

Ability Connect Streamlines E-mail Marketing for Retailers

The program reduces retailers' manual maintenance of lists due to flexible options for integration.

Delray Beach, FL, November 16, 2010 – Ability Commerce released Ability Connect Email, a program that reduces retailers' manual maintenance of lists due to flexible options for integration and streamlines the implementation process.

The software works together with the marketers SQL-based system to collect information on which products a consumer views before making an online purchase. The widget then targets that consumer regarding those specific products in a follow up email, with no work required on the part of the marketer. The program is also equipped with email deployment targeting, ensuring messages reach customers on the optimal day and time.

“Our clients were having problems integrating their email marketing systems and were losing potential follow-up sales,” said Diane Buzzeo, President of Ability Commerce. “We believe in the same guidelines as traditional retailing – the first sale covers the cost of acquisition and the second sale is where the retailer makes a profit. We listened to the problems our clients were having with their email programs and developed a program that works with current systems and is a scalable solution.”

Instant access to campaign data such as open rates and clickthroughs, with real-time reporting and tracking, allows retailers to improve performance by testing what campaigns work over time. Graphical at-a-glance reports are available with robust drill-down capabilities and ongoing support is provided to coincide with the project plan so campaigns can be monitored every step of the way.

Ability Connect Email has easy-to-use management tools, including the ability to administer multiple distribution lists and create custom fields and subscriber forms. The system also allows the management of bounces, unsubscribe requests, and abuse statements.

Ability Connect is affordable, and based on volume needs. To learn more about Ability Connect Email visit www.abilitycommerce.com or contact Ability Commerce at (561)330-3151 or sales@abilitycommerce.com.

About Ability Commerce:

Ability Commerce (www.abilitycommerce.com) designs ecommerce software and solutions to meet the specific needs of catalogers and direct marketers. Together with their sister company, Marketing Concepts, they employ more than 120 staff members with offices in Delray Beach, Florida and Spicer, Minnesota.