

Offermatica and WebTrends Partnership Delivers Comprehensive Two-way Analytics-Optimization Integration

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SAN FRANCISCO, CA – June 5, 2007 – Offermatica, the leading provider of media delivery, testing, and optimization software, and WebTrends, a leading provider of web analytics and Marketing Performance Management solutions, today announced a technology partnership, which enables joint customers to dramatically improve their online visitors' experiences and customer profitability. The dynamic combination of Offermatica with WebTrends Marketing Lab™ solutions offers marketers customizable marketing analytics to evaluate web site and marketing efforts, with the ability to quickly and easily deliver relevant, targeted content to visitors, leveraging rich customer-centric information from WebTrends. In addition, the partnership makes Offermatica test results automatically available for analysis within WebTrends solutions. The result is a quick, automated, and precise approach to deliver relevant online visitor experiences that positively impact customer acquisition, retention and lifetime value.

“At Offermatica, we believe that marketers deserve both a better understanding of their visitors' online behavior as well as the power to easily take action to address that behavior,” said Matt Roche, Chief Executive Officer, Offermatica. “WebTrends offers unparalleled insight into visitor behavior. Combined with Offermatica's proven delivery and targeting capabilities, marketers have complete control of the visitor experience and the ability to leverage consumer-centric insight quickly and effectively.”

Offermatica's dynamic profiling technologies allow marketers to specify important visitor and customer behaviors that can serve as the basis for the delivery of personalized content. Enabled by the Offermatica Open API layer and WebTrends Visitor 360 web services, the Offermatica-WebTrends integrated solution allows marketers to quickly and seamlessly deliver unique visitor experiences leveraging deep behavioral insight and sophisticated customer segmentation and targeting capabilities of WebTrends Marketing Lab.

“Our fundamental mission at WebTrends is to make it easy for marketers to connect with their customers at a personal-level, delivering experiences that are relevant and engaging, and ultimately more profitable,” said Tim Kopp, Chief Marketing Officer, WebTrends. “Partnerships with industry leaders such as Offermatica, as well as technical advancements in providing deep customer-centric insight and automated campaign optimization, provide marketers a solid foundation to better acquire, convert, and retain their most valuable assets—customers.”

Offermatica and WebTrends will both be exhibiting at this week's Internet Retailer conference and expo in San Jose, California from June 5-6th, and they invite those interested to visit their neighboring booths at #716 and #714, respectively.

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 like CNET, Bluefly, 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. For press inquiries, contact Stephanie Yang at (415) 593-9431.

About WebTrends Inc.

WebTrends is the leading provider of web analytics software and on-demand solutions for web-smart customers including General Mills, IKEA, Microsoft, Reuters and Ticketmaster. With WebTrends Marketing Lab, the company has expanded its comprehensive analytics platform to offer on-the-fly data exploration, dynamic advertising optimization and customer targeting solutions fueling relationship marketing. Thousands of enterprises have chosen WebTrends solutions and consulting services to accurately prove and improve their business and marketing results. For more information, visit www.webtrends.com.