



## Feature Sheet: ATG Recommendations for e-Mail

Increase Email Revenue With Automated, Personalized Recommendations

### Personalize Email Marketing to Increase Engagement & Revenue

ATG Recommendations empowers marketers to maximize revenue from email marketing initiatives by delivering personalized product recommendations in e-Mail communications. ATG Recommendations leverages its knowledge of a retailer's product catalog, personal and group shopping behavior, and Web site to insert highly relevant product recommendations in any form of e-Mail communication. Marketers can take advantage of ATG Recommendations to personalize merchandise displayed in transactional emails and marketing campaigns to:

- Maximize revenue per email
- Drive highly qualified leads
- Increase new & repeat purchases
- Increase average order values
- Build customer loyalty
- Merchandise smarter and more efficiently

### Truly Personal e-Mail Recommendations

With its patented, predictive relevancy, ATG Recommendations automatically determines each shopper's intent in each visit to an online store, automatically selects and displays items from the catalog that are most relevant, and refines recommendations with each click. With support for e-Mail, ATG Recommendations can now extend its predictive relevancy beyond the site, delivering recommendations directly into HTML e-Mails as they are opened. Email recommendations are persistent, even if recipients open emails multiple times or forward them to others.

### Supports All Types of e-Mails

Retailers can use ATG Recommendations to add a personal touch to all e-Mail messages including transactional e-Mails (order & shipment confirmations, abandoned carts), as well as marketing e-Mails (sales, promotions, new product introductions, newsletters, and more).

### Works with any e-Mail Provider

Once added to a retailer's Web site, ATG Recommendations can deliver product suggestions to emails with just a few lines of HTML code. E-Mail templates can quickly be updated with default slots for ATG Recommendations to automate and personalize frequently distributed e-Mails such as order confirmations and abandoned cart promotions.

### Extend Web Recommendations "Campaigns" to e-Mail

ATG Recommendations blends intelligent automation with merchandiser control via recommendations "campaigns," which allow online merchants to make sure recommendations align with their strategy and rules. Merchants can create their own campaigns, or choose from 20 standard campaigns to filter recommendations by brand, category, popularity (top sellers), price, product newness, product collection and more.

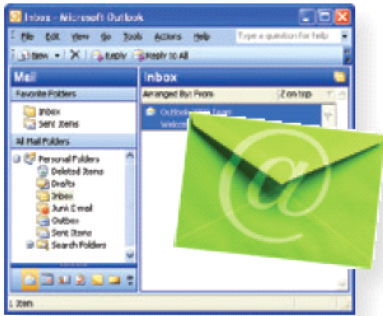
With its seamless email integration, ATG Recommendations allows merchants to extend Web recommendations campaigns to e-Mail. A top-sellers recommendation campaign on the Web, for example, can easily be extended to e-Mail. Each e-Mail recipient will see a personalized set of top-selling products that matches his known interest and intent.

### A Powerful Add-on to ATG's Award Winning Recommendations Engine

ATG Recommendations is an automated, personalized merchandising solution that helps online retailers quickly lift revenue by recommending the most relevant products from the catalog to each shopper. The Spring 2009 release of ATG Recommendations includes e-Mail recommendations, enhanced merchandiser control, support for new channels (e.g. kiosk applications or social media shopping widgets), and native support for adding recommendations to Adobe Flash® & Flex®

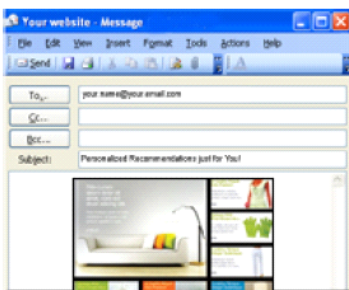
Contact [sales@atg.com](mailto:sales@atg.com) to personalize your multi-channel product discovery experience and balance intelligent automation with merchandising control.

**"63% of US  
Internet users  
want to receive  
personalized e-  
Mail content  
from retailers."  
eMarketer, 2009**



Impacts Measured: Opens

- 1 Marketers can deliver ATG Recommendations as part of email marketing promotions, order confirmations, shipping confirmations, abandoned cart campaigns, and more.



Impacts Measured: Clicks

- 2 When a recipient opens the message, ATG Recommendations delivers product suggestions based on her known interests and merchandiser rules, such as top-sellers, in-brand, or cross-sells.



Impacts Measured: Conversions and AOV

- 3 Clicks on ATG email recommendations take the recipient directly to the product page on the Web store, helping to drive incremental sales and build customer loyalty.



#### About ATG

ATG (Art Technology Group, Inc., NASDAQ: ARTG) makes the software and delivers the on demand solutions that the world's most customer-conscious companies use to power their e-commerce Web sites, find prospects, convert them to buyers and ensure their satisfaction so they become loyal, repeat, profitable customers. ATG's B2C e-commerce suite is ranked the #1 current offering by Forrester Research, and powers more of the top 300 internet retailers than any other vendor. ATG's solutions are used by over 600 major brands, including Adobe, A&E Networks, American Eagle Outfitters, B&Q, Best Buy, Cingular Wireless, Coca Cola, Dell, DirecTV, France Telecom, Hewlett-Packard, Intuit, Johnson & Johnson, Louis Vuitton, Mercedes-Benz, Neiman Marcus, New York & Company, Nike, Nokia, OfficeMax, PayPal, Philips, Procter & Gamble, Rubbermaid, Smith & Hawken, Symantec, T-Mobile, Target, Urban Outfitters, Verisign, and Walgreens.

To learn more about ATG, visit [ATG.com](http://ATG.com) or call 1-800-RING-ATG.

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