

Online Video Ad Company Jivox Names WatchNBuy.com Advertiser of the Month

Jivox targeting capabilities and broad reach enables interactive online shopping service WatchNBuy.com to connect with motivated buyers for a wide range of products

San Mateo, California (PRWEB) – July 21, 2008 – Jivox, a self-service online video advertising platform for local businesses, today announced that WatchNBuy.com has been named the Jivox June 2008 Advertiser of the Month. The new interactive online shopping service is being recognized for its innovative use of the Jivox online video advertising platform to promote a wide range of consumer products to highly targeted audiences

WatchNBuy.com is a recently launched San Antonio, Texas-based interactive online shopping service that shows videos of products to help consumers make a more informed decision when purchasing an item. WatchNBuy.com displays original video content of items “in action” and enables consumers to click on items in the videos to buy them. The site features a wide range of specialized products such as monogrammed diaper bags, artisan pottery and UV protective clothing for children.

WatchNBuy.com has found that consumers searching for specialized items are generally very motivated to make purchases, but reaching these elusive audiences required WatchNBuy.com to expand the number of opportunities for its promotional content to be viewed by the right buyers. WatchNBuy.com had experimented with a number of online advertising solutions but has been disappointed with the results, as well as poor targeting capabilities and a universal lack of customer service. In addition, the pay-for-click pricing models of these online advertising solutions generated high costs for WatchNBuy.com’s initial campaigns.

Not content with these solutions, WatchNBuy.com employed the Jivox online video advertising platform for a test campaign to promote MyBackYardFireplace, a company offering a high-quality, low-cost, portable backyard fireplace. WatchNBuy.com edited

down original video content it created for MyBackYardFireplace to fit the Jivox video ad format and deployed the repurposed content on the Jivox ad network. The company has been pleased with the initial campaign.

“The great unknown of selling on the internet is how to tap into the right audience, and Jivox’s targeting capabilities are helping WatchNBuy.com solve that crucial challenge,” said George Siegal, chief executive officer of WatchNBuy.com. “Jivox is genuinely concerned with the success of our campaign, working with us to find a winning formula for repurposing our content on its advertising network and offering a pricing model that creates real value.”

The wide reach of the Jivox publisher network gives advertisers seeking to connect with specific audiences access to highly targeted demographic groups. The platform also provides an easy tool for loading existing creative content for online video ads to the Jivox advertising network and a pricing model that is ideal for small businesses looking for a cost-effective way to promote products and services.

“WatchNBuy.com is a great example of how a small business can test drive the Jivox network to see if we can deliver the right consumers,” said Jivox founder and CEO Diaz Nesamoney. “WatchNBuy.com also demonstrates how advertisers with existing creative content can easily reuse their material on our network.”

About Jivox

Jivox, the self-service online video advertising service for local businesses, gives smaller and local advertisers access to online video advertising by making it easy to create, target and deliver online video ads. The Jivox platform combines a video ad creation tool, proprietary targeting technology, sophisticated reporting capabilities and a growing network of publishers to offer advertisers a complete, do-it-yourself service for online video advertising. Founded by Diaz Nesamoney, the visionary entrepreneur behind technology success stories Informatica and Celequest, Jivox aims to bring the power of

online video advertising to the mass market. Jivox is a privately held company based in San Mateo, Calif. For more information about Jivox, please visit www.jivox.com.

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