

Sitebrand Inc. Is In The Right Place At The Right Time As Online Retailers Turn To Web Personalization To Increase Returns In A Slow Economy

**Business Services
Online Personalization
(SIB-TSXV)**

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Chris Corman
President and CEO

BIO:

Chris, a 15 year veteran of the technology industry, who most recently founded and led Shout Research Corp, a firm specializing in competitive web analytics and audience measurement research for Fortune 500 companies. Prior to founding Shout, Corman served as President and CEO of webHancer Corp, a pioneer in web performance measurement, which posted 15 consecutive quarters of revenue growth prior to its acquisition by a leading US based software company.

Company Profile:

Sitebrand provides online marketing solutions and related services to major retailers across North America and Europe. Based on its proprietary software, the Company's personalization platform delivers online marketing campaigns for websites, email, search engine marketing, blogs, banners, point of sale, or any other web medium.

Using Sitebrand, online retailers are able

to develop customized marketing campaigns that leverage anonymous web analytics and visitor behavior, providing each visitor with a personalized experience in real-time, generating more customers, more profit per customer, more customer loyalty, and more conversions.

Sitebrand's clients include Roots, Danskinn, Aliant, Kiyonna, CableOrganizer.com, Reeds Jewelers, M&M Meats, Bank of Montreal, and BedBath-Store.com. Sitebrand was founded in 2000 and is headquartered in Gatineau, Quebec

**Interview conducted by:
Lynn Fosse, Senior Editor**

CEOCFO: Mr. Corman, you have been CEO for a relatively short time, what attracted you to Sitebrand?

Mr. Corman: I came from a company where we specialized in custom analytics. We did custom analytics for Fortune-500 firms. The name of that company was Shout Research. What attracted me to Sitebrand was really two things. First of all, it was taking the insight in the analytics data that we could see from the previous company and acting on it, now all of a sudden the data was actionable. The second thing that attracted me to the company was the team. Sitebrand is a ten-year-old company, they are pioneers in web personalization, and the team really are experts in the field, so that was attractive.

CEOCFO: How has Sitebrand changed under your leadership?

Mr. Corman: First is the focus on the technology. When I started, Sitebrand was in the midst of building out its new platform and that really hasn't changed, just more focus. There is now more em-

phasis on the broader market, so for example, looking at not just small or mid-sized firms; we are now looking at enterprises and other non-retail sectors as well. It is really that sales focus and accountability in R&D, just making sure we are on-track with our products and bringing services to market.

CEOCFO: What does Sitebrand provide its clients?

Mr. Corman: Sitebrand are pioneers in web personalization. For folks who aren't familiar with that, personalization is about tailoring web content specifically for individual groups of users. For example, high-end luxury items such as jewelry. We know that this is typically a multi-visit sales cycle. Nobody buys an engagement ring on their first visit to a website. So what we do is see the visitor coming in as a first-time visitor, we will build and establish brand, we will establish trust, and maybe on the second and third visit we will start to offer information based on what they have looked at. Maybe some comparisons and reviews and then on the fourth, fifth and subsequent visits, that is when we will get into looking at shipping options and conversion offers and things like that, all the while knowing it is a multi-visit sales cycle.

CEOCFO: How do you track people at the locations?

Mr. Corman: We use anonymous session-based information, so things that their web browsers or web servers would tell them. We can look at keywords they have typed to arrive at a site, we can look at email systems. So really what we are doing is combining a lot of information that is already there, always was there, and tailor that experience, content, and message for the individual user.

CEO CFO: Do most businesses realize they should be doing something along these lines or is that still an area that people need to be convinced makes sense?

Mr. Corman: That is a great question. Personalization has been around for a decade. We all recall seeing the Amazon ads. Folks who looked at this, also looked at that. Folks who bought this, also bought that. I saw some interesting research the other day that suggested that only 25% of top firms actually make use of personalization and it is a shame because first of all the technology is becoming increasingly sophisticated and effective. In fact, the market is now open to small and medium-sized firms, so we have come a long way since those early days.

CEO CFO: Would you give us a case-study of a company that you have worked with, and what you are providing; is it an ongoing basis, and what is your revenue model?

Mr. Corman: We offer a SAS based solution, so our customers sign up for our service on a monthly basis. We have a professional services team that we like to wrap around those engagements. One of our differentiators really is the fact that we have a decade of experience in the field. We have a team of professionals who can come into an account, help set up a campaign, guide the customer, and really ensure that they are getting the most from the tool, while taking a look at some of the other marketing initiatives they have. That whole process from beginning to end, really takes between one and three months, it is not a big job. The installation and the integration of the software has come a long way. We have it done in literally a matter of days.

CEO CFO: Would you tell us about your new relevance7 product?

Mr. Corman: It is a project that is about a year or so in the making. Having the experience that we do, we realized that we needed to make some changes; we needed to extend the current platform. Really, what you are seeing is the combination and the collection of all of that experience thoroughly baked into a brand

new product. The announcement that you saw a couple of weeks ago, validates with a Microsoft gold-certified partner that what we have is a very unique and innovative approach to personalization with our new platform.

CEO CFO: What is the competitive landscape?

Mr. Corman: It is varied. We still have competition from some of the larger players, such as Omniture and Core Metrics, and there are some smaller players that are coming into the fold. It is interesting because personalization is a natural extension to many types of platforms and products, so we are seeing firms who were traditional analytics players or CRM providers that are starting to bolt on and add personalization capabilities into their products. So it is a very varied landscape but again it is mainly the big players who are still out there doing a lot of this work.

It comes down to three points: it is maturing technology; it is a validated and innovative approach, and finally an underserved and exciting market. We have a very consolidated approach to solving a real pain point in the market, and again, validation from a Microsoft Gold Certified partner. We are the pioneers in this space and personalization is what we do; it works and it is becoming mainstream. - Chris Corman

CEO CFO: How do you reach the potential customer?

Mr. Corman: It is a combination of direct sales, channels, and we have partnership agreements in place. The product is mature, and there are partners that we have integrated into the platform, so there are opportunities through those relationships as well.

CEO CFO: What markets are you currently in?

Mr. Corman: We are focused on North America.

CEO CFO: You are based in Canada. Do you plan to remain in Canada?

Mr. Corman: Canada is a great place to run a high-tech company. We have a regional office now in Toronto, which helps us serve the Toronto market. The business is predominantly US that we are selling into, and a little bit of Canada.

Canada has attractive programs in place, and is still a great place to run a high-tech company right now.

CEO CFO: How has the last year and a half macro-financial situation affected Sitebrand?

Mr. Corman: A little bit of both, good and bad. What you are seeing now are marketers, who are increasingly challenged, and are under pressure to generate returns, not just from new products such as personalization, they are being challenged to increase return from existing spend. So traditional spend in the online world such as SEM, email, and social media; folks are looking to these things to get more out of them. It is a double-edged sword because there are challenges and pressures, but at the same point that creates an incredible opportunity for personalization because personalization is going to take a lot of the data sources and a lot of the information that comes from those programs and squeeze more out of them.

CEO CFO: What is the financial picture like for Sitebrand today?

Mr. Corman: Lean and mean. We are a small company; we have about twenty employees. Obviously, the announcement that we just released generates

some capital that we can put into sales and marketing of our new platform. We have a growing list of about 100 customers and we are seeing a lot of interest for our new product at different levels.

CEO CFO: Final thoughts, why should potential investors pay attention to Sitebrand?

Mr. Corman: It comes down to three points: it is maturing technology; it is a validated and innovative approach, and finally an underserved and exciting market. We have a very consolidated approach to solving a real pain point in the market, and again, validation from a Microsoft Gold Certified partner. We are the pioneers in this space and personalization is what we do; it works and it is becoming mainstream.