**PRESS RELEASE**

For immediate release

**MOJN PROVIDES UNPRECEDENTED DATABASE INSIGHTS WITH THEIR NEW EMAIL PRODUCT, PERFORMANCE EMAIL TARGETING, FOR SKATES.CO.UK, A LEADING ONLINE SKATE AND SCOOTER RETAILER.**

*London, UK, Tuesday 16th September, 2014*

Mojn, an email technology company that provides highly sophisticated next generation personalisation and retargeting solutions, today announced initial success with a their newly-launched product, Performance Email Targeting, piloted with Skates.co.uk.

**PARTNERING WITH SKATES.CO.UK**

Mojn technology successfully provided data insights and targeting information to the Skates.co.uk analytics and e-commerce team which enabled them to gain unprecedented transparency into their database and to send their most relevant and successful email campaigns to date.

Skates.co.uk founder and Managing Director, David Tuttlebee, said. “Mojn provided me with invaluable insights which gave me transparency on my site traffic’s sales and real-time buying habits. This enabled us to tailor our email marketing strategy so that customers only received campaigns that were relevant to them.”

**ABOUT SKATES.CO,UK**

Skates.co.uk is a family owned company based in Romsey. After the huge success of our sister site www.flywalk.co.uk, Skates.co.uk launched in May 2007. In 2009, the company moved premises to an 8,000 sq/ft warehouse, and began to roll out more product, including a gradual increase in demand for scooters, particularly those designed for stunts. 2011 has seen huge growth for Skates.co.uk, with fast growing demand resulting in the team rapidly expanding to over 50 members of staff. For more information visit: **www.skates.co.uk**

**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** and follow us at **@mojnapp**.

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