

ClearSight Interactive Unveils First-of-its-Kind Behavior-based Email Marketing Solution for Internet Retailers

New Technology From ClearSight Interactive Allows Retailers to Identify, Connect with Unknown Online Shoppers. Using ClearTrigger, online retailers will, for the first time ever, be able to identify and make direct e-mail contact with unregistered and previously unknown online consumers who have demonstrated an interest in a product or service but have abandoned the shopping cart prior to making a purchase. In addition to shopping cart abandonment, specific online behaviors that can be targeted to include engaged Web site visits and lead-form abandonment. ClearTrigger leverages an industry-leading co-operative database with more than 130 million active permission-based individuals with CAN-SPAM-compliant e-mail addresses with CASS certified postal addresses.

Foster City, Calif. ([PRWEB](#)) June 16, 2009 -- ClearSight Interactive, a leader in online [behavioral targeting](#), officially launched today a first-of-its-kind technology, ClearTrigger, that promises to revolutionize customer relationship management (CRM) and [e-mail marketing](#) for Internet retailers. Using ClearTrigger, online retailers will, for the first time ever, be able to identify and make direct e-mail contact with unregistered and previously unknown online consumers who have demonstrated an interest in a product or service but have abandoned the shopping cart prior to making a purchase.

"The average e-commerce site experiences about 60 percent of shopping cart abandonment, and more than 70 percent of site visitors are typically unknown to the retailers," said Tim Daly, president and co-founder of ClearSight Interactive. "The CRM systems that facilitate e-mailing former customers on file who have abandoned shopping carts have proven very successful at reminding people what they left in their carts, but have their limitations as they only identify existing customers. With ClearTrigger, businesses can effectively identify unregistered users and target them via acquisition e-mail communication, effectively closing the loop on would-be lost shoppers."

In addition to shopping cart abandonment, specific online behaviors that can be targeted by [ClearTrigger](#) include engaged Web site visits (based on time or page views) and lead-form abandonment, allowing online advertisers the ability to grow their business by reaching highly relevant potential customers.

ClearTrigger leverages an industry-leading co-operative database with more than 130 million active permission-based individuals with CAN-SPAM-compliant e-mail addresses with CASS certified postal addresses, which is integrated with the company's proprietary data-matching system. The solution builds on the concept of banner ad re-targeting, the fastest growing method in use for online advertising, and offers users the next generation of this tool to expand re-marketing communication strategies to additional online channels.

Another new ClearSight Interactive product, [ClearMail](#), employs the same process as ClearTrigger, but adds the capability to send direct mail or catalogs in addition to e-mail for highly targeted direct mail marketing campaigns. This offline direct mail allows marketers to deliver multi-channel behavioral targeted messages and leverage the rich information they are gaining online to improve their offline marketing tactics.

"ClearTrigger and ClearMail take the guesswork out of e-mail and direct-mail targeted marketing by providing retailers with the resources to identify and communicate with potential customers that have the highest likelihood of converting to future sales," Daly said. "By using our solution, retailers will be able to grow their business in

ways previously unimagined instead of just cultivating it."

Both ClearTrigger and ClearMail are being unveiled to the public at the Internet Retailer Conference and Exhibition in Boston from June 15 through June 18. Interested retailers can learn more about the product by visiting the AcquireWeb booth, No. 249.

For more information, visit www.clearsightinteractive.com.

About ClearSight Interactive

ClearSight Interactive provides a comprehensive range of behavioral targeting solutions for both advertisers and publishers. Taking the step forward as a pioneer in this industry, ClearSight Interactive bridges the divide between offline and online consumer marketplaces while identifying the largest volume of online users in the industry. Our proprietary technologies have intelligently identified over 100 million permission-based online users and have captured billions of behaviors concerning these individuals, from both online and offline sources. ClearSight Interactive is privately held, with headquarters in Foster City, CA and offices in New York and Philadelphia.

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Contact Information

Tim Daly

ClearSight Interactive, Inc

<http://www.clearsightinteractive.com>

(650) 331-2809

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