SLI Systems’ Learning Search Technology Accelerates Sales on Your Site

With SLI Systems, your site visitors will find the products and information they seek quickly and efficiently, moving them to a purchase in fewer clicks. The result? Happier customers, increased conversions and 13%* higher average order value from visitors who use search.

SLI Systems’ learning platform provides customized site search, navigation, merchandising and SEO to improve the reach and quality of your site experience. Plus, our analytics solution empowers deeper understanding of your customers and provides actionable data. Join hundreds of the world’s leading retailers in choosing SLI Systems.

To get our free SLI Big Book of Site Search Tips visit
sli-systems.com/TipsMCM

*Based on average results of more than 200 SLI sites
IRCE 2014 Technology Report

This year marked the 10th anniversary of the Internet Retailer Conference & Exhibition (IRCE) and attendance at this year’s event in Chicago was estimated to reach nearly 10,000 ecommerce industry thought leaders, retail veterans and newcomers.

There’s a very simple reason this event exists; companies are making a great deal of money with ecommerce, and the size of this market is only expected to increase. In fact, according to Vikram Sehga in his Forrester Research Online Retail Forecast, 2013 To 2018 (US), US online retail sales accounted “for almost 9% of the $3.2 trillion total retail market in 2013 and will continue to grow at a compound annual growth rate (CAGR) of nearly 10% through 2018. With a majority of the online population already buying online, future growth in online retail sales will largely be driven by an increase in online spending per buyer, surpassing $2,000 per year by 2018.”

John Donahoe, CEO, eBay, said in his IRCE keynote address that he didn’t expect the growth in online sales to slow down anytime soon, rather that we were just beginning to see them take off, noting: “What I want to talk about is the commerce revolution that we’re right in the midst of. I think we’re in the early days of this. I believe we’re going to see more change in how consumers shop and pay over the next three to five years than we have seen over the last 20 years.”

Donahoe noted that customers are opportunistic shoppers and use whichever channels and devices work best for them at the time they are interested in the buying process, stating “We talk about omnichannel, multichannel. We talk in merchant terms, we think in merchant terms, but consumers just want to shop. They don’t think in channel terms. How do we think through the eyes of the consumer and provide a seamless experience? Our job is to make it easy as possible for them.”

Donahoe also noted that he believed new technologies will continue to help to drive growth, “In this case the technology is mobile payments and smartphones. It’s blurring the lines between e-commerce and retail. In the world of today, the consumer wants a seamless experience. In over 60 percent of transactions that closed in a retail store last year, the consumer accessed the web at some point during the shopping experience. The connected consumer is clearly in charge during this commerce revolution.”

Walking the conference floor, it was readily apparent that mobile technologies are in a high-growth stage, heavily influenced by payments technology, apps, and better usability and design for mobile phones. Additionally, there were many new applications that focus on reaching out to consumers in store, seeking to drive purchases by offering some benefit to using mobile technology. Yet, while current research does indicate that mobile usage is readily apparent that mobile technology is clearly in charge during this commerce revolution.

Attendees, meanwhile, were looking for easier integrations of their various sales channels and back-office functions and are clearly supporting more end-to-end approaches. While retailers still clearly derive benefits from point solutions, there was some evidence that merchants are seeking out those products that made integration between solutions and back-office functionality easier. Not surprisingly, provider partnerships are definitely on the upswing, as vendors realize that technologies that work and play well together are technologies that will catch the attention of online merchants.

| Desktop | 79% |
| Tablet  | 42% |
| Smartphone | 25% |


Creating a Seamless Omnichannel Experience

With all the discussion around the blurring of lines between online and brick and mortar, and which device consumers are using to research and buy product, it was not surprising that the prevalent technology innovation areas at IRCE were in some way involved with creating a seamless omnichannel experience for customers.

One specific area of focus was companies striving to offer customers an omnichannel view of inventory with the aim of presenting the customer with up-to-the-minute, cost-effective sales and fulfillment from the best distribution point available for a given product.

Part of: The Chief Marketer Network
Increase in Technologies offered through the SaaS Cloud Model

As the technology becomes more intricate and sophisticated, more vendors are offering their platforms and solutions in the cloud SaaS model. This was particularly true for vendors offering technologies to help enable global marketing, as more companies prepare to become cross-border/international marketers.

Yet another factor driving the adoption of the cloud SaaS model is the increased use of analytic engines. There is simply more predictive data available than ever before, and more of it is behavior-based, rather than just demographic. It is often more cost-effective to “rent” large business intelligence platforms than it is to buy them, due to reduced implementation, training and support costs.

Other areas of innovation:
- Customization of all kinds are up, as vendors help merchants create a unique shopping experience through customized content and product landing pages
- There continues to be more marketing integration between email/social/mobile
- Shopping cart improvement and tweaks designed to help consumers find their way back to those abandoned purchases
- Quick audit-type technologies to help merchants diagnose usability issues before they arise
- Similarly, usability technologies now contain video of customer sessions
- More predictive data is available, and more of it is behavioral, rather than just demographic—or a combination of the two.

Trends include:
- Many new applications are reaching out to people in store, offering some benefit to using mobile technology.

What follows is a selection of what we found to be the most exciting and innovative announcements made at this year’s IRCE.

Editor: Ellen Shannon, Chief Content Director and Publisher, Multichannel Merchant

Writer: Brian Kelly, Principal, www.candlewoodcreative.com

MARK YOUR CALENDARS FOR IRCE 2015
JUNE 2 – JUNE 5, 2015
Content Management

BrightTag/Signal
www.signal.co

- Bright Tag changed its name to Signal at the event
- The company introduced Signal Fuse, describing it as the industry’s first open data platform (ODP) for customer-engagement data
- Signal Fuse gathers customer-engagement data from any collection point (e.g., web, mobile, CRM, email, point of sale, social and more), integrates and distributes it to any endpoint in the marketing stack in real time
- The platform is complementary to existing marketing technology investments

Elasticpath Software
www.elasticpath.com

- The company introduced its new Elastic Path Edition for Adobe Experience Manager, the only ecommerce and subscription management solution designed exclusively for the Adobe Marketing Cloud

Sitecore
www.sitecore.net

- Insite Software and Sitecore announced enhancements to their B2B content management and ecommerce solutions
- Insite, a provider of B2B commerce platforms, announced extended functionality of its InsiteCommerce platform to leverage customization data from the Sitecore Experience Platform
- The Sitecore platform contains digital marketing and automation tools, including analytics, testing, email and personalization, all fully integrated into the Sitecore content management system

OSF Global Services
www.osf-global.com

- The company announced OSF Integrator for Demandware and Salesforce, a downloadable, custom-engineered solution that integrates eretailers’ Demandware storefront with Salesforce CRM
- OSF Global Services claims the new solution can enable merchants to automatically synchronize new and existing Demandware customer and order data into Salesforce; simplify internal workflows by enabling access to the latest customer information without any manual synchronization data entry; keep Salesforce users informed while aligning marketing, sales, and support efforts; and build detailed custom reports directly in Salesforce to analyze trends, behavior and past performance

CRM Systems/CRM System Add-Ons
Data Management, Quality, Mining and Warehouse

Beacon Technologies, Inc.  
www.beacontechnologies.com  
GAFUSION™  
• GAFUSION is an offline/online data integrator for Google Analytics  
• Users can now see in-store transaction data in Google Analytics right next to their online data  
• Formats in-store transaction data for Google Analytics upload  
• Users can now quantify how SEO, PPC, social media and email marketing tactics are affecting in-store sales

Invodo  
www.invodo.com  
Spin Photography  
• Invodo’s video programs combine strategy, production and technology to improve conversion rates, reduce return and increase consumer engagement. The company announced two updates to its solutions at IRCE  
• Spin Photography allows customers to more fully experience products online  
• Interactive Video helps merchants upsell, and cross-sell by merchandising additional products within video, prompting consumers to click through to purchase

hybris Software  
www.hybris.com  
OmniCommerce:  
• hybris software is an SAP company that delivers OmniCommerce: a state-of-the-art master data management and unified processes for integrated commerce  
• The company announced the availability of a punchOut integration designed to provide selling organizations using the hybris B2B Commerce application with instant access to the Ariba Network

Sellpoints  
sellpoints.com  
Omni  
• SellPoints delivers rich media to online and in-store point-of-sale systems and social media  
• SellPoints re-introduced Omni, a Hadoop-driven platform that provides reporting and management for brands and retailers to see the impact of their marketing and sales efforts in real time  
• Omni now has an intentions engine for modeling consumer behavior built on Altiscale’s Data Cloud

Digital Imaging/ Rich Media/Modeling
Cake
www.getcake.com
- Cake, a provider of SaaS marketing technology solutions, released the ecommerce Tracking and Attribution solution, which is designed to provide online-only and multichannel retailers with a 360-degree view of purchasing behaviors.
- The highly scalable solution provides online retailers and other ecommerce organizations with the most granular and complete 360-degree view of customer purchasing habits generated from merging ecommerce tracking with other online traffic sources including display, search, mobile, lead generation, affiliate, and more, thereby providing intelligence to work smarter with high-value traffic sources by measuring campaign effectiveness in real time.

Circle Commerce
www.circlecommerce.com
- Circle Commerce has long had a workflow/project management tool that it uses internally, which the company adapted to meet customer’s needs, and integrated the tool with its email tools to provide workflow and action item/queue integration and management.

GoECart
www.goecart.com
- GoECart pioneered the newest tool in its integrated ecommerce suite: GoECart 360 Web-based Point of Sale (POS).
- GoECart’s web-based Point of Sale (POS) allows in-store selling to be integrated with all the back-office functions of the multichannel commerce suite. Store associates will be fully equipped with wired and wireless barcode scanners, credit card swipe terminal, cash drawer and receipt printers.

ChannelAdvisor
www.channeladvisor.com
- ChannelAdvisor demoed its cloud-based ecommerce solutions that integrate and manage merchandise sales across hundreds of online channels including Amazon, Google, eBay, Facebook and more. Through automation, analytics and optimization, customers can leverage a single inventory feed to list and advertise products online.

Corra
corra.com
- Corra is a New York- and Los Angeles-based digital agency that spoke to attendees about how its company can deliver ecommerce solutions for fashion, lifestyle and beauty brands and retailers, with the ability to implement and support Magento Enterprise, Demandware and hybris platforms.

MarketLive
marketlive.com
MarketLive Customer Driven Commerce
- MarketLive announced the launch of version 14.1 of its ecommerce platform.
- This latest version delivers MarketLive’s Responsive Commerce technology, which includes responsive design templates to optimize the commerce path to purchase and enable streamlined design, implementation and management of online stores across desktop, mobile and other device interfaces.
- Architecture enhancements to enable rapid extension and upgrading of the platform, as well as merchant administration enhancements, are also included in this release.
Netsuite
www.netsuite.com
**SuiteCommerce**
- Netsuite announced the SuiteCommerce Implementation Service, designed to enable wholesale distributors to accelerate their ecommerce implementation
- The new service offering is geared to jumpstart ecommerce for distributors looking to expand online to reach new markets and new customers, grow revenue, reduce the administrative costs of phone, email, direct and fax orders and provide greater ease and convenience of account administration for existing customers

eBay Enterprise
www.ebayenterprise.com

**eBay Inc.**
www.ebayinc.com
- eBay Enterprise spoke to show attendees about its omnichannel solutions, including Magento open core ecommerce platform, retail order management, customer service and fulfillment operations
- Shortly before IRCE, eBay Enterprise announced two new extensions for Magento merchants now available in the Magento Connect Marketplace: the eBay Enterprise Display Extension, to deliver personalized product-specific ads to retarget lost customers; and the eBay Enterprise Affiliate Extension, offering reporting tools to analyze, track and launch affiliate programs and easy integration with eBay Enterprise's network of more than 200,000 affiliates
- eBay Inc., spoke to booth visitors about its portfolio including a global marketplace with more than half a billion listings (eBay Marketplace); its ubiquitous payments network (PayPal); and the above-mentioned enterprise sales business (eBay Enterprise)

Digital River
www.digitalriver.com
- The company offered demos of its ecommerce solutions and explained to booth visitors how the recent expansion of Digital River’s Partner Network makes it easy for merchants to integrate solutions and technologies via pre-built, plug-and-play configurations and referral relationships
- The network has been developed to help merchants accelerate time to market and improve ROI

Silverpop
www.silverpop.com
- Silverpop was formerly the only digital marketing technology provider that unified marketing automation, email, mobile and social. Acquired recently by IBM but still available as a point solution, Silverpop explained to show attendees how the company’s offerings now fit into the product family of the IBM Experience One customer engagement solutions

Speed Commerce
www.speedcommerce.com
- Speed Commerce launched the SARA X accelerator for Oracle Commerce. Previously, Speed Commerce was focused on only the largest players in the market, but this is targeted to midsize ecommerce retailers and includes full-feature capabilities such as order management, ship to and from a store, in-store pickup and order fulfillment

Yahoo Merchant Solutions
smallbusiness.yahoo.com/ecommerce
- Representatives from Yahoo Inc’s Yahoo Merchant Solutions, which provides the ecommerce technology platform formerly known as Yahoo Store, were on hand to explain how it has helped companies start, build and grow their businesses
- Yahoo claims that whether you are an Internet Retailer Top 1000 Merchant, starting a side business, or running a multi-million dollar venture, Yahoo's flexible platform and extensive partner network can help your business succeed online
Mcommerce

Xymob
www.xymob.com
Geoqpons
• The company’s flagship app Geoqpons is available on iOS and Android and Xymob announced enhancements that can be used on that platform for retailers to launch their apps
• Xymob introduced enhancements to the retailer app platform, which now uses an integrated approach to user profile, smart push notification, location and geofence, iBeacons integration and social plugins

Needle
www.needle.com
• Needle demoed the responsive version of its technology platform that enables brands to connect their best advocates to customers in real time for sales conversations
• Needle recruits and certifies advocates who are category and product experts, then activates them on its sales chat platform to have conversations with customers that need help figuring out what to buy

Yottaa
www.yottaa.com
Yottaa Engagement Cloud
• Yottaa personnel were on hand to explain how browsing increasingly occurs on mobile
• The Yottaa Engagement Cloud claims to ensure a personalized, responsive solution that adapts to visitor context and user actions to improve engagement and increase mobile and web conversions

Marketing/Advertising

Agility
www.agilitymultichannel.com
Agility Slide Builder
• The company announced Agility Slide Builder, a MS PowerPoint creation tool for sales people
• The company also announced v6.2 of the Agility software, which now includes:
  • Price gadgets, to do list gadgets
  • Improved support for expressions in templates
  • Workspaces can have custom CSS
  • Automatic table creation for print and digital page promotions and Apps
  • Agility Slide Builder and The Agility Attribute Editor for the insertion of price references, asset references and publishing blocks into text attributes

Bronto Software
bronto.com
AppCenter
Bronto debuted its newly released AppCenter, a collection of integrated point applications from leading ecommerce, personalization and analytics providers, all of which connect to the Bronto Marketing Platform
The new resource center makes it easier for Bronto customers to find tools to optimize their digital marketing.

Ghostery
www.ghostery.com
Ghostery MCM™
• Ghostery MCM provides marketing cloud management technology
• More than 30 million consumers use Ghostery on websites and mobile devices to control tags
• 15 million Ghostery users have opted in to contribute anonymous data about these marketing technologies
• Ghostery MCM uses this data to actively manage users’ marketing cloud, securing data, improving site and app performance, and growing and retaining their customer base
• Delivers total transparency and control over every vendor in your cloud, direct or indirect

ROI Revolution
www.roirevolution.com
• ROI Revolution is a retail-focused online advertising agency that performs hundreds of AdWords account reviews every year for successful online retailers spending $5,000 to more than $500,000 per month in AdWords
• The company offered free AdWords account review at IT IRCE.

WPromote
www.wpromote.com
• The online marketing company showcased ecommerce technologies, focusing on Wpromote’s EssentialPPC Technology Platform, which offers keyword research and generation, multivariate and a/b testing, click, conversion and ROI tracking, custom phone tracking, multichannel tracking across PPC, SEO, media buying, social media and offline campaigns
Personalization

Artifi
www.artifilabs.com
Artifi
• Artifi, a turnkey 100% mobile capable, SaaS-based product customization engine, debuted at IRCE.
  • Built on HTML5 framework
  • Provides 3/4D product design customization and machine-ready output
  • Allows businesses to maintain 100% control of the UI

PulsarFour
www.pulsarfour.com
Apparel Custom Product Configurator
• PulsarFour, a digital commerce agency, introduced the new Apparel Custom Product Configurator based on the Magento ecommerce platform
• The product is tailored for fashion, clothing and accessories industry verticals
• The Apparel Custom Product Configurator is made for those online retailers that market unique customization features of their products to customers, where a user builds or constructs his or her unique item with a large number of attributes that instantly transform the visual representation of the product

Shopping Channel Management

Shopatron
ecommerce.shopatron.com
Inventory Lookup
• Cloud-based inventory management provider Shopatron re-introduced Inventory Lookup, as a free standalone product
• Retailers and merchants can make their entire inventory visible online to consumers
• Provides analytics to improve in-store operations, stocking, merchandising and product marketing

Mozu
www.mozu.com
Mozu Dev Center
• Mozu helps retailers manage their commerce, content and customer experience across every channel, on any platform
• The company announced Mozu platform feature enhancements including customer segmentation, product catalog, and other marketing features, and the Mozu Dev Center, which includes usability and developer productivity tools for application and theme lifecycle management
Social Media, Shopping and Commerce

Aria Systems
www.ariasystems.com
- Aria Systems provides revenue management in the cloud that enables its customers to provide products and services through subscription, usage, prepaid, tiers, pay-as-you-go and freemium models
- The company discussed how it will assist European ecommerce companies, across all verticals, to adapt to the new EU Directive on Consumer Rights (CRD) that went into effect June 13
- Aria Systems has developed technologies to help address CRD requirements including “right to cancel,” total cost calculations for subscriptions and timely refunds

ASSURINTYglobal
www.assurintyglobal.com
- ASSURINTYglobal offer merchants a solution for offering extended warranties and protection plans in conjunction with a product purchase, with recent upgrades to warranty selector allowing for faster deployment with no cost to the retailer
- Extended warranty/protection plan extension for Magento and 3dcart were introduced before IRCE, and platform specific extensions for Shopify and WooCommerce were unveiled at the show

Aspectiva
www.aspectiva.com
Aspectiva™
- Aspectiva gathers customer reviews from the web and converts them into effective recommendations
- Solution is offered to ecommerce, travel and review websites for the benefit of their users as well as for internal purposes
- Aspectiva extracts and summarizes individual opinion statements about the different aspects of a given product
- Offers personalized recommendations based on a customer’s selected attributes

Newegg
newegg.com
- Newegg, a virtual storefront, announced a partnership with Mercent to increase retail product and offer visibility for Newegg Marketplace sellers
- That company’s Mercent Retail platform offers major retailers product ad placements and business intelligence tools that highlight the products, categories, brands, promotions, ads and channels contributing most to online performance and ROI
- Mercent Retail brings new merchants to the Newegg platform and offers data from retail eCommerce and ERP systems to the Newegg Marketplace.
- In addition, Mercent collects and forwards Newegg Marketplace orders to warehouse fulfillment management systems

Newgistics
www.newgistics.com
Flexship
- Newgistics, a provider of small parcel delivery, returns management and freight shipping services, announced the launch of its new Flexship application
- Flexship is a label printing system and supports all Newgistics delivery and returns solutions, printing both delivery labels (BPM, parcel select, standard mail, media mail) and Newgistics SmartLabel® Parcel Return Service labels

Social Rebate
socialrebate.net
Social Rebate Partnership Portal
- Social Rebate is an ecommerce tool that enables online store owners to offer cash back rebates for recommending their brand on social networks
- Upon check-out, consumers are given the option to earn a predetermined percentage back from their current purchase when they share your marketing on their favorite social network
- The company introduced the Social Rebate Partnership Portal, which allows any ecommerce developer/marketer to earn commissions for every store they introduce to the Social Rebate platform
User Experience and Usability

**Akamai**
www.akamai.com
**Akamai Intelligent Platform**
- Akamai demoed its cloud platform for helping enterprises provide secure, high-performing user experiences on any device, anywhere
- At the core of the company’s solutions is the Akamai Intelligent Platform providing reach, reliability, security, visibility and expertise

**Invoca**
www.invoca.com
**Invoca Signal**
- The company announced Invoca Signal, a new patent-pending voice intelligence technology that helps companies analyze and act on every inbound sales conversation
- The technology listens to what happens on an inbound call and automates the next action by applying scoring techniques with metrics and conversion data relevant to the marketer’s unique sales and marketing processes

**dotcom-monitoring**
www.dotcom-monitor.com
**UserView Monitoring**
- UserView Monitoring with updated enhanced video capture
- Shows online retailers, in both code and video formats, what their customers experience when there is a website error
- Update includes ability to download and sync video of web transaction monitoring with web page element performance

**Dotcom-Monitor**
www.dotcom-monitor.com/microsoft-exchange-server-monitoring.aspx
**Exchange Server Monitoring**
- Introduced shortly before IRCE, it monitors core exchange server components and ensures all services work properly
- Extensive Exchange monitoring platform performs checks from an end-user perspective (external) and a server perspective (internal) that encompasses all components of Exchange, including ActiveSync, SMTP, POP3, IMAP4, OWA, storage, utilization and queues

**Nextopia**
nextopia.com
- Nextopia showed visitors its suite of e commerce site search, navigation and merchandising tools. The company promises next-generation site search and navigation technology delivering higher conversion of pay-per-click ad clicks throughs, greater merchandising capabilities and more control over what visitors see
- Nextopia claims its technology is compatible with any online store

**Smart Information Systems**
www.smartassistant.com
**SMARTASSISTANT Platform**
- The company announced enhancements to SMARTASSISTANT Platform, a cloud-based enterprise class guided selling solution
- Business users can now create guided selling solutions/interactive product advisors on their own without programming skills or IT investments
- Includes a WYSIWYG editor to set up questions and answers, a rule editor to map the underlying recommendation logic, in-place translation to translate advisors into many languages, a path recorder as an easy way to define nested process flows and decision trees, A/B tester and analytics capabilities

**SLI Systems**
www.sli-systems.com
- SLI Systems, an ecommerce acceleration provider for mid- to large-size ecommerce vendors and Internet retailers, announced it has expanded the range of languages it supports from seven to 14
- The site search offerings are now available to ecommerce businesses targeting the largest online retail markets in the Americas, Europe, the Middle East, Africa and Asia
- SLI now supports Arabic, Danish, Dutch, Italian, Indonesian, Polish, Russian and Swedish in addition to the already supported English, French, Japanese, German, Portuguese and Spanish languages

**WibiData**
www.wibidata.com
**WibiRetail**
- WibiData released WibiRetail, a software platform designed for retailers to build and deploy personalized experiences across all customer touch points
- The platform can build personalization algorithms using all proprietary current and historical data
- Maintain control of data and transparency of unique models at scale, eliminating outsourcing the storing of data and the creation of personalization models to third parties
- Gives marketers, merchandisers and data scientists the tools to carry out personalization strategy as a team on a single platform