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FOR IMMEDIATE RELEASE

Blue Triangle Technologies to Exhibit at IRCE 2013 Booth# 273 *Blue Triangle Technologies to showcase its flagship product eRevenueView* *Internet Retailer Conference & Exhibition is the world's largest eCommerce event*

Mechanicsville, VA – May 30, 2013 – [Blue Triangle Technologies](#), a strategic, results-oriented emerging leader in eCommerce and Social Commerce monitoring, is pleased to announce its upcoming participation in the 2013 IRCE conference. With the expansion of new web-based technologies and online retailing strategies, e-commerce is rapidly breaking through traditional retail barriers. The industry is creating a new retail order that puts the consumer in total control even as it spawns major competitive opportunities for the retailers and consumer marketers who embrace it.

The 9th annual Internet Retailer Conference and Exhibition, the world's largest e-commerce event, which will be held at Chicago's McCormick Place West from June 4-7, 2013, is focused on examining the social, mobile, global, personal, interactive and managerial changes that e-commerce players are bringing to the new retail economy. This is a major educational event that offers online retailing, wholesaling professionals and consumer marketers the insights and analysis they need to give their businesses a competitive advantage in this expanded world of possibilities.

Blue Triangle Technologies will exhibit [booth 273] at this year's conference. Showcasing its flagship product *eRevenueView* 2.0 a Software as a Service (SaaS) solution that enables online retailers to determine when site slowness results in lost revenue. By analyzing variations in end user performance and comparing it to actual sales revenue, *eRevenueView* provides critical insight on how web performance affects average sale size and conversions for individual eCommerce site buying events.

eRevenueView answers the question, "how much money is your site losing due to slow pages?" It further enables online merchants to get the most benefits from their infrastructure investments.

"*eRevenueView* provides powerful information that helps merchants to accurately determine how fast individual eCommerce sites really need to be for maximum sales", shared Tim Grant, Co-Founder and President. Mr. Grant continued "We've proven that not all eStore pages affect conversion. It is hard to know how much faster sites need to be and which pages to optimize to make a positive difference in conversions. *eRevenueView* measures real users doing real transactions to determine correlation between speed conversions without artificially slowing the site.

Show-goers visiting the Blue Triangle Technologies booth #273 will be eligible for major prizes, including an Apple iPad and a 28" flat screen display, together with other valuable giveaways.

About Blue Triangle Technologies:

Blue Triangle Technologies proves that not all eStore web pages affect conversion. It is hard to know how much faster things need to be and it's hard to know which pages make a difference in positive conversions. Blue Triangle Technologies flagship product, [eRevenueView](#) measures real users conducting real transactions to determine correlation between speed and conversion rates. With proven hard, quantitative data on the correlation, and identifying which

pages make the biggest difference in conversions. To learn more about Blue Triangle visit us at www.bluetriangletech.com or call 804.723.2446.

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