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CloudEngage and 4-Tell Partner to Improve Initial Conversion & Long term Customer Retention on Retail Websites

Feb 17, 2016 | Press release

Localization Meets Personalization to Help Boost Sales and Credibility on Retail Branded Web and Mobile Sites

Tweet this: #retailers: can #localizing your website drive conversion and sales? @4TellCorp and @CloudEngage deliver results.

Portland, OR, February 17, 2016 – CloudEngage, experts in localizing the retail brand experience, and 4-Tell, a leader in shopping personalization and recommendations, are helping retailers build local credibility and drive sales within markets by offering a more customized shopping experience on retail commerce sites. Intense competition and downstream pressure from tier one retailers is forcing the entire retail sector to improve their conversion & retention strategy. Retailers must offer a highly personalized experience from the very first second, or else they risk shoppers clicking away never to return. CloudEngage and 4-Tell help national and global retailers deliver a personal, localized web experience without the extreme complexity of other platforms in the space. Together, the platforms lift initial conversion and ensure a long term relationship, with a typical 3x improvement on first-time anonymous visitor conversions and a returning customer conversion lift in excess of 4x. “Our partnership with 4-Tell allows us to help retailers close the loop” said Paul Wagner, CEO of CloudEngage. “91 percent of consumers prefer to buy local, which is why we’re out there helping retailers localize their message for each market they serve; meanwhile, 4-Tell is providing the tools to keep the relationship strong over the long term. It’s a match made in conversion-heaven.” “Combining the power of geo-targeted local content with personalized product recommendations is the holy grail of dynamic site design. As our shared clients wrestle with increasing customers acquisition costs it is increasingly critical they deliver a highly contextualized shopping experience that maximizes conversion.” said Ken Levy, CEO of 4-Tell.

About CloudEngage

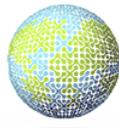
CloudEngage offers precise geo-fencing, weather triggers and content localization technology to improve web and mobile conversion rates with location-based dynamic content swapping, overlays & alerts, store locator and geo-aware push notifications. For more information, please visit cloudengage.com.

Localization meets conversion rate optimization.
Geo-Technology WITHOUT an app. Brilliant.

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About 4-Tell

4-Tell is the leader provider of dynamic data driven personalized recommendations for midmarket commerce companies. As the dividing line between online and offline retailing continues to blur, 4-Tell provides an integrated suite of products that allows merchants to deliver individually personalized product recommendations to shoppers across all channels – web, email, mobile, CRM, and in-store. Our next-generation technology enables retailers of all sizes to increase conversion, sales and profits while providing a more engaging shopping experience at a compelling price point.

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