

## **Monetate to Debut New Real-Time Marketing Products at eTail West, Booth 64**

**Real-time technology enables online retailers to change and test anything, anywhere on their site, for any customer, instantly, and without I.T.**

Philadelphia, PA / February 17, 2010 – At eTail West 2010, a major conference for retail and e-commerce executives convening at the JW Marriott Desert Springs, Palm Desert, California, February 22-25, new real-time marketing tools for online retailers will be demonstrated by Philadelphia-based Monetate, Inc. ([www.monetate.com](http://www.monetate.com)).

"The rules for e-commerce are changing," says David Brussin, Monetate's co-founder and CEO. "The combined effect on your business of social media, smartphones, and real-time search engines means it's more important than ever to conduct as much of your marketing in real time as you can."

Explains Brussin: "For marketers and retail merchandisers, 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 its flagship product, now branded as Monetate Real-time Marketer. Currently used on a wide range of e-commerce sites, Monetate Real-time Marketer effectively removes the need to consult with the I.T. department before making marketing-related changes to site content.



According to David Bookspan, Monetate's co-founder and Chief Revenue Officer, "We understand the pressures that I.T. departments are under. Their focus has to be on keeping the e-commerce site stable, operational, and secure. That's why we developed our technology to offload the marketing aspects of site changes, things like personalized promotions, product badging, customized messaging, email coupons, display ad click-thrus, even predictive search."

Adds Brussin, "We're delighted to be a sponsor of eTail's Email Marketing and Personalization Summit and have the opportunity to show off our technology to the many retail industry executives attending eTail."

### **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](http://www.wbresearch.com/etailusawest)



**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](http://www.monetate.com)

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