

PERSONALIZATION AN E-COMMERCE BUSINESS IMPERATIVE, ACCORDING TO CHOICESTREAM PANEL AUDIENCE

*Speakers and Audience Members of Retail-Focused Webinar Tout Importance of
Targeted Cross-sells & Up-sells to Increase Online Revenue*

Cambridge, MA — June 19, 2008 — [ChoiceStream](#), the leading provider of personalized product recommendations, today released that 90 percent of the audience members participating in Tuesday's Webinar titled "[Personalization - A Top Priority for Up-selling and Cross-selling on the Web](#)" believe that personalization will generate more sales through targeted up-sells and cross-sells. What's more, thirty percent of the Webinar attendees note that personalizing their online stores is necessary to remain competitive.

According to data presented by Webinar guest commentator Carrie Johnson of Forrester Research from her March 2008 report titled **eBusiness Sales Strategies: Room For Improvement**, only thirty percent of eBusiness professionals surveyed say their online up-selling or cross-selling efforts are either extremely effective or somewhat effective (base of 131 eBusiness, channel and product management professionals). Further to that point, Ms. Johnson reports that 75 percent of those eBusiness executives intend to accelerate up- and cross-selling throughout the year¹—marking cross-selling and up-selling as a major focus for 2008.

Discussion during the Webinar addressed the fact that most organizations can no longer effectively leverage multichannel marketing to merchandise relevant products and experiences to customers on their own. ChoiceStream's senior vice president of product management and product marketing, David Block, said that there is a lot of opportunity to increase merchandising success through the use of personalization platforms. And, the merchandising technology area, particularly relating to personalization and recommendation engines, has seen deployment costs come down thanks to hosted models.

¹ December 2007 US, Canada, and UK eBusiness, Channel And Product Manager Online Survey

“The idea of tailoring a customer’s shopping experience has evolved since the first recommendations technologies hit the market,” said Mr. Block. “Through comprehensive [platforms like ChoiceStream](#), merchandisers can dramatically improve their revenue numbers. It’s important to give retailers capability and control to target merchandise based on a shopper’s preferences, highlight promotional items, and leverage brand manager knowledge — in essence, balancing the advantage of automation with the merchandiser’s invaluable expertise.”

Major brands like Borders, Overstock and Blockbuster have implemented ChoiceStream’s personalization platform in an effort to deliver relevant products and services to consumers as effectively as possible. ChoiceStream addresses a variety of cross-platform merchandising challenges from leveraging staff expertise to overcoming cold-start barriers—when a customer has not yet visited a retail site to provide personal data that can be used to make targeted recommendations. What’s more, as a hosted solution, ChoiceStream integrates quickly and easily with other retail management technologies to apply revenue-driving recommendations on the product detail page, the shopping cart and order confirmation pages and beyond.

To access an archived copy of the recent panel, "Personalization - A Top Priority for Up-selling and Cross-selling on the Web", please visit [here](#).

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 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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Kyle Austin
Racepoint Group, Inc.
781-487-4603
kaustin@racepointgroup.com

Phillip Fougere
ChoiceStream, Inc.
617-498-7877
pfougere@choicestream.com

ChoiceStream, Inc.

210 Broadway, 4th Floor

Cambridge, MA 02139

617.498.7800

www.choicestream.com