

## Direct Brands Launches iGoDigital's Product Recommendation Platform

Indianapolis, Indiana – July 6, 2010 – iGoDigital, the market and technology leader in Personalized Product Recommendations, announced that Direct Brands (DBI) has incorporated iGoDigital's personalization software into several of their web properties and email campaigns. Direct Brands operates over 20 unique book clubs including DoubleDay and Book of the Month Club. In addition to books, they are a leading distributor of other media products such as DVDs and CDs. Considering the tremendous amount of content, iGoDigital was faced with the challenge of creating a solution that would prove to be effective across Direct Brands websites.

With this challenge at hand, iGoDigital's team of experts worked closely with Direct Brands in order to produce a solution. This entailed providing the best user experience before and after a consumer joins a book club. Before turning to iGoDigital, Direct Brands manually merchandised products on all of their websites. iGoDigital's Customer Intelligence Engine (CIE) profiles each shopper and personalizes the experience based on a variety of factors including author affinity, book genres and topics of interest. Furthermore, the personalized recommendations convert at a rate of 10x when compared to generic recommendations such as "Best Sellers."

Not only does this new solution provide a personalized experience on the websites, it also displays personalized content in email campaigns. In addition to personalizing transactional messages, iGoDigital triggers personalized messages for Abandon Cart, Back-in-Stock, and New Arrivals. Previous shopper behavior determines who will receive the triggered emails, and iGoDigital also recommends relevant books within the email.

### **About Direct Brands Inc.**

Direct Brands, Inc., together with its sister company Bookspan, is the largest direct-to-consumer distributor of media products in the US and Canada. With over 20 unique book clubs, including Book-of-the-Month and Doubleday Book Club members can purchase from catalogs and websites tailored to their specific reading preferences.

### **About iGoDigital**

iGoDigital provides a suite of web-based commerce tools designed to personalize every customer interaction by emulating and, in many cases, improving the in-store shopping experience. iGoDigital currently serves many of the world's most successful and respected brands, including Best Buy, Walmart, Nokia, Cisco and Dell.

iGoDigital is headquartered in Indianapolis, IN and was named to the 2008 "Inc 500" of the fastest growing private companies. For more information, please visit the company's website at [www.iGoDigital.com](http://www.iGoDigital.com) or follow us on Twitter at [twitter.com/igodigital](https://twitter.com/igodigital).

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