



Higher revenues through Recommendations

Risk-free webservice for website owners enables for increasing revenues

Berlin, August 7th 2009: Berlin-based plista GmbH (<http://plista.com>) announces three new B2B-products in the recommendations and personalization space.

The new products address publishers in the areas of content and commerce and enable for an easy and efficient increase in page impressions and sales, a better monetization of web properties and also allow publishers for directly acquiring and routing sustainable traffic to their websites. Based on automatically calculated recommendations, publishers have the chance to deliver content, products and advertising targeted at the individual visitor, increasing duration times and realizing cross- and up sell-potentials.

While having the **plista OnSite Recommendations** already released for all website owners in July 2009, two additional products are scheduled for the near future. Website owners can test the first product within a 45-days free trial period or furthermore use **plista Free** (totally free-of-charge), which is based on a traffic-sharing model, permanently.

“All products are – despite the fact that they are sold in a very complex environment – easy, fast and risk free with full cost control”, states co-founder and COO Christian Laase, who is more than happy with the first superior achievements.

Among the first publishers in the network websites by DuMont publishing house (<http://ksta.de>) or the software-download portal Pro.de (<http://pro.de>) can be found. “There is a huge customer-sided interest”, says Dominik Matyka, co-founder and CEO, whose company offers “a risk free service for the publishers in order to face the problems in this bad economic situation. Compared to ad-links by Google AdSense™ our content-links convert up to 500% better.”

plista was able to achieve conversion rates of more than 7% on customer websites. “In this way we can efficiently forward our users to further content which they wouldn’t be able to access without plista. Furthermore our site is getting more attractive through relevant links”, says Silke Springenguth Ph.D., CEO of DuMont Net and responsible for the online projects of M. DuMont Schauberg.

Publishers who want to use **plista OnSite Recommendations** on their website have the possibility to use the 45-days trial version at <http://plista.com/trial>. After this they are still able to use the system for free, whereas a part of the recommendation links originates from partners of the plista network. Alternatively, they can change to the transaction-based **plistaValue model**. Until August 31, 2009 partners are able to benefit from the plista summer-rates (<http://partner.plista.com/pricing>). Using a pricing model with prices clearly lower than a cent per click, publishers will always profit by the surplus generated through additional sales or page impressions.

About plista GmbH

plista is the first preference-based ad network and provides a new highly efficient ad format for Publishers and Advertisers. It delivers more than five million Recommendation Ads per day similar to the ©Amazon principle: „That could be interesting for you“ or „people who read this, also buy/read...“! The new preference-based ad format is for Publishers and Advertisers an innovative solution for efficiently and easy market their products and websites.

The plista GmbH was founded in July 2008 by Dominik Matyka (CEO), Christian Laase (COO) and Andreas Richter (CIO) and currently has 30 employees in IT, Marketing and Management. The headquarter is in Berlin (Mitte).

Mediacontact plista GmbH

Mortesa Dariani

md@plista.com

Tel.: +49 (0) 30 27 57 76 70

Blog: <http://blog.plista.com>

Website: <http://www.plista.com>

plista GmbH

Almstadtstr.7

10119 Berlin - Germany

Graphical Materials

High-resolution images and other material can be found on our website:

<http://www.plista.com/infos/press?lang=eng>