



MASSACHUSETTS INNOVATION &amp; TECHNOLOGY EXCHANGE

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## Member Spotlight

We are pleased to present Chitika in this edition of our Member Spotlight.

### 1. In a nutshell, what is Chitika?

The No.1 online impulse-merchandising network.

### 2. How was Chitika founded and what inspired its creation?

In 2003, premium web destinations grabbed the lion's share of the online advertising revenue through custom-built, expensive advertising platforms, while small- to mid-size web publishers were unsuccessful in attracting significant advertising revenues. Chitika founders, Alden DoRosario and Venkat Kolluri set about to create an easy to use and manage online ad targeting platform to benefit all publishers. They sought a name that would suggest the speed with which its customers would leverage this new platform. Chitika, which means "in a snap" in Telugu, captured this sentiment. On May 17, 2003 Chitika Inc. ([www.chitika.com](http://www.chitika.com)) was born.

### 3. What makes Chitika different than other companies in your marketplace?

Chitika has a unique publisher-centric focus, which is reflected in our motto "empower the publisher". This motto motivates us to create unique, easy-to-use, customizable and highly effective revenue generating products for our clients.

### 4. What was Chitika's greatest accomplishment in 2005-2006?

In 2005, Chitika successfully launched the Internet's first intelligent and interactive impulse merchandising service, eMiniMalls[sm] and expanded the network to more than 10,000 publishers, generating over 1 billion monthly impressions. With Chitika eMiniMalls(sm), thousands of web publishers are now able to generate incremental revenue beyond traditional online advertising.

### 5. What is the biggest challenge you face in the marketplace today?

Our challenge is two fold: continue to innovate and innovate to scale so that we can grow our impulse merchandising network without sacrificing the value we bring to our publisher clients.

### 6. Why are you a MITX member?

Chitika values the vast knowledge-pool available from MITX. MITX's wide variety of programs, services, events and online resources give Chitika the opportunity to not only benefit from its vast knowledge pool but also provide Chitika members the opportunity to support and contribute to the regions technology community.

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