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**GATHER.COM OPTIMIZES ONLINE ADVERTISING THROUGH UNIQUE  
BEHAVIORAL AND DEMOGRAPHIC SEGMENTING**

*Enhanced Targeting Options Improve CTR and ROI for Advertisers*

**BOSTON, MASS., Feb. 15, 2006** – Gather.com™, the place to find and share the best user-generated content online, today announced the introduction of its unique behavioral and demographic segmenting features that provide state-of-the-art targeting options to online advertisers. The new technology enables advanced segmentation capability not currently available on other ad-supported search engines.

Gather.com can segment its audience by three distinct, overlapping and unique criteria: keywords, behaviors, and demographics. This allows advertisers to precisely pinpoint an individual's interest in a particular product, increasing the likelihood of conversion.

“The technology at Gather.com improves on other search engines by specifically targeting and tailoring advertising to the right consumers based on both demographics and behavior,” explains Tom Gerace, Gather.com Founder and CEO. “Gather.com’s behavioral and demographic segmentation will enable advertisers to achieve higher click through rates, greater conversion rates, and a reduced cost of customer acquisition.”

Online advertising continues to drive significant spending and behavioral targeting is an increasingly indispensable tool needed to deliver the right message to the most receptive

audience. Online advertising spending is predicted by New York consulting firm eMarketer to reach \$15.6 billion this year and forecasters predict that some key markets, such as automotive, could see an increase in online spending of up to 100 percent in 2006. This rise in online advertising has created more interest in measurement methods to quantify results.

“We are very excited about the unique targeting capabilities that Gather.com offers,” comments Suzanne Salas, Senior Manager Search Engine Marketing, SmartBargains.com, who has been an active advertiser on Gather.com since its launch in 2005. “Demographics and behaviors are critical in segmenting our online advertising media buys, and Gather.com is at the leading edge with this new technology.”

The rise in online ad spending has also created more interest in measurement methods that quantify results. In addition to the unique demographic and behavioral targeting capabilities, Gather.com has added new features to help advertisers budget and measure their advertising more effectively. Gather.com’s improved Cost-per-Click Bid Management (CPC) maximizes an advertiser’s budget by only charging one cent more per click than the next highest bidder. The Daily Campaign Budget feature allows advertisers to control their budget by setting daily allotments on spending.

### **About Gather.com**

Gather.com ([www.gather.com](http://www.gather.com)) is the place to find and share the best user-generated content online. Gather.com members are rewarded for their participation with Gather Points™, or even cash for top contributors. Gather.com is led by an all-star team of industry veterans with extensive experience in building highly successful, Internet-based companies and creating relevant content. The Gather.com site was named the winner of the Media/Portal category in the Massachusetts Innovation & Technology Exchange (MITX), 2005 annual awards – the largest awards competition in the country that recognizes achievements in the development and implementation of interactive technologies. Gather.com is a privately held, privately funded company headquartered in Boston, Massachusetts.

For more information, visit [www.gather.com](http://www.gather.com) or call (617) 720-4000, x1010.

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