

Instant Personalization - Offermatica Announces Automatic Affinity Targeting

A New Way To Personalize Your Web Site...

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SAN FRANCISCO - July 11, 2007 - If you know what people are interested in, show them what they are interested in. It is the basis of personalization, and Offermatica, the leading provider of online media testing and optimization software, has now made it available automatically to all of their customers through its "Affinity Targeting" feature.

Without IT restrictions, retailers, publishers, and any other type of Web site can track the interest of visitors in real-time and target content and offers in the same session or later visits. Affinity Targeting is the latest in a series of algorithms provided by Offermatica.

When a visitor browses, they are alerting the site that they have interest in certain types of content. Responding to what the user wants is the heart of persuasion, and is the key to higher engagement and revenue. Unfortunately, the folks who get it, who know that responsive marketing is good marketing, are web marketers who often are least able to actually make it happen on their properties. Now they can.

Affinity Targeting is automatically available to users of the Offermatica platform, and is simple to configure. Offermatica automatically builds a profile of category interest that is immediately available for targeting offers, creative, and anything else within the imagination of the marketer. No site need ever be one-size-fits all.

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. For more information on optimization, visit Matt Roche's blog www.thesiteisdead.com