

Finding Best Opportunities to Improve Online Retail's Bottom Line is Subject of Monetate Roundtable

Monetate post-click marketing experts present a roundtable on May 6 at the Shop.org Online Marketing Workshop in Scottsdale, Arizona (May 4-6, 2009). Led by Monetate CEO, David Brussin, the roundtable introduces a new way for online retailers to identify and prioritize the biggest opportunities for improving their bottom line through segmented, targeted marketing and personalized promotions on the ecommerce site.

Philadelphia, PA (PRWEB) April 21, 2009 -- Companies in the business of selling things online already know it's possible to improve the bottom line by using segmented, targeted marketing and promotions on the ecommerce site, but which segments to target? That's the question Monetate will be answering for participants in its May 6 roundtable hosted by Shop.org's Online Marketing Workshop in Scottsdale, Arizona (May 4-6, 2009).

Led by Monetate co-founder and CEO, David Brussin, the roundtable is titled: "Map Your Path to Online Optimization: A whole new way to reach your goals."

"We'll be talking about a new way of looking at data to prioritize the biggest opportunities for improving the bottom line, through segmented, targeted marketing and promotions that provide personalization on the ecommerce site," says Brussin, adding "If you're already doing segmented, targeted marketing on your ecommerce site today, this talk will give you new tools to find the most valuable things to work on."

"If you're not doing segmented, targeted marketing on your ecommerce site right now," says David Bookspan, co-founder and CRO of Monetate, "This talk will help you measure what lift personalization could bring to your specific business, as well as give you a customized plan of attack. We'll show you how we do this analysis, and teach you how to do it yourself with the tools and data you already have."

Adds Bookspan, "When Shop.org asked us to put forward a roundtable proposal addressing online optimization for Internet retailers, merchandisers and marketers, we immediately proposed sharing these practical revenue boosting techniques that we've developed. We're delighted that our proposal was selected."

Held at the Camelback Inn, a JW Marriott Resort in Scottsdale, Arizona, on May 6, the Monetate roundtable is part of the National Retail Federation's Shop.org Online Marketing Workshop, which runs from May 4 through May 6. The theme of this year's workshop is Optimizing Your Online Business.

About Monetate:

Monetate is a full-service, post-click marketing solution for ecommerce web sites. Online retailers using Monetate for personalization have achieved positive ROI in days, sometimes hours. Monetate campaigns improve conversion rates, average order value, and bottom line revenue. Monetate's Software as a Service (SaaS) tracks the characteristics and behaviors of visitors to the ecommerce site across over 50 dimensions using ShadowCRM (TM). Monetate's own Personalization Experts then analyze site performance using SalesMap(TM) technology and serve up personalized messaging and promotions that target under-performing segments. Monetate can do this on any page of the ecommerce site, from landing page to shopping cart, using client creatives and/or dynamic text. All of this, plus automated testing and analytics, together with catalog and back-end integration, is done without any coding or changes to the ecommerce web site beyond a single line of JavaScript. "With Monetate personalization on your site, you can be sure you're targeting the right message or promotion to the right shopper at the right time."

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