**PRESS RELEASE**

For immediate release

**MOJN USA DEMONSTRATES PROOF OF CONCEPT WITH A NEW EMAIL ANALYTICS PRODUCT CALLED ‘MOJN INSIGHTS’ WITH iSTABILIZER.COM, A LEADING GLOBAL PHOTOGRAPHY EQUIPMENT SUPPLIER**

*New York, USA, Tuesday 16th September, 2014*

Mojn, the email technology company that provides next generation personalization and retargeting solutions, today announced the significant progress it has made with its new, free, analytics product called **Mojn Insights**.

Partnering with global photo accessory leader iStabilizer, Mojn technology successfully provided new data insights to the iStabilizer analytics and e-commerce team.

Noah Rasheta, iStabilizer’s Chief Executive Officer, said, “The dashboard of Mojn Insights has provided iStabilizer a new level of transparency to see the relationship between our valuable email list and the products they visit on our site in real time. The ability to access this traffic data has allowed us to optimize our site, emails and general marketing content to be more in tune with our best clients viewing habits. We spent all of 15 minutes setting up Mojn tags and started viewing data within a few hours.”

**ABOUT iSTABILIZER**

iStabilizer.com is an award-winning company that produces lightweight and compact mobile phone tripods, dollies, monopods and mounts, help amateurs and professionals alike, turn ordinary camera work into  [extraordinary works of art](http://www.istabilizer.com/). Our products include the [iStabilizer Monopod](http://www.istabilizer.com/products/istabilizer-monopod), [Shutter Remote for iOS](http://www.istabilizer.com/products/shutter-remote-for-ios) and our best selling [iStabilizer Flex](http://www.istabilizer.com/products/istabilizer-flex). You can [buy our gear direct from us](http://www.istabilizer.com/collections/istabilizer), and in the world’s best camera stores worldwide. Founded by Noah Rasheta in 2010 and based in Salt Lake City, iStabilizer has grown into a global brand in the photography, mobile phone and consumer electronics segments. Follow us at [@istabilizer](https://twitter.com/istabilizer) or visit us at **www.istabilizer.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** and follow us at **@mojnapp**.

**MEDIA INQUIRES:**

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