

Millions Up For Grabs:

How Online Retailers Can Turn to Technology to Make More Money



MILLIONS UP FOR GRABS: RETAILERS & TECHNOLOGY

With over \$1.2 million in global eCommerce sales occurring every 30 seconds, online retailers need technology solutions that can help them grab the biggest piece of the \$1.5 trillion annual online shopping and eCommerce pie.

Faced with a continually changing landscape, online retailers must stay at the forefront of technology trends in order to not get left behind. Every online retailer should be learning more about these three areas of innovation currently being driven by technology:

Voucher Codes

Over four million visitors go to VoucherCodes.com per month looking for money-saving offer codes. These special codes that lead to big savings for online customers can make the difference between winning and losing when it comes to acquiring new customers. The right technology solution can give online retailers the ability to leverage voucher codes and track their results.

Automated Product Feeds

There are over 25 million online retailers in the world today and one of the biggest time consumers for them is updating product feeds. For online deal sites, this process can take up a majority of their IT resources. Keeping products featured on websites fresh and in sync with actual inventories can make or break an online retailer. A comprehensive, intuitive, digital campaign management system can automate product feeds for them.

Tagging

Online marketing campaigns create vast amounts of data. One of the simplest ways for online retailers to manage this data, as well as optimize it, is through tagging. Much how keywords make blogs searchable, tagging can be used to sort through vast amounts of campaign, offer and affiliate data. With the right technology platform, online retailers can use tagging to localize offers, incentivize affiliates, reward top performers and react quickly to shifting trends.

Let's Have a Conversation

In just a few short weeks, over 2,000 eCommerce professionals will converge on Palm Springs, Calif. to attend eTail West, an event created to give attendees a peek into the latest eCommerce industry trends.

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Since CAKE's platform provides online retailers with the ability to gain deep insight into their performance marketing efforts within the eCommerce channel, we are proud to be exhibiting at eTail West and partnering with Unsubcentral to host a networking dinner for some of the industry's top retailers.

If you're going to be at eTail West, we'd love to have the chance to show you more.