



MARKETECHNICS: The company with the interesting name - **Sagarmatha** - showed **its Personalized Promotion Building system**. Offers are scored by their relevance to specific individuals, based on what will build that customer's loyalty and/or increase their basket size. The retailer can set the system to issue certain percentages of offers based on various goals, and can also add rules and thresholds for offers. www.sag121.com, email wphillips@sag121.com, call **770-579-4751**.