

COREMETRICS ADDS CRIMTAN TO PARTNER NETWORK FOR ADTARGET PLATFORM AND ONLINE MARKETING APPLICATION.

Web user data will significantly enhance Crimtan interest and intent profiles and improve efficiency of online ad campaigns.

London , April 10, 2010. **Coremetrics**, the leader in marketing optimization, has added Crimtan as a Coremetrics Connect™ certified partner. AdTarget™, an industry-leading data syndication platform and online marketing application, enables businesses to easily syndicate information about website visitors to targeted ad solution providers like Crimtan.

Since tags are placed throughout the entire website, Coremetrics is able to create sophisticated data segments to capture detailed behaviours down to the specific event type level. The advanced segmentation capabilities of AdTarget are powered by the **Coremetrics Lifetime Individual Visitor Experience (LIVE) Profile** technology. LIVE Profiles track and store a customer's complete behaviour on a client site over the long term, including browsing history and interactions with emails, search, display advertisements and more. This online information can be combined with offline data to create a true multi-channel view of web users, which means Partners can integrate a much broader range of behavioural data.

Speaking about the deal, Paul Goad, Managing Director of Crimtan, said "It's great that our advertising clients will now benefit from enhanced behavioural data supplied by Coremetrics. As a Coremetrics Connect certified partner we will be able to build larger, better-segmented audiences, faster. This means that Crimtan will be able to run even more relevant and effective display ad campaigns on behalf of advertisers."

About Crimtan

Crimtan uses new, groundbreaking segmentation and optimisation technology to provide advertisers with precise audience segmentation, optimisation, ad delivery and reporting. Audience intelligence is gathered anonymously from multiple sources of user activity - including search - and provides real-time insight into audience interests and intention to purchase. This enables Crimtan to significantly increase campaign efficiency and deliver better return on investment to advertisers.

For publishers, Crimtan brings a unique proposition that recognises the real value of site visitors and uses this to significantly improve revenue and provide valuable visitor intelligence. Additional information is available at www.crimtan.com.

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 2,100 online brands globally use Coremetrics' Software as a Service (SaaS) to optimize their online marketing. Coremetrics' integrated marketing optimization solutions include real-time personalized recommendations, email targeting, display ad targeting across leading ad networks, and search engine bid management. The company's solutions are delivered on the only online analytics platform designed to anticipate the needs of every customer, automate marketing decisions in real time, and syndicate information across all customer channels. The company is privately held with funding from Accel Partners, FTV Capital, Highland Capital Partners, and W Capital Partners, and is headquartered in San Mateo, California. Find more information at coremetrics.com.