

## MOJN PARTNERS WITH GLOBAL MENSWEAR BRAND BEN SHERMAN TO DELIVER A GLOBAL TARGETED EMAIL STRATEGY BY UNLOCKING THE UNTAPPED POWER OF THEIR DATABASE.

London, UK, Monday 02 February, 2015

Mojn, an email technology company that provides highly sophisticated next generation personalisation and retargeting solutions, announces its strategic partnership with Ben Sherman.

### PARTNERING WITH BEN SHERMAN

Ben Sherman will harness Mojn's sophisticated email solutions as part of their strategy to increase their global online presence. Mojn will give Ben Sherman unprecedented insight into their customer database and unparalleled targeting capability. The program will be rolled out across the UK, America and Europe.

Head of Commerce for Ben Sherman, Lee Whitehead, explained, *"The really exciting thing about Mojn is I can already see it forming part of our five year plan. We're expanding our online presence and it's becoming ever more important to target customers via email."*

Mojn CEO and founder, Thomas Jensen, said, *"We're delighted that Ben Sherman has chosen Mojn to deliver its online email strategy. Our technology will give them unmatched visibility of their database and advanced targeting technology."*

### ABOUT BEN SHERMAN

In 2013 Ben Sherman proudly celebrated fifty years of British style culture. As a global lifestyle brand, it now presents a full lifestyle offering of contemporary menswear, with retail stores in key cities around the world.

The brand's foundation is in shirt-making and the Ben Sherman shirt is an icon, adopted by youth culture and style movements from the Mods of the 1960s via Ska, Two-Tone and Brit Pop, to today's current bands and style leaders. For more information visit: [www.bensherman.com](http://www.bensherman.com)

### ABOUT MOJN

Mojn is a venture-backed email technology company that provides pioneering email marketing solutions. Mojn (pronounced like 'coin') enables e-commerce firms and publishers to communicate more effectively through email to both their existing database and previously unknown web visitors. Their sophisticated proprietary technology is easily implemented and produces powerful insights into website visitors and their time on a site. Mojn-powered campaigns have proven to significantly improve performance, CTR, conversion rates and revenue. For more information visit us at [www.mojn.com](http://www.mojn.com) and follow us at [@mojnapp](https://twitter.com/mojnapp).

### MEDIA INQUIRES:

Email: [media@mojn.com](mailto:media@mojn.com)

###