IRCE 2012

New Technology Review

Aaron Mandelbaum
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ICEBREAKER
CONSULTING

internet® RETAILER 2012
CONFERENCE & EXHIBITION

monetate®

ReadyPulse

MOONTOAST

textbroker
Each Word Counts

eyeONA

500 friends

CATALOG Spree

GoChime

nanigans

Borderjump
Sell there like you do here

BlackLocus

About Icebreaker Consulting

Icebreaker Consulting is a social media and technology education company dedicated to helping businesses successfully compete on the web. Offering consulting services since 2002, we are privately funded and based in New York. Our key services include:

- Social media strategy- We work directly with CEOs, CMOs and marketing departments to create 90-day web strategies. Our quarterly engagements include education and optimization; we work together to identify KPIs and develop a time & action calendar with milestones, timelines, editorial and contingency plans.

- Social sentiment analysis- Our research team identifies all conversation about you, your brand, your industry or competition. We deliver actionable reporting every quarter that highlights who is talking, where they are talking, what topics are mentioned and how your audience feels. The results may be unexpected and the insights are crucial.

- SEO- Ranking high in search engine results requires a dedicated team of professionals. Our team is composed of statistics and research PhDs as well as code-savvy web experts. We have successfully increased organic traffic for many clients.

- Technology education- After years of hearing, "I know I can be using this computer smarter" we have developed a high-touch and customized training program for all level of staff across multiple industries. Our programs have been designed to answer questions such as "how do I get less email?", "What is that Twitter thing?", "Why do I need to be on Facebbok?", "Can I get new business leads through LinkedIn?" and more.

About IRCE 2012

8,638 people from all over the world attended the 2012 Internet Retailer Conference and Expo in Chicago between June 4th and June 7th 2012. This year's conference broke a record for attendance and is still the largest of its kind in the US. There were 564 companies presenting ecommerce products and services in the Exhibit Hall and 175 expert speakers including Barnes & Noble Inc. CEO William Lynch, Walmart.com US President Joel Anderson and Gilt Group Inc. founder and chief strategy officer Alexis Maybank.

Icebreaker Consulting's founder Aaron Mandelbaum was also a speaker this year. His talk was entitled "SoMo technologies: Powering up the social and mobile revolutions" and he appeared as part of the Fit For Commerce technology workshop track.

Technology Review

The intention of this document is to answer the question we get after every show, "What did you see there?". This is not an exhaustive list of products or services but it highlights some exciting opportunities that are worth knowing about. Some of these companies have been around longer than others but they all have an impressive offering.

No companies highlighted have sponsored this report. This is meant to be educational and informative and not a formal recommendation or suggestion to hire these firms directly. All contact information is available on the respective websites.

Please enjoy, share, and write us with comments, questions, praise or concerns.

500 friends

Name: 500 Friends

Website: http://500friends.com/

Industry: Social loyalty

What is is?: A multi-touchpoint platform for incentivizing fans, brand advocates and customers to engage through virtual currency, badges, rewards, leaderboards, deals and more.

In their words: "We revolutionize loyalty marketing by combining proven customer retention strategies with the latest social commerce innovations."

Why we like them: An easy to use platform with this much functionality is a welcome find. We expect virtual currency to continue its growth. It is a valuable tool for brands and companies looking to engage with fans. The 500 Friends technology is easy to implement; with a few lines of code you can add significant functionality to your site. They also offer custom CSS and API integration.

1 CONFIGURE PROGRAM   **2** GET CODE FROM PORTAL   **3** ADD CODE TO YOUR SITE
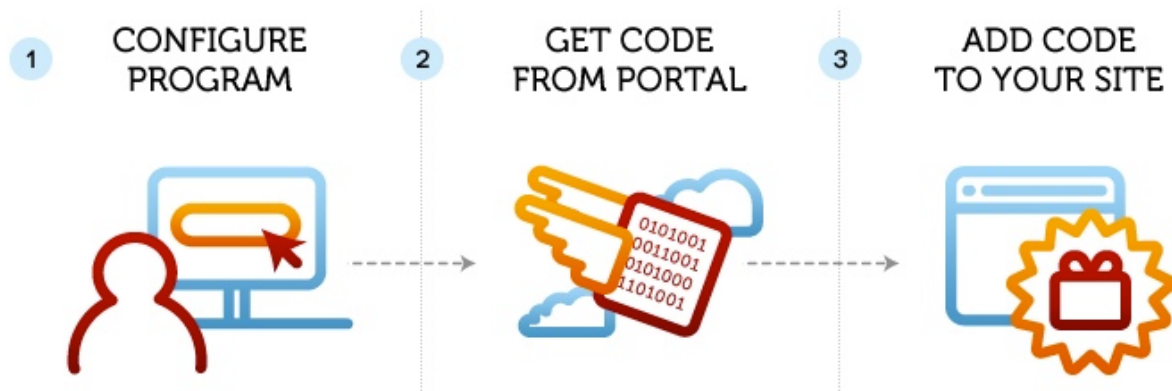
Name: Go Chime

Website: http://gochime.com/

Industry: Social, Sentiment, ecommerce

What is is?: Go Chime searches Twitter and Facebook for "I want" and "I need" messages and connect those authors to brands who can fulfill.

In their words: "We're connecting brands with people via social media in a way that's never been done before… People get access to deals and solutions when they need them most"

Why we like them: This truly is an exciting and different proposition. Many brands have interns scanning Twitter or Facebook for mentions of the company name or perhaps the new product. Go Chime searches for people who mention "I want new shoes" or "I need a new summer reading book" then helps connect the dots.

Individuals and brands can both sign up now for beta invites. There seems to be enough value to do both.

Name: Ready Pulse

Website: http://www.readypulse.com/

Industry: Social sentiment, ecommerce

What is is?: Testimonial expansion, curation and showcasing.

In their words: "Drive online revenues through personalized, interactive and dynamic testimonials on your shopping pages."

Why we like them: Ready Pulse hits all our favorite buzz words: Analytics, cross-channel, social media, sentiment analysis and widget. As a combined solution, Ready Pulse helps you grow, share and track comments about your brand or specific products. There are a few businesses who can't leverage ratings and/or reviews on their sites. Typically this happens for high-turn groups. Ready Pulse fills that gap by providing brand-level testimonals. They also have a patent-pending algorithm that filters noise and irrelevant posts.

Name: Border Jump

Website: http://www.borderjump.com/

Industry: Fulfillment

What is is?: Global shipping provider

In their words: "Sell there like you do here... A complete toolset to connect you to a world of new customers. With a single integration to our platform, you enable a powerful landed cost and export compliance engine, local payments, a full visibility global shipping & logistics network and marketing services that will drive traffic to your site."

Why we like them: So many companies want to easily sell worldwide. The technology to add international currencies is readily available but shipping can still pose an expensive issue. Border Jump promises to help you plan every aspect of globalizing your business.

Name: Moontoast

Website: http://www.moontoast.com/

Industry: ecommerce

What is is?: Fully functional store built into an IAB ad unit.

In their words: "Moontoast provides the first socially distributable commerce platform, which facilitates engagement and monetization of consumers via social media networks, distributed affiliate sites, and advertising networks."

Why we like them: What's not to like?! Moontoast has been getting significant press lately and it is clear why. They have seamlessly built ecommerce functionality into sharable ad units. These can live on your site but more importantly they are functional on the Facebook news feed. This means each of your fans can now be a storefront. Instead of bringing the store to Facebook, they've taken f-commerce directly to the customer.

Name: Catalog Spree

Website: http://catalogspree.com/

Industry: ecommerce

What is is?: iOS app that hosts interactive versions of your PDF catalog including ecommerce capabilities.

In their words: "It's your mobile catalog shopping app – browse, shop, subscribe and share all your favorite brands... and discover new ones right on your iPad. Track your favorite items. Share with your friends on Facebook. Get promotions. And give your mailbox a break!"

Why we like them: The key technology is digitizing PDF catalogs. It doesn't sound fancy but they've made the shopping experience fun. Tablet commerce is increasing daily and this provides a quick entry for retailers. Don't have a catalog? I discussed this case with the Spree team, design a quick PDF (even its its new arrivals or one product line) and send it over. They take care of the rest. This makes for an easy transition to a new space your competition may not be in.

Name: Black Locus

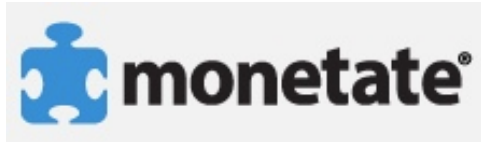**Website:** http://blacklocus.com/

Industry: ecommerce

What is is?: Pricing intelligence that helps optimize your competitive relevance.

In their words: "Real-time pricing information lets you stay on top of your competitors without the expensive labor cost of manual search."

Why we like them: This is simple. Optimize your pricing to the market rate, 98% accurate product matching across all categories and a simple and actionable UI. The Black Locus platform lets you monitor an unlimited number of competitors by product. These can be exact matches, similar matches, or customized matches. With a real-time understanding of who your competition is, you have key information that will allow you to win.

Name: Monetate

Website: http://monetate.com

Industry: ecommerce, Analytics

What is is?: Simple multi-variate ecommerce testing. Run up to 600 test versions of your site.

In their words: "Monetate's marketing optimization technology and conversion experts enable marketers to deliver the ultimate customer experience with unprecedented agility."

Why we like them: We have seen A/B testing with sites which allow you to see if your checkout button should be blue or red but this is different. Imagine having a version of your site just for people who come from Pinterest. Or a specific version just for people who follow a unique link. What about a specific version for people visiting from a town where it is currently raining? All of this is possible on the Monetate platform. As soon as you determine a version works, you can make that default with no code changes on you page. Get a demo from them and be blown away!
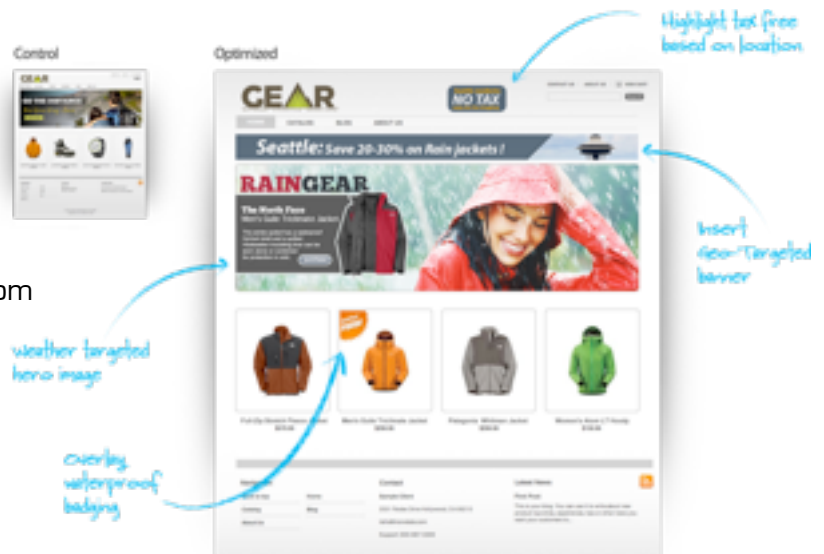
Name: Textbroker

Website: http://www.textbroker.com/

Industry: Copywriters

What is is?: Affordable copywriting for all uses.

In their words: "Textbroker is your article writing service for unique and exclusively written content created to your specifications."

Why we like them: Textbroker offers copy for as low as $0.012/word and up to $0.067 for a five-star professional writer. You can connect to them through an API that links Wordpress, Joomla, Typo3, phpbb, java and others. When you place an order, 1,000's of writers have access to your request. You can then review, revise and export your content via copy/past, CSV or XML feed. They also provide writing samples so you can understand what level of writer you are getting. You can signup and start instantly via their site.

order title ⇕	words ⇕	cost ⇕
software development	75-100	1.30-1.70 $
books for pdas	75-100	1.30-1.70 $
tech / minimal	75-100	1.30-1.70 $

You create text orders via your free client account by choosing the stipulated quality of the writer.

Up to 1,000 qualified writers have access to your order(s) - assuring an incredibly fast order processing.

Accept, refuse or have articles revised. Export your content via Copy&Paste or CSV and XML files.

eyeONA

Name: Eyeona

Website: http://www.eyeona.com/

Industry: App, discount tracking

What is is?: Price protection app for customers.

In their words: "Simply snap a photo of your receipt and let Eyeona do the rest. If the price drops we'll let you know...Scan a barcode of an item you want to buy and enter the amount you want to pay. We'll alert you if your deal price is met."

Why we like them: Another great customer facing app that empowers price searching. Many brick and mortar retailers are worried about showrooming where customers are searching for better deals through their phone while in store. By registering with Eyeona, retailers can help provide customer services after the transaction. The value of a successful interaction through this app is enormous. Eyeona is currently tracking over $75 Million in spending. That represents a huge opportunity to provide excellent customer service.

Name: Nanigans

Website: http://www.nanigans.com

Industry: Social advertising

What is is?: Facebook ad engine for large-scale campaigns

In their words: "Intelligent performance advertising software for Facebook"

Why we like them: Nanigans drove 12,000 ad impressions per <u>second</u> in the first quarter of 2012 alone. "Designed for large-scale advertisers with performance goals", Nanigans offers improved ROI through multi-variate testing, real-time bidding and auto-optimization. While they're scale may not be available to all businesses, at least you can follow their blog. Stay up to date with one of the top Facebook advertisers until you can afford it yourself. They post worthwhile information and do so often.