



Maxymiser a Finalist for UK Internet Innovation of the Year

Maxymiser Ltd., July 26, 2007

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Multivariate testing expert selected amongst the final five for CNET Networks' UK Business Technology Awards 2007.

PR9.NET July 26, 2007 - London - Maxymiser, Europe's leading web site optimisation and behavioural targeting provider has been selected as a finalist for the award "UK Internet Innovation of the Year 2007." This news comes in a month that has seen Maxymiser continue to deliver average conversion rate uplift over 74% to its existing clients through multivariate testing.

The nomination comes in recognition of the value that website testing and optimisation through methods such as multivariate testing, segmentation and behavioural targeting offer online businesses. Maxymiser's innovative technology provides improved performance in conversions and other KPIs for any goal-oriented website. Maxymiser is already working with a host of household names in the UK to improve the performance of their e-commerce websites including P&O Ferries, National Express Coaches, New Scientist, LexisNexis, Cheapflights and LOVEFiLM.

Mark Simpson, MD for Technology, Maxymiser commented "It is great to be recognised as the leading UK and European player in this field and we are continuing to grow our technology with innovative new features coming on-stream during the summer. We look forward to expanding the reach of our technology with clients and through partnerships with UK and European agencies that can pass the benefits to their clients."

The CNET Networks UK Business Technology Awards have fast become one of the most sought-after industry accolades, and for good reason: the business and technology communities know that the winners are the best of the best. The Awards attract entries from the entire spectrum of UK technology and user companies. Last year's winners included Orange, BP and Salesforce.com.

The winner will be announced at a gala dinner on 24th September 2007 at the London Hilton Park Lane. Interviews with key figures at Maxymiser and corporate photos are available upon request.

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About Maxymiser Ltd.

Maxymiser optimises the effectiveness of any website's content and design to deliver key metrics such as conversion and click through rates more effectively. Maxymiser gives clear statistical proof of those combinations of content and design which work most successfully in converting sales and delivering customers and those which fail to do so. As a result website owners can refine and finesse content and design offers time and time again to capitalise on strong performing features and remove the weak.

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