

Sitebrand – getting personal and going public

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Fast facts Corporate profile

Sitebrand provides online marketing solutions and related services to major retailers across North America and Europe. Based on its proprietary software, the Sitebrand Retail Marketing Suite delivers personalized online marketing campaigns for websites, email, search, blogs, banners, point of sale, or any other web medium. Using Sitebrand, online retailers develop customized marketing campaigns that leverage anonymous web analytics and visitor behavior, providing each visitor with a personalized experience to that particular visitor in real-time – generating more customers, more profit per customer, more customer loyalty, and more conversions.

Why Ottawa

Sitebrand has significantly benefited from the strong reputation the region enjoys with international investors and customers. Ottawa-Gatineau is globally recognized as a hotbed of technology innovation. Accordingly, the investment and adoption required to aggressively grow Sitebrand has been achievable as a result of our local presence.

Business advantage

Using the Sitebrand Retail Marketing Suite, online retailers build web campaigns that increase relevance through activities like matching cross-sells to visitors based on interests or customizing click stream paths based on previous purchase or visit histories.

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Canada's Creative Economy Capital

Headquartered just across the Ottawa River in Gatineau, Quebec, Sitebrand's mission is to provide online marketers with the capability to engage in customized, one-to-one conversations anywhere, anytime. Sitebrand's thought leadership perspectives and client successes are regularly featured in publications like MarketingSherpa, Internet Retailer, DM News, Practical eCommerce and www.persuasive-email-marketing.com. Some Sitebrand clients include Roots, Henry's, Danskin, CableOrganizer.com, Reeds Jewelers and Kiyonna.

Why Ottawa

Ottawa-Gatineau provides Sitebrand:

- Immediate access to three major academic institutions for talent recruitment
- Access to national research funding and development
- A very tight technology community lead by OCRI

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- An established culture of financing growth both privately and via government-sponsored programs
- A professional network of entrepreneurs, mentors, and experts

In short, the Ottawa-Gatineau region is a self-sustaining eco-system of technology innovation and commercialization.

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Business advantage

For every web site visitor with intent to buy, research, download, register, subscribe, etc, there are over 100 million findable web sites and the online experience is often riddled with irrelevance. Switch to a landscape that makes relevance a key differentiator and you've got the Sitebrand advantage.

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Unlike other vendors with static campaign options that can't be measured or changed in real-time, the Sitebrand Retail Marketing Suite gives marketers total campaign control. By providing every visitor with a unique site experience which changes on the fly according to their individual behaviors and attributes, Sitebrand lets marketers serve the right offer at the right time to the right person.

The impact of implementing online personalization is proven to have a dramatic impact with measurable ROI and according to Aberdeen Group: 91% see increased conversion; 79% see increased average order values; and 62% see increased revenue per visit.

Future growth plans

Sitebrand is completing a CPC transaction which will see it traded publicly on the TSX Venture Exchange. In the process, Sitebrand will raise several million dollars of additional funding to grow the business.

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