

RumbaFish Transforms Way Businesses Engage Customers Online

Launches New Integrated Social Marketing Platform at DEMOfall 09 to Power Customer Engagement, Revenue Growth and Increased Mindshare for Companies

SAN DIEGO, CA, DEMOfall 09 – September 22, 2009 – [RumbaFish Technologies, Inc.](#), the leader in online customer engagement marketing, today announced the [RumbaFish Engagement Platform](#). RumbaFish is an integrated online marketing platform that combines CRM, social networking and commerce – with powerful analytics. RumbaFish offers sophisticated interactive programs that companies can't get through traditional ad buys. Each campaign includes a viral component to accelerate campaign success and give companies an advantage over their competition. Unlike regular push marketing, the RumbaFish solution mimics online the way people buy in the real world. The benefits include saving time and money, leveraging influencers, and driving sales – all resulting in a better ROI. RumbaFish is launching today at [DEMOfall 09](#) in San Diego at Booth #3.

“Each of us receives over 3,000 commercial messages on average everyday,” said Michelle Bonat, CEO and Founder of RumbaFish. “RumbaFish cuts through this noise, and gives companies a platform to get their customers to deliver messages on their behalf. Now companies can quickly and easily connect with their customers, create interactive campaigns and track where and how their messages are being received, without having to install any software or make an upfront IT investment. We are tapping into a \$34 billion market, which includes online advertising and CRM spend.”

RumbaFish is the only SaaS that provides a self-service approach to create, deploy, measure and dynamically update interactive online campaigns into new and existing communications with a mouse click, all from a central location. It gives ecommerce companies a means to sell more products or services by engaging customers on their behalf. It also gives social communities the ability to increase traffic, boost member acquisitions and monetize with advertisers; and online media, brands and agencies a way to drive awareness, test messages or let their audiences join a worthy cause with friends. RumbaFish adds the ability to include incentives to reward and motivate influencers to tweet their way to a good deal or perform certain behaviors that further deepen the level of engagement, such as a boost in click-thru rates, response rates and customer conversion rates.

“By bringing brand visibility and interaction into the walled garden of social networks, RumbaFish heralds a revolution in the way companies engage their audience,” said Chris Shipley, Executive Producer of the DEMO Conferences. “The RumbaFish vision changes the game for the enterprise, and I am delighted to have them on stage at DEMOfall 09.”

Camille Landau, CEO, of [ReferQuest](#), says, “Leveraging social networks for our business is what it's all about. RumbaFish amplifies our power to do so. The reports help us to determine who did what, and what happened when – it's terrific!”

Jen Shelby, CMO of [BettyConfidential.com](#), one of the fastest growing websites for women, says, “RumbaFish lets us bring our partners into the conversation without it seeming like advertising. It's the first product that gives us insight into how our readers are using social media, while adding value to our partners.”

Key product features include:

Social Networking Integration Have your audience Tweet or promote their way to a good deal using multiple social networks (Twitter, Facebook, LinkedIn and MySpace).

Powerful Reporting and Analytics Capture your Top 20 Influencers, referral email addresses and names, track social networking reach, as well as summaries for each campaign and aggregate totals.

Influencer Identification Names influencers for your organization, how often they are spreading the word for you, and to which individuals, so you can market to them in targeted ways.

Dynamic Update Enable your audience to spread your offer to friends and update campaigns in real-time from the dashboard to everywhere on on the Web with the click of the mouse.

About RumbaFish

Based in Palo Alto, RumbaFish is an integrated online marketing solution with powerful analytics that lets companies create, deploy, analyze and dynamically update interactive marketing campaigns all in one place without the need of an IT professional. RumbaFish offers a solution for every company's budget with its performance-based pricing model to cost-effectively acquire new customers and grow market share. Companies receive a custom solution without downloading or maintaining software, or the costs of IT and software maintenance. RumbaFish builds into its software platform the ability to add an incentive or reward for performing certain marketing behaviors, a viral component to propagating content, and the ability to measure results and dynamically update campaigns. For more information contact us at gofish@rumbafish.com or visit us at <http://www.rumbafish.com/>. Why just fish for customers when you can RumbaFish? Sign up for a free 30-day trial at DEMO!

About DEMO:

Produced by Network World Events and Executive Forums, the semi-annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information, visit www.demo.com.

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