting to focus groups or guesswork," Roche said.

About Offermatica

Offermatica is the leading provider of software to test, measure and optimize online marketing and advertising campaigns. The company's software enables marketers and advertisers to quickly test online content to increase sales and leads, reduce customer acquisition costs and improve customer interactions.

Companies including Musician's Friend, CNET and VeriSign have dramatically increased the ROI from their websites, online ads, email campaigns, and search listings with Offermatica's on-demand testing and optimization services. The company is privately held with funding from Accel Partners, Baker Capital, and Meritech Capital Partners. For more information, visit www.offermatica.com.