

Press Release

Artigiano commissions e-inbusiness to deliver a web analytics consultancy programme

LONDON 8th September 2008 – Full service, multi-channel eCommerce and eMarketing agency e-inbusiness has today announced that they have been commissioned by Artigiano, luxury Italian fashion clothing retailer, to deliver a comprehensive web analytics consultancy programme to the business.

Leading fashion clothing retailer Artigiano has tasked e-inbusiness to help them increase their return on investment and usage of web analytics through a tailored consultancy programme. Keen to deepen knowledge of site performance and understanding of the customer journey, the programme is designed to help Artigiano drive up revenue and conversion rates whilst ensuring continual optimisation of the site.

Delivered through a five day project including two workshops, the programme devised by the e-inbusiness analytics consultancy team will focus on defining a core analytics measurement framework; development of a detailed measurement dashboard and implementation training and post project support. Phase two of the project will include: voice of the customer data review and enhanced testing strategies including A/B and multivariate.

e-inbusiness launched its Web Analytics Consultancy and Training Service in April 2008. Led by specialist web analytics consultant Michael Feiner, who joined e-inbusiness with 8 years analytics experience, the service focuses on helping businesses to optimise their eCommerce and eMarketing activity through improved web analytical insight.

“The Artigiano website is a key sales channel. It is central to the success of the business and needs to be continually optimised to ensure sales grow” said Nigel Corp, e-inbusiness Chief Operating Officer. “Our analytics consultancy programme provides a tailored and comprehensive approach to understanding a site’s performance and developing the right framework and systems to ensure a maximum return on investment is achieved.”

Building online brands since 1999 for a large number of high profile retail clients including: New Look, Radley, Farrow & Ball, The Conran Shop, The Jacques Vert Group and Dreams, e-inbusiness understands retail business needs and combines high energy creativity, best of breed technology and full service support to add measurable value to its clients. For further information visit: www.e-inbusiness.co.uk

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For further information please contact Kate Nestor, Marketing Manager on 0845 863 0520 or email kate.nestor@e-inbusiness.co.uk

Notes to Editors:

e-inbusiness was acquired by Welcom Software in 2007 and is now part of the Welcom Software Group which comprises e-inbusiness, Welcom Software and 2inspire.

About e-inbusiness:

Founded in 1999, multi-channel full service eCommerce agency e-inbusiness specialises in providing fully integrated, next generation eCommerce sites which combine high impact creative design with best of breed technology to build an effective online user experience.

e-inbusiness invests in strategic partnerships to provide a robust multi-channel eCommerce platform that supports Web2.0 technology. These partners include: Omniture, Mercado, PayPal, EPiServer, QAS, Google, Scene 7 & Cheetahmail.

With a passion for brand and proven expertise in online marketing, e-inbusiness designs, builds & delivers integrated eMarketing strategies that maximise online revenue opportunities and deliver measurable results. Omniture web analytics is integrated to provide detailed ROI & site performance analysis, improving business knowledge and decision making.

e-inbusiness has developed over 100 eCommerce sites with high profile clients including: Farrow & Ball, Jacques Vert Group, New Look & Radley. **www.e-inbusiness.co.uk**

Welcom Software provides leading edge business software solutions, both off the shelf and customised, to the financial, retail and supply chain sectors. Its clients include Land of Leather, Forrest Furnishings and Loan Store. As well as offering IT solutions, Welcom provides a full business process consultancy and planning service, employing specialist consultants from within their target sectors. **www.welcom.co.uk**

2inspire is a Leadership Development Consultancy that brings together a wealth of expertise across a number of industry sectors. Headed by business entrepreneur Rob Northfield, 2inspire helps businesses understand their key challenges and focus their attention on creating solutions that add real value to their business, driving forward growth and realising their vision. **www.2-inspire.co.uk**

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