

## **Ability Commerce Releases Ability SmartSite™ 4.0**

Delray Beach, FL, August 25, 2008 – Ability Commerce has officially released Ability SmartSite 4.0 with 15 user experience enhancements and two new add-on modules.

Ability SmartSite 4.0 has added functionality designed to improve the user experience and enhance conversion rates. Several updates were included that enhance cart appearance and functionality. Changes were made to create flexible messaging options that can be custom-tailored by Ability SmartSite 4.0 administrators.

Additional enhancements were made to increase display choices for navigation categories. Navigation can now display differently on main categories, sub-categories, home page, search results pages, item list pages, and item detail pages. Changes were made to Ability SmartSite's newsletter signup that allow for automatic import of newsletter signups into third party email solutions. Enhancements were completed to provide for contest entry and search engine optimization integration. Additional enhancements were completed to streamline catalog requests and eliminate duplicate requests from single website visits.

Ability SmartSite 4.0 also provides the option to display home page content specific to the type of visitor to the site. First time visitors, returning visitors who have not logged in and returning visitors who have logged in to an account will see content based on their specific customer segment. Furthermore, shoppers will be able to personalize their browsing experience by choosing to expand or collapse banners based on their setting. These settings are stored to display based on user preferences each time a visitor returns to the site.

Two additional features have been created for optional modules. A "Price After Rebate" module was created that allows site administrators to enter manufacturer rebate information per product. Administrators can set start and end dates for rebates and Ability SmartSite will automatically calculate the customer price after the rebate. This feature also works with promotional pricing, showing the promotional price after rebate.

The "Price Match" module creates a competitive advantage for price-sensitive shoppers. Customers can contact site administrators if they find a lower price on an item. Customer service teams can verify the pricing then send the appropriate email response to the customer. Approved price matches send an e-mail that includes a link allowing the shopper to instantly purchase the item at the matched price.

The Ability SmartSite 4.0 enhancements provide site administrators with further control over their ecommerce websites. Additionally, they deliver more personalized user experiences, increase shopper loyalty and boost online conversion rates. Ability Commerce will begin to implement the new version across their customer base immediately.

### About Ability Commerce:

Ability Commerce, a Marketing Concepts company, is a 140-person ecommerce solutions provider that offers ecommerce software and outsourced professional marketing services. Their solutions are designed to meet search engine optimization and best practice design standards. Their clients include direct marketing and multichannel merchants like American Musical, an Internet Retailer 500 company.