

Online Retailers Search for New Ways to Improve The Bottom Line in Tough Times

Trend-setting Internet fashion retailer ModCloth to participate in Shop.org's Online Marketing Workshop online optimization roundtable hosted by post-click marketing experts Monetate.

Philadelphia, PA (PRWEB) April 28, 2009 -- In this tough economy, many online retailers are finding it harder than ever to improve or maintain their bottom line. One company pulling out all the stops to beat those odds is the trend-setting online retailer [ModCloth](#).

"These days you have to play all the angles, from search engine optimization to Adwords campaigns to social media such as Twitter and Facebook," says Eric Koger, ModCloth co-founder and CEO, adding "You have to stay fresh and keep innovating, both on and off your site, if you want to keep growing your bottom line."

Next Wednesday, Koger joins David Brussin, CEO of Philadelphia-based, post-click marketing company [Monetate](#), in what promises to be a lively and informative conversation about innovative techniques for identifying the best opportunities for online retailers to improve their bottom line.

The roundtable, titled "Map Your Path to Online Optimization: A whole new way to reach your goals," is being presented on May 6 as part of Shop.org's Online Marketing Workshop in Scottsdale, Arizona.

According to Brussin, "The good news here is that you can boost revenue, without undermining margin, if you use the kind of segmented, targeted marketing and personalized promotions that ModCloth has so successfully deployed on its site."

"If you're already doing this kind of segmented, personalized marketing on your ecommerce site, this roundtable will give you new tools to find the most valuable things to work on," says Brussin. "If you haven't yet implemented personalized marketing on your site, the roundtable will help you assess what lift personalization could bring to your specific business, as well as give you a customized plan of attack."

Adds Brussin, "We'll show you how we do this analysis, and how you can do it yourself, with the tools and data you already have. I'm confident many ecommerce sites can use this information to grow their bottom line, even in tough times like this."

About ModCloth:

As a teenager, Susan Gregg Koger spent her weekends and summers thrift-store shopping, eventually buying far more vintage wares than she could wear. With the help of her boyfriend, now husband, Eric Koger, Susan turned thrifting into a modest money-making hobby by launching a website in 2002. Six years later, ModCloth now ranks among the most popular fashion retailers on the Internet, with more than 83,000 web pages linking to it. Susan searches the world for small designers and unique pieces that fit her customers' discriminating tastes. Eric runs the business and has used his web expertise to rocket ModCloth to the top of Google searches, where it is number one for searches like Indie Clothing, Retro Clothing, and Vintage

Outfits. Now, with the help of their 54 employees, ModCloth is democratizing the way fashion is made and sold through the Internet by engaging customers with fun contests on their ModLife Blog and a growing presence on social networks like Facebook and Twitter.

About Monetate:

A full-service, post-click marketing solution for personalizing ecommerce web sites, Monetate provides tools and expertise that have helped dozens of sites realize double-digit lift in conversion while providing a double-digit decrease in customer acquisition costs. Online retailers who use Monetate for personalization have achieved positive ROI in days, sometimes hours. Monetate technology tracks and segments site visitors across more than 50 dimensions using ShadowCRM (TM). Then Monetate's Personalization Experts analyze site performance using SalesMap(TM) technology and serve up personalized messaging and promotions that can target under-performing segments on any page of the ecommerce site. Monetate includes automated testing and analytics plus catalog and back-end integration, all without site redesign or back-end coding, just by adding one line of JavaScript to the site. "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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