

What's Your eMerchandising IQ?

Is your website doing everything it can to promote the right products and increase the size of customers' shopping carts? How smart is your software at creating incentives in real time that motivate shoppers to buy?

BroadVision now offers a FREE consulting engagement—a \$5,000 value—that determines how “smart” your incentives are and benchmarks them against your top five to eight competitors' incentives. As deliverables, the eMerchandising Incentive Quotient (IQ) Assessment provides a report and meeting that analyze the results. If your IQ is low, BroadVision experts can show you how to use the new BroadVision eMerchandising solution to raise it by dynamically building incentives in real time.

Leading retailers such as Sears and Epson have already implemented a BroadVision eMerchandising solution, which complements BroadVision Commerce by giving you an innovative solution to drive sales, differentiate your e-Commerce site and connect online and offline experiences. The solution provides powerful, highly configurable processes that allow merchandising teams to create, manage and implement complex sales incentives while maintaining overall profitability. With its flexible, configurable capabilities, robust governance structure, openness, and superior performance and scalability, eMerchandising can deliver higher conversion rates and transaction sizes, seamless experiences to foster customer loyalty, and lower administration and support costs.

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