

White Paper Describes Zero Cost Web Site Marketing Strategies for Online Retailers

Online marketing experts at Monetate share field-tested strategies to aid e-retailers battling a tough economy

Philadelphia, PA / August 20, 2009 -- In their quest for competitive advantages in today's challenging economy, online and multichannel retailers are turning to web site marketing enhancements like personalization and behavioral targeting. One supplier of such enhancements, Philadelphia-based Monetate, Inc., has published a free white paper to help e-retailers increase revenue without impacting margins.

The white paper, titled "Lift Without Loss," distills Monetate's experience boosting conversion rates and average order value for clients through targeted messaging rather than discounts and other offers that cut into margins.

"Discounts and shipping offers have their place, and we use targeted offers to great effect," say Monetate co-founder and CEO, David Brussin, "But many online retailers overlook the huge potential of targeted messaging to increase both conversion rates and order values."

As an example, Brussin cites messaging that tells overseas visitors to your web site that shipping is available to their country. "Our clients have seen very positive results from this type of simple messaging campaign, including doubling revenue from targeted segments," says Brussin.

Other examples of effective zero cost marketing described in the white paper include the use of messaging to improve results from existing marketing efforts such as search, display ads, and email.

Explains Brussin, "Targeted messaging enables web sites to maximize their return on SEO/SEM and other marketing efforts by continuing the customer conversation, from that first contact--be it search, display ad, email, or affiliates--through the landing page and across the entire site experience."

Adding this type of targeting capability to an e-commerce site is neither difficult nor expensive according to Monetate co-founder and Chief Revenue Officer, David Bookspan.

"Monetate can enable personalized messaging and promotions on a site within just a few days, with no need for costly I.T. projects or back-end coding," said Bookspan, adding, "Our customers are seeing a very timely return on their investment, and our full service approach means they need invest very little time on their Monetate campaigns."

Added Brussin, "The fact is, even in a tough economy, online and multichannel retailers can still grow revenue, without undermining margin, if they employ the kind of segmented, targeted messaging techniques that we describe in this white paper."

The white paper is available free of charge and without registration at:
<http://monetate.com/whitepaper>

About Monetate:

Monetate enables e-commerce web sites to realize double-digit lift in conversion while providing a double-digit decrease in customer acquisition costs. Online retailers who use Monetate to segment, target, and personalize have achieved positive ROI in just a few days while spending just a few hours a week on campaigns. Monetate ShadowCRM(TM) technology tracks and segments visitors across more than 50 dimensions. Monetate's Personalization Managers analyze site performance with SalesMap(TM) technology and craft personalized messaging and promotional campaigns that are delivered by the Monetate platform. All of this is done with zero I.T. impact; there is no site redesign needed, no placeholders, boxes or containers to code. No training is required. Just add the Monetate tag, a single line of JavaScript, to your site, and you are ready to give each visitor a personal, relevant and compelling site experience.

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