

Company snapshot: Make money with personalized recommendations

plista (<http://plista.com>) offers website owners and marketers **targeting solutions for content and advertising** through its **recommendation- and personalization** service. plista technology is able to collect user preferences automatically, anonymized and cross-domain, while extrapolating them into comparable interest profiles and detecting changes of user preferences over time. plista offers its partners an „easy-to-use“ technology web service. Plug-and-play interfaces enable website owners such as <http://ksta.de> of the Dumont publishing house to personalize their web offerings, **improve their monetization** strategy and **buy-in high quality traffic**.

Products: Easy, fast and 100% risk-free at full cost control.

plista **OnSiteRecommendations** offer website owners an easy and efficient way to increase their KPIs (Key Performance Indicators). Deliver automatically generated and highly personalized recommendations of your content to your users. plista OnSiteRecommendations help to increase visit duration times, page impressions (content) and offer cross- and up-sell opportunities (commerce).

plista **OutBoundRecommendations** offer content- as well as e-commerce website owners the opportunity to effortlessly increase the monetization of their site. With plista, highly personalized recommendations of content from plista's network are automatically generated and delivered to your visitors. As soon as a user clicks on one of the recommendations, you earn money, while your users benefit from relevant content recommendations.

plista **InBoundRecommendations** offer content- as well as e-commerce website owners the opportunity to easily buy-in convertible traffic. You get the chance to place your content on our partner sites as recommendations. You pay only if a user clicks on one of the InBoundRecommendations and is being lead to your website. In turns, you get relevant traffic back from us that you can monetize on your own site.

Fact sheet:

- * **Founding partners:** Dominik Matyka, Christian Laase, Andreas Richter
- * **CEO:** Dominik Matyka
- * **Foundation:** August 2008 as GmbH (comp. LLC), R&D started: 2005
- * **Investors:** Draper Investment Company, Peter Schüpbach, Christophe Maire

- * **Awards:** Redherring 100 EMEA, Startup of the Year DS, Startup of the Month Financial Times Germany
- * **Nominations:** AlwaysOn 100, Plugg.eu, TheNextWeb, Techcrunch50

- * **Developing power:** ~20 developers, ~50 (planned growth 2009/10)
- * **Core technology:** Cross-Domain Collaborative Filtering
- * **References:** working on over 100 sites such as <http://ksta.de>

- * **Headquarter:** Berlin, Germany
- * **Twitter:** @plista
- * **Team:** <http://plista.com/corporate>

TechCrunch

VentureBeat

c|net NEWS.com

ds deutsche startups

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