

## **UK retailers are losing out on over £2.3bn each year**

By failing to optimise e-commerce strategies, the UK retail industry is losing out on over £2.3bn of revenue per year, says a new report produced by Verdict Consulting for Webloyalty, ([www.webloyalty.co.uk](http://www.webloyalty.co.uk)) the leading provider of incremental revenue for online businesses.

Verdict's Neil Saunders will be speaking about the key findings of this report at Internet Retailing tomorrow and you can sign up for the full report by visiting Webloyalty's stand or by emailing your request to [michelle.hocking@webloyalty.co.uk](mailto:michelle.hocking@webloyalty.co.uk).

Webloyalty enables e-commerce sites to monetise their website traffic and offers the potential for companies to generate additional online revenue as well as increase site traffic and monthly repeat purchases. There are no costs involved, and Webloyalty invite you to go along for a chat to find out just how much monthly revenue you could generate from their programme.

Founded in 1999 in the United States, Webloyalty offers an innovative revenue generating model to e-commerce sites. Their subscription service business is highly successful with over 2 million memberships and 150 client sites. The company was named one of the 200 fastest growing technology companies in North America by the Deloitte & Touche Fast 500 programme in 2007 and was also named in the AlwaysOnMedia list of top 100 Private companies in 2007. Recognising the expanding growth opportunities offered by the European marketplace, Webloyalty International opened its first European office in London with a dedicated European Management Team in 2007, and the French office was opened in May 2008.

If your objectives are to increase online customer loyalty, repeat purchases and website revenue, then you can't afford not to talk to them – you'll find them on stand 31.