



## **Loomia Launches Targeted Content Discovery and Video Discovery Products**

*Loomia's latest recommendation products give users relevant suggestions for articles, as well as videos AND allow publishers to drive traffic to their most valuable content.*

**San Francisco, California--January 15, 2009--**Loomia, Inc., a leader in recommendations sciences, announced today the release of its Targeted Content Discovery product and Video Discovery product. They are the latest iterations of Loomia's proprietary recommendation engine that blends behavioral, social, and contextual data. Now publishers can optimize for their most profitable articles and videos, and the resulting content recommendations come from where publisher preferences and consumer interests intersect. Subsequently, site visitors can easily find relevant articles, and publishers maximize the value of their content inventory.

"We've worked hard to create a win-win situation for visitors and publishers with our content recommendation technology," Loomia CEO Dave McMurtry says. "Targeted Content Discovery and Video Discovery are our latest products to give site visitors great content recommendations and help publishers achieve their business goals."

Usually appearing as a "People Who Read This Also Read" or "People Who Watched This Also Watched" module, Targeted Content Discovery and Video Discovery help deepen engagement with visitors. Some specific benefits of the technology include:

- Increased page views, time spent on site, and click-through-rate
- Increased traffic to high-CPM content or where ad inventory is constrained
- An automated and scalable solution for delivering the highest quality, most-relevant content

Loomia's Video Discovery product drives visitors from articles and blogs to video content, and then the technology offers more video recommendations within the video player experience. The latest module for video discovery has already helped some publishers **increase video views** by **24%**.

Loomia was founded in 2004 and is funded by Silicon Valley investor Asset Management Corporation and strategic investors NBC/Peacock Equity and Telefonica Capital. Loomia's clients include Time, The Wall Street Journal, US News, Harvard Business Publishing, PC World, CNET, CBC, and others. Targeted Content Discovery and Video Discovery are Loomia's two main products, both of which allow publishers to maximize the value of content and offer users richer content experiences on Web sites hosting Loomia's recommendation modules.

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