

Avail Intelligence Reveals the Secrets of a Rapid Holiday eCommerce Launch Plan

Avail Intelligence today released a step-by-step plan for how online merchandisers can deploy a behavioral merchandising strategy for the Holiday season. In under 10 man-days of total effort, online retailers can raise Holiday sales by 15% or more

August 10, 2010 (FPRC) -- Avail Intelligence (<http://www.avail.net>), today released a step-by-step plan for how online merchandisers can deploy a behavioral merchandising strategy for the Holiday season.

'If your company doesn't have a personalization strategy in place for the holidays, now is the time to act,' says Susan Aldrich, senior consultant with the Patricia Seybold Group. 'It is essential for retailers looking to engage Holiday shoppers visiting their site, and to stimulate spending with highly relevant, personalized offers. Online buyers expect retailers to personalize the customer experience with targeted merchandising, promoting the right products at the right time to each shopper. Moreover, the automated optimization of recommendations can be a life saver during the peak season, when everyone is strapped for time.'

Avail's clients rely on Avail to automatically select and optimize recommendations across the site, and throughout the customer life cycle. 'Behavioral merchandising has helped us to improve conversion rates and basket sizes. Life has also become much easier for our merchandising team,' says Stuart Carlisle, Marketing Manager, Wilkinson Plus.

The Avail Holiday Launch Plan provides a detailed step-by-step plan to quickly launch a Behavioral Merchandising program on any eCommerce site, in time for the typical Holiday season 'lockdown'. Based on Avail's experience from over 100 successful deployments at online and multi-channel retailers, it addresses what resources are required and how to structure the deployment project. Get the plan here - <http://www.avail.net/wp-content/uploads/HolidayLaunchPlan.pdf>

All in all, it only requires 10 man-days or less of effort for an online merchandising team to develop and implement a marketing strategy that will increase Holiday sales by 15% or more.

'The Holiday season is a highly competitive period, as competitors launch their most attractive offers and ramp up advertising,' says Pontus Kristiansson, CEO of Avail Intelligence. 'At Avail, we are preparing clients to make the most of every customer visit, and to be exceptionally effective in pulling customers back to their sites.'

On August 25th, 2010, Avail and the Patricia Seybold Group are presenting a free webinar on how to launch and master e-commerce personalization in time for the Holiday season. Sign up at <http://www.avail.net/time-to-get-personal>

About Avail Intelligence (<http://www.avail.net>)

Avail Intelligence is Europe's largest provider of online merchandising solutions for the retail industry. Since its establishment in 2000, Avail's technology, support and expertise have delivered more than \$1 billion in added sales for over 100 retailers, such as Redcats Group, Neckermann, and

Game, in 25 countries. Avail has offices in USA, United Kingdom, France, and Germany, and headquarters in Malmo, Sweden.

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