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### **Personal Creations signs multi-year renewal with Certona**

*- Resonance<sup>®</sup> personalization platform used by online retailer since 2006; has increased site's sales conversions by 25%*

**SAN DIEGO – March 17, 2008** – Certona Corporation, a provider of automated optimization and personalization solutions for multi-channel retailers, announced today that Personal Creations signed a multi-year renewal agreement for the company's Resonance<sup>®</sup> revenue optimization platform.

The top provider of personalized gifts in the United States has used the system since the spring of 2006, and currently attributes nearly 20% of its online revenue to Resonance.

"This year alone, the average order value from those who relied upon Resonance's automated personalized recommendations is over 60% greater than those who didn't, and that speaks clearly to the value the platform brings to our bottom line," said Nancy White, Director of E-commerce at Personal Creations. "Creating a personal shopping experience is our mission, and extends to both our products as well as our online storefront. This system helps us to do that."

Resonance demystifies behavioral and personalization targeting through a self-optimizing system that organizations can implement for their Web and E-commerce sites to realize immediate business results. The system is a hosted service allowing rapid implementation times – usually about two weeks.

"Resonance not only seamlessly integrates with our complex catalog, but remains flexible to the seasonal changes we regularly make in our product offerings," said David Roth, Senior Vice President of Consumer Marketing for Personal Creations. "The company also provides exceptional customer service, giving us confidence that we signed on with a true business partner that is looking out for our interests. Renewing our agreement with Certona made perfect sense."

Resonance leverages the traffic patterns of visitors on PersonalCreations.com to help create the most relevant online experience for each individual visitor without the need for any personal information or special interaction with the individual.

"This real-time profiling is also the most effective way to deliver pertinent content because consumers' present behaviors on the site are the most accurate representation of their interests and needs at that time, rather than the demographic information filled out through an online form months ago," said Meyar Sheik, CEO and Co-Founder of Certona Corporation. "Resonance also provides an enhanced online experience for the customer by not requiring them to fill out annoying pop-up surveys or lengthy, intrusive online registration profiles."

## **About Certona Corporation**

San Diego-based Certona Corporation is the creator of Resonance®, a Web 2.0 optimization and personalization platform that automates a company's ability to provide relevant, individualized products and content in real-time that calls visitors to an online sales or other marketing-related action. The "self-optimizing" system is powered by a sophisticated neural networks engine to deliver real-time product, content, and promotional offers to multiple channels – web, email, call center, point-of-sale, social networks, RSS and mobile. Clients are usually up and running in less than a month and include some of the most recognized online and multi-channel retail brands across all popular verticals. For more information, visit [www.certona.com](http://www.certona.com).

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