

## **Offermatica Hosts Inaugural Strategic Optimization Council**

Event Enables Customers to Share Best Practices and Gain Insight into New Optimization Strategies

**SAN FRANCISCO – May 23, 2007** – Delivering on its commitment to help customers optimize their online advertising and marketing campaigns, Offermatica announced the successful completion of the first annual Strategic Optimization Council. T-Mobile, CNET, E-LOAN, McAfee, Zales, and The Sharper Image were among the Offermatica customers that attended and presented at the day-long event on May 22nd in San Francisco, California.

Event attendees came from a variety of companies and industries to create connections and share strategic insight about Web site optimization. A non-competitive environment fostered innovation and provided collaboration among council members, developing a network of companies sharing a mutual passion for driving the success of their business through the continuous improvement of online customer experience. Led by an independent moderator from Creative Good, a peer-learning network for executives, the event was guided by an attendee-driven agenda that was created around each participant's business goals and interest. Offermatica was only present at the beginning and end of the event, ensuring participants shared open and honest dialogue about the challenges and solutions within a burgeoning optimization marketplace.

"We recognize the value of helping our customers create and leverage connections with peers that help them improve their online marketing and advertising initiatives," said Matt Roche, CEO of Offermatica. "By encouraging senior marketing executives to share their optimization experiences, Offermatica is leading the effort to increase awareness of an emerging industry and driving adoption of optimization best practices."

### **About Offermatica**

Offermatica is the leading provider of software to test, measure and optimize online marketing and advertising campaigns. The company's software enables marketers and advertisers to quickly test online content to increase sales and leads, reduce customer acquisition costs and improve customer interactions.

Companies like Bluefly, CNET and VeriSign have dramatically increased the ROI from their websites, online ads, email campaigns, and search listings with Offermatica's on-demand testing and optimization services. The company is privately held with funding from Accel Partners, Baker Capital, and Meritech Capital Partners. For more information, visit [www.offermatica.com](http://www.offermatica.com).