

CHOICESTREAM OFFERS RETAILER GROWTH STRATEGIES DURING AN ECONOMIC DOWNTURN

Personalized Recommendation Services Help Retailers Attract the Biggest Spenders, Increase Sales Conversions and Enhance Customer Loyalty

Cambridge, Mass. — April 14, 2008 — As consumer confidence dips to [unprecedented lows](#), [ChoiceStream, Inc.](#) offers retailers insight that could help turn risk into opportunity. Though consumers closely examine expenditures during economic downturns, retailers can weather the storm – and even prosper – by offering their customers the most relevant products and services by leveraging personalization technology online. Retailers that turn to such services can ensure that consumer loyalty remains high even as the Dow hits a low.

ChoiceStream’s research highlights how companies lose significant revenue when they fail to provide consumers with adequate online shopping guidance. Consumers leave stores empty-handed or spend less money than intended because they could not find merchandise that matched their preferences. For example, 42 percent of consumers polled indicate they would have bought more movies the last time they shopped if they were able to find films they liked. Overall, 45 percent of consumers are more likely to shop at sites with personalized recommendations than at sites without them. For consumers who spent more than \$1,000 online over the past six months, that number jumps to 69 percent.

“In tough economic times like these, it’s critical for retailers to use every tool at their disposal and earn every dollar they can from each transaction,” said Toffer Winslow, EVP of Sales and Marketing for ChoiceStream. “Personalized product recommendations help retailers do this, and provide shoppers with an improved customer experience.”

According to a February 2008 Forrester report titled *Customer Experience Spending Intensifies In 2008*, “when asked about their priorities, more than 80% of respondents said that improving the usability, usefulness, and enjoyability of the online experience is more important this year.”¹ And, “more than three-quarters of those same respondents said that improving the quality of cross-channel interactions is a higher priority in 2008.” How do retailers begin to address these two goals?

¹ Burns, Megan. (Feb. 26, 2008) Customer Experience Spending Intensifies In 2008. Forrester Research.

Only retailers using personalization solutions have a chance to recreate online the personalized shopping experience that most consumers expect when walking into their favorite brick-and-mortar store. For example, ChoiceStream's RealRelevancesm Anywhere service enables retailers to sell more inventory at every stage of the purchasing cycle—relevant up-sells on the product detail page, cross-sells in the shopping cart, and next-sells on the order confirmation page. Comparatively, traditional enterprise search products ignore most user behavior and simply push items with similar characteristics to the main product being viewed.

“ChoiceStream developed a behavioral targeting service that solves the all-too-familiar dilemma of the shopper inundated with irrelevant recommendations based on past, event-specific purchases such as a baby shower or holiday gift. The online shopping experience is instantly improved when retailers successfully balance consumer intent and purchasing history. Retailers that make this investment in 2008 will get through this economic crunch by making the most of each shopping session and emerge at the end with a robust loyal customer base,” said Winslow.

ChoiceStream's personalization services can transform every phase of online shopping into a highly personalized experience. What's more, ChoiceStream's proven personalization technology extends beyond the Web to support in-store kiosks, call centers, e-mail follow ups and promotions, thereby exposing consumers to the products they want most through whatever channel they desire.

Retailers can work with ChoiceStream to integrate turn-key personalization services with their current infrastructure. Implementing the Web-hosted personalization platform is affordable, quick and easy.

For more information on ChoiceStream's retail services, call (617) 498-7800 or visit <http://www.choicestream.com/contact/sales>.

About ChoiceStream, Inc.

ChoiceStream is the premier personalization service provider for the world's largest e-retail, entertainment, TV and mobile brands, including Comcast, Borders, AT&T, DirecTV, AOL, Blockbuster, Yahoo!, and Overstock.com. Recently named the company with the “deepest experience” and the “largest and longest-standing of the ‘pure-play’ personalization engines” by Forrester Research, ChoiceStream enables customers to put the right products in front of the right shoppers at the right time to maximize the value of every interaction with their consumers.

ChoiceStream RealRelevance Anywhere can recommend all types of merchandise—from apparel to electronics and everything in between—and can be delivered via any medium, including the desktop, mobile devices, the TV set-top, and call centers. That means customers can invest in one personalization service for all their business needs.

And, best of all, ChoiceStream delivers this innovation through a fully-hosted service. There is no costly investment in IT infrastructure and no hardware to maintain. Just the tools customers need to dramatically increase revenue and satisfaction with their service.

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