



April 2011

In this issue:

- [In the News](#)
- [Announcements](#)
- [Improving ROI](#)
- [Event News](#)
- [Product Updates](#)
- [The Inside Scoop](#)

Who Uses Amadesa?



Follow Us



THE AMADESA TEAM

[Vince Beese](#)

Chief Revenue Officer  
847-448-0054

[Vicky Blocker](#)

Director of Sales,

Dear Friends,

As you continually search for more and better ways to get the most out of your online marketing efforts, turn your focus to the data. Rich website analytics provide a much-needed link between the user experience, and testing and targeting results, giving you the knowledge you need to make meaningful changes that propel higher returns, more business, and higher customer loyalty and engagement. [Amadesa InPlace](#) is a one-of-a-kind optimization management center that allows you to connect the dots between results and the user experience onsite, in real time, and at a deeper level than ever before.

A strong testing and targeting program backed by powerful, meaningful analytics is the way to give users more of what they want, and keep them coming back for more. Read ["The Analytics Doctors Are 'IN'"](#) and learn how strong analytics can help your business gain a competitive edge. Finally, find out how and why this year's website optimization trends focus on ease, insight and automation via [Apparel](#).

To your continued success,  
The Amadesa Team

### In the News

Marketers are no longer standing on the sidelines of conversion rate optimization. Find out how they have grabbed the website optimization reins and are making the most out of website data. Read it [here](#).

Retail Online Integration features ["7 Best Practices for Testing and Targeting."](#) important findings from a recent survey of 160 merchants by Amadesa and the e-tailing group.

### Announcements

Amadesa is now [PCI DSS](#) compliant! As an Amadesa customer, you are now able to optimize data-collection areas on your site like checkout and registration flows without being concerned with 3rd party certification of your own status as a PCI compliant website. Get the full story [here](#).

Amadesa & the e-tailing group release ["The Merchant's Cheat Sheet for Testing & Targeting."](#) The research shows high ROI from website conversion optimization and relevance targeting, and details best practices. Download the whitepaper [here](#).

### Improving ROI

Having a well-planned and well-executed website personalization strategy is key to online success in today's saturated market. Econsultancy shares 4 tips for improving and continually evolving your personalization strategy for growing ROI. Read it [here](#).

Are you in data overload? Find out why analytics alone are not enough. Ian McDonald, director of ecommerce for The Pond Guy, explains why analytics dashboards are crucial to the online marketer's ability to take actionable meaning from metrics and turn them into higher ROI. Read it [here](#).

Western US  
916-912-5000

[Scott Nowicki](#)  
Director of Sales,  
Midwest  
630-272-7618

[Lanis Cotter](#)  
Director of Sales,  
Southeast  
972-259-7953

[Dennis Hiel](#)  
Director of Sales,  
East  
973-228-7929



Amadesa proudly sponsors Shop.org's 2011 Online Merchandising Workshop July 11-13 at the Loews Coronado Bay in Coronado, California.

Limited to only 300 retailer attendees, the small workshop offers an intimate learning environment to help retailers maximize online merchandising efforts. Learn more [here](#) and [register now](#).

## Product Updates

**WEBINAR:**

A Revolution in Website Testing & Targeting: See & Act on Insights Quickly & Easily with **Amadesa InPlace**

Pete Olson, V.P. of Enterprise Solutions and Vince Beese, Chief Revenue Officer give a behind-the-scenes look at InPlace. While traditional platforms provide results separate from the user experience, forcing analysts and marketers to spend precious time piecing together usable data, InPlace connects the dots by providing an easy-to-use, in-context and onsite view of all active tests and optimizations. **View the webinar on demand anytime.** Click [here](#). You can also download the slide deck [here](#). Click [here](#) for a personalized [Demo](#).

## The Inside Scoop

- Check out the brand new Amadesa [website](#).
- **Whitepaper:** Testing Ready: The Merchant's Cheat Sheet for Testing & Targeting - [Download](#)



[Click to view this email in a browser](#)

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

Amadesa  
630 Davis Street, Suite 300  
Suite 300  
Evanston, IL 60201  
USA  
[Read](#) the VerticalResponse marketing policy.

**Vertical  
response**  
A DELUXE COMPANY  
[Free Email Marketing >>](#)