

## TrueAction Network, GSI Commerce's Marketing Services Agency, Partners with Kenshoo to Bolster Search Marketing Practice

Kenshoo Enterprise™ technology to power TrueAction Network's  
Industry Leading e-commerce & Digital Marketing Practice

**San Francisco (April 27, 2011)** – [Kenshoo](http://www.kenshoo.com) (www.kenshoo.com), a global leader in digital marketing software, today announced that [TrueAction Network™](#), a division of GSI Commerce (Nasdaq: GSIC) Global Marketing Services, has partnered with Kenshoo to utilize the Kenshoo Enterprise™ platform to deliver advanced search engine marketing (SEM) solutions to its clients.

Kenshoo is currently used by five of the 10 largest retailers in North America as well as five of the top 10 largest global retailers. TrueAction Network, GSI's full-service e-commerce and digital marketing agency, will leverage Kenshoo's innovative feature-set for retailers, including RealTime Campaigns™, to automatically update paid search campaigns based on dynamic inventory and merchandising.

Kenshoo's flexible bid algorithms and portfolio models factor in seasonality and promotional calendars to deliver optimal performance lifts across key metrics like sales revenue and return on investment (ROI). Additionally, TrueAction Network's clients will benefit from Kenshoo's integration with ClearSaleing, a GSI Global Marketing Services company, by utilizing ClearSaleing's platform for holistic, cross-channel attribution and campaign optimization.

"Kenshoo has turned the complexities of the digital and retail industries into competitive advantages," said Marc Fleishhacker, Managing Director of North America for TrueAction Network. "By partnering with Kenshoo, we'll be able to deliver greater ROI for our clients while creating efficiencies in workflow that will enable us to dedicate time and resources to strategic planning and insight generation."

"TrueAction Network is a true leader in e-commerce and digital marketing so we are quite pleased that they have chosen Kenshoo as their search marketing platform," said Yoav Izhar-Prato, Kenshoo CEO. "We look forward to providing TrueAction Network's leadership team with access to our engineering core to help shape our roadmap and drive maximum results for TrueAction Network clients."

### **About TrueAction Network**

TrueAction Network™ is a full-service e-commerce and digital marketing agency and one of the nation's leading Performance based marketing service companies. As the full-service agency of GSI Commerce's Global Marketing Services division, TrueAction Network provides innovative digital marketing strategies, award-winning creative, a powerful advertising

analytics and attribution management platform, best-in-class services comprised of database management, customer segmentation, along with powerful marketing distribution channels.

### **About GSI Commerce**

GSI Commerce® enables e-commerce, multichannel retailing and digital marketing for global enterprises in the U.S. and internationally. GSI's e-commerce services which include technology, order management, payment processing, fulfillment and customer care, are available on a modular basis or as part of an integrated solution. GSI's Global Marketing Services division provides innovative digital marketing products and services comprised of database management and segmentation, marketing distribution channels, a global digital agency to drive strategic and creative direction and an advanced advertising analytics and attribution management platform. Additionally, GSI provides brands and retailers platforms to engage directly with consumers through RueLaLa.com, an online private sale shopping destination, and ShopRunner.com, a members-only shopping service that offers unlimited free two-day shipping and free shipping on returns for a \$79 annual subscription.

### **About Kenshoo**

Kenshoo is a [digital marketing software](#) company that engineers technology solutions for search marketing and online advertising. Kenshoo's global platform delivers the control, automation and results needed to make better investments across search, social and display campaigns. Advertisers, agencies and marketing providers use the Kenshoo Enterprise™ and Kenshoo Local™ suites to direct more than \$15 billion in online sales revenue. Kenshoo powers eight of the ten largest ad agency networks and five of the top ten retailers. With campaigns running in more than 100 countries, Kenshoo customers include such brands as Barnes & Noble, CareerBuilder, Facebook, Havas Digital, Hitwise, iREP, John Lewis, LendingTree, Omnicom Media Group, Sears, Starcom MediaVest Group, Travelocity, Walgreens, and Zappos. Kenshoo has ten international offices and is backed by Sequoia Capital and Arts Alliance. Please visit [www.Kenshoo.com](http://www.Kenshoo.com) for more information.

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