



Press release

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For Immediate Release
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Preventing Shopping Cart Abandonment Hot Topic at Shop.org Summit

In response to overwhelming topic interest at the Shop.org Summit, White Horse, a full service digital agency with expertise in online retailing, is offering initial shopping cart abandonment consultation at no charge to qualified National Retail Federation retail members. As the holiday shopping season nears, White Horse believes that eliminating transaction barriers is essential to site productivity and maximized sales.

Portland, Ore. September 23, 2008—White Horse, a [full-service digital agency](#) recently helped retailers to identify strategies to reduce shopping cart abandonment at the Shop.org Summit. Ami Martin, a retail merchandising veteran turned White Horse Web strategist, moderated the roundtable session “Slam-Dunk Improvements to Buy Flow Conversion.”

Martin said, “As the holiday shopping season approaches and the economy falters, online retailers are fine-tuning site conversion tactics to hold ground. Eliminating transaction barriers is essential to maintaining and improving site productivity and building a loyal customer base.”

From guided product selection tools like RIAs and advanced filtering to security solutions and alternative payment options, retailers are aggressively testing and introducing new approaches to retain and build market share. White Horse has found that while consumer consumption levels may fluctuate with changes in the economy, online shoppers will continue to reward sites that are easy to use and provide the right combination of product assortment, competitive pricing, and payment flexibility.

“In some way, shape, or form, a retailer pays to drive each visitor to their site. When a customer’s shopping cart is loaded, the only way to secure gross margin dollars is to bring the transaction home,” said Jen Modarelli, White Horse principal. “Investing in aggressive strategies to minimize shopping cart abandonment is essential. Retailers cannot afford to walk sales to competitors—especially in a troubled economy,” she added.

To help retailers optimize their conversion tactics, White Horse is offering initial consultation on minimizing shopping cart abandonment at no charge to qualified National Retail Federation retailers. For more information, please call Karen Yoder at 503-471-4200.



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About Shop.org

Shop.org, a division of the National Retail Federation, is a member-driven trade association whose exclusive focus is to provide a forum for retail executives to share information, lessons-learned, new perspectives, and insights and intelligence about online and multichannel retailing. Since its inception in 1996, the Digital Retail Industry has joined with Shop.org to create a community of like-minded executives with the common purpose of advancing their industry through the sharing of knowledge, experience, and expertise.

About White Horse

Founded in 1980, White Horse is a privately held digital agency with headquarters in Portland, Ore. It was recently named to the Inc.com 5000. Forrester Research has identified the agency as one of the top five Web design agencies in the nation that uses personas to inform Web marketing and Web design. White Horse's client roster includes global, national, and regional clients, including Wells Fargo, [Celestial Seasonings](#), [Columbia Sportswear](#), KinderCare, and [Nike](#). The agency specializes in B2B and B2C Web marketing for retail and consumer brands, healthcare, and technology companies. Services include Web strategy, site usability, social media marketing, Web advertising and media buying, Web promotions, e-mail marketing, and Web site design and development.

For more information, visit www.whitehorse.com or call 1-877-471-4200.

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