



## **CHOICESTREAM® ANNOUNCES COREMETRICS PARTNERSHIP TO SIMPLIFY AND STREAMLINE PERSONALIZED DISPLAY ADVERTISING**

*Enables Lightning-Fast Deployment of Personalized Display Advertising for Coremetrics Customers*

**Cambridge, Mass. — June 9, 2009** — [ChoiceStream](#), the premier personalization service provider for the world’s largest retail and entertainment brands including Tesco, Overstock.com, Borders, Blockbuster, Yahoo!, and AT&T, today announced a partnership with [Coremetrics](#), the leader in marketing optimization. Through this partnership, ChoiceStream will leverage the new [Coremetrics AdTarget™](#) data syndication platform and online marketing application to enable near-instantaneous deployment of dynamic, relevant 1:1 product recommendations and messaging in [online display advertising](#).

The joint solution combines advertisers’ online shopping data, which are captured by Coremetrics’ web analytics tags and syndicated to ChoiceStream via Coremetrics AdTarget, with ChoiceStream’s RealRelevance® engine to create [personalized display ads](#) that can be trafficked against any media placement. Together, Coremetrics and ChoiceStream deliver a fast and easy way to increase revenue with personalized display advertising campaigns for prospecting, retargeting, affiliate marketing and more. For more information on Coremetrics AdTarget, see [today’s related announcement](#).

“One thing we know about online advertising is that relevance is absolutely critical to a successful campaign. Consumers have to care about the products and messages being presented to them or they just tune them out,” said John Squire, chief strategy officer, Coremetrics. “We’re delighted to partner with ChoiceStream to make it incredibly easy for any Coremetrics customer to deliver truly personalized display advertising—with highly relevant product selections, messages and offers—all with a simple drag and drop.”



## Key Solution Features

- **Dynamically Created Ad** presents millions of ad combinations using advertisers' best creative – all from a single ad tag
- **Personalized Products & Offers** create new opportunities to purchase and reflect what shoppers are in-market for now
- **Actual Shopping Data** already collected by Coremetrics' web analytics tags inform ads to engage shoppers
- **Network Agnosticism** allows advertisers to integrate RealRelevance Advertising with existing media and creative relationships
- **Easy Integration** lets marketers deploy performance display ad campaigns quickly and easily

“This partnership represents a significant milestone for personalized advertising,” said [Steve Johnson](#), founder and CEO of ChoiceStream. “Now, for the first time, retailers will be able to just flip a switch and start delivering highly personalized ads that promote products consumers are likely to be in-market for next. In our experience, these ads deliver a 3-5x revenue lift using advertisers' existing creative and media placements, which is something every advertiser can use in these tough economic times.”

For more information on how ChoiceStream RealRelevance and Coremetrics AdTarget can create measurable results for online retailers, [visit our website](#).



### **About ChoiceStream, Inc.**

[ChoiceStream](#) delivers dynamic, personalized product recommendations and display ads that increase purchases and customer engagement for today's biggest brands, including Overstock.com, Tesco, Borders, Blockbuster, AT&T, and Yahoo!. Recently named the company with the "deepest experience" of the 'pure-play' personalization engines" by a leading independent research firm, ChoiceStream enables retailers to put the right content and products in front of the right people at the right time to maximize the value of every interaction with consumers.

### **About Coremetrics**

[Coremetrics](#) is the leader in marketing optimization. Its products help businesses relentlessly optimize their marketing programs to make the best offer, every time, anywhere, automatically. More than 1,900 online brands globally, transacting more than \$20 billion this year, use Coremetrics' Software as a Service (SaaS) to optimize their online marketing. Coremetrics' solutions encompass advanced online analytics and integrated marketing optimization applications, including search engine bid management, email targeting, ad impression attribution and cross sell recommendations to acquire customers more cost effectively, increase conversion rates, and increase lifetime customer value. Coremetrics is consistently recognized by industry analysts and thought leaders, and in 2008 was named to Deloitte's Technology Fast 50 Program for Silicon Valley Internet, Media, Entertainment and Communications companies. The company is privately held with funding from Accel Partners, FTV Capital and Highland Capital Partners, and is headquartered in San Mateo, California.

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