

Roundtable Details How Real-Time Marketing Drives Revenue Lift on Retail Web Sites

Email Marketing and Personalization Roundtable to be led by Monetate CEO David Brussin and David Kaplan, VP, Marketing, Tafford Uniforms, February 22.

Philadelphia, PA / February 18, 2010 – As part of eTail West 2010, a major conference for retail and e-commerce executives, the CEO of Philadelphia-based Monetate, David Brussin, will host a roundtable during the “Email Marketing and Personalization Summit”.

“Right now we see social media, smartphones, and real-time search engines having a huge impact on online commerce,” says Brussin. “The biggest implication for your online business is the need to conduct as much marketing as possible in real time.”

Explains Brussin: “For marketers, real-time marketing means having the capability to change and test anything, anywhere on your web site, for any customer, instantly, and without waiting on the I.T. department.”

Monetate has delivered this capability for several years with Monetate Real-time Marketer, a product currently used on a wide range of retail sites, including those of Tafford Uniforms.

Tafford's VP of Marketing, David Kaplan, will join Brussin at the roundtable to discuss how segmentation and targeting in real time can drive revenue on retail web sites.



“Real-time marketing makes a big difference for us and our customers,” says Kaplan, “It means they see relevant content on every visit, which makes their site experience all the more compelling. We can make sure of that because we can target content by behavior, location, source, or any traffic segment we choose.”

According to Kaplan real-time personalization of content translates into better conversion rates, which in turn spell higher revenue from the company's web sites.

Adds Brussin, “We're proud to be an eTail sponsor and facilitate the sharing of practical e-commerce advice in this roundtable format.”

Conference attendees can learn more about Monetate Real-time Marketer at Booth 64 in the eTail Exhibit Hall.

About eTail West 2010

Since 1999, eTail has been a leading industry event for senior-level retail marketing and e-Commerce executives. Keynote speakers at eTail West 2010 include Richard Gerstein, Senior VP, Marketing, Sears; Pete Howard, Senior VP, Staples Business Delivery; Larry Freed, President/CEO, ForeSee Results; and



Judy Newman, President, Scholastic Book Clubs. The venue is the JW Marriott Desert Springs, Palm Desert, California, February 22-25. Details on the web at www.wbresearch.com/etailusawest

About Tafford Uniforms, LLC.

Tafford Uniforms is a leading manufacturer and retailer of medical scrubs, accessories and nursing shoes. For over 20 years, millions of customers have looked to the Tafford brand for the best in style, quality, customer service, and value. Look to Tafford for a wide selection of the latest fashion trends and everyday low prices on nursing uniforms, medical scrubs, nurse shoes, stethoscopes, and other medical accessories. On the web at www.tafford.com

About: Monetate, Inc.

Every day, Philadelphia-based Monetate helps major online retailers like QVC, Casual Male Retail Group, and Urban Outfitters, to make the most of their online marketing dollars. Because people live, shop,



and buy in real time, Monetate products enable e-commerce web sites to market in real time. That means marketers can change and test anything, anywhere on their sites, for any segment of shoppers, instantly, without I.T. Using Monetate Real-time Marketer, companies boost sales while slashing costs and time-to-market. Monetate Mobile adds mobile-native navigation, search, GPS store location, and more, to any site, overnight. On the web at www.monetate.com

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