Runa Unveils Conversion Marketing Service to Help E-Tailers Rescue Lost Sales and Increase Profits

*New service presents real-time, individualized sale price incentives while shoppers are still on Website.*

Mountain View, CA (PRWEB) November 19, 2009 -- Runa announced its launch into the emerging e-commerce arena called "Conversion Marketing," - which takes over where SEO and Search Engine Marketing (SEM) stops. Runa's service focuses on converting web traffic into sales while shoppers are still on the website. With its new service, Runa is addressing a real opportunity for e-businesses to increase sales from their existing traffic and marketing spend by dynamically presenting optimized sale prices and incentives.

Over the past several years, online marketing has focused on driving traffic to websites through SEO/SEM. Last year alone, e-tailers spent $21 billion, or 15% of their revenues, in online marketing to drive traffic to their websites. However, the average conversion rate of actual visitors that resulted in sales transactions was a dismal 2-3 percent. Runa solves this costly business problem by helping e-tailers rescue lost sales, optimize their SEO/SEM investments, and protect profits through its new conversion marketing service.

**Price is the New Black**

Due to the ongoing economic downturn, most purchasers have changed their shopping behavior and become real value- and deal-seeking shoppers. This current behavior is expected to last well after the recession concludes. Therefore, focusing on delivering the right price to the right shopper at the right time is more important than ever. Runa is leading the new breed of providers that are focused on helping e-tailers use 'price' as a sales lever to both increase conversion and maximize profits.

**Conversion Marketing**

Most pricing strategies are rule-based where there is one price for all shoppers. Conversion marketing-focused solutions, on the other hand, use real-time shopper insights and merchant business rules to deliver dynamic sale prices and incentives to individual shoppers. Rather than simply setting a price and establishing a corresponding markdown and promotion strategy, the latest tools are intelligent and get better over time. Conversion marketing is a new market category that will be the next wave in online marketing. It is defined by several key factors:

- Real-time shopper segmentation: Understand the context of shoppers by using pre-click and post-click information.
- Prediction of purchase intent: Dynamically determine the purchase intent for the items a shopper is currently looking at.
- Profit-optimized sale pricing: Use e-tailer's business rules and analytics to determine the best sale price for each shopper.
- Real-time delivery of profit-optimized sale pricing: Dynamically delivering profit-optimized sale prices to individual shoppers while they are still on an e-tailer's site. Additionally, the presentation and offer acceptance must be seamless on the e-tailer's site.

"From the outset, we set out to address this opportunity in online marketing with a new approach; one that
works within the conversion optimization funnel -- not outside of it. Runa focuses on "the last inch" with a new approach to convert traffic into sales for our customers," said Ashok Narasimhan, Co-founder and CEO. "We're very pleased to formally announce the launch of our conversion marketing service so we can help new customers improve their conversions of shoppers to buyers and their bottom-line profits."

Runa Service
Runa is the only service in the market that is able to identify and deliver the best real-time, individualized sale prices to shoppers, while they are still on an e-tailer's website, and based on the e-tailer's campaign, business rules and goals.

• Pricing is optimized based on the consumer's behavior and context, along with real-time analytics, Runa's algorithms, and business rules set by the merchants.
• Individualized pricing offered may include discounts, free shipping, buy one and get one free specials, no tax, etc.
• Runa's real-time analytics manage price and profit optimization.
• The service implements seamlessly on existing e-commerce sites and is low-touch SaaS solution.
• Runa's service is offered on a pay-for-performance basis, presenting e-tailers with a very low risk option that requires no up-front costs to them.

"We have spent considerable time and money through organic search, shopping comparison engines, and PPC campaigns -- all in an effort to drive leads to our store. However, once we have shoppers coming to our site, it's a real challenge to convert them to a sale. This is where Runa provides a unique, targeted mechanism to help encourage that conversion. Using Runa's service, we've become more successful at rescuing lost sales, but without additional investment in SEO/SEM or new expensive technology," said Tim Dugan, Owner of ChoppingBlocks.com. "Really, any online business cannot afford to pass up on the benefits that Runa's service provides."

More information about Runa is available at the following:

- Demo screencast
- Runa company blog
- Twitter

About Runa
Based in Mountain View, CA Runa is the first conversion marketing service that helps e-tailers rescue lost sales, improve marketing ROI and protect profits. Runa is the only provider able to deliver e-tailers with real-time, individualized pricing while shoppers are still on their sites. Runa helps its customers improve their business through a low-risk, performance-based service. For more information, interested parties may visit www.runa.com.

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