



For immediate Release:

SHOPPING CART TECHNOLOGIES LAUNCHES PUTTING THE PROFIT BACK INTO PUBLISHING

Advanced brand-partner integration makes editorial content shoppable and profitable with zero compromise to editors, readers and brand partners

NEW YORK (May 8, 2014) – For as long as there’s been online editorial, publishers have struggled to find a solution to reliably generate revenue from their online editorial content. Today Shopping Cart Technologies announces the launch of their new and sophisticated, white-label ecommerce solution designed specifically for publishers. For the first time through this new technology, publishers will make money, editors will have unlimited creative freedom when writing their stories, brands will increase their online sales and be the merchant of record and the consumer will be able to shop directly off the editorial content and experience a seamless shopping experience with all items placed in one cart for easy checkout.

Further, Shopping Cart Technologies provides a turnkey and hassle free solution, as there is no need for APIs and data feeds between publisher and their brand partners - no need to invest in those complex APIs & data feeds or rely on affiliates, truly an industry game-changer as compared to existing offerings in the space.

“With three years in development, our technology represents a real leap forward for the industry,” said founder Mike Van Geldorp. “Our solution allows editors to choose any product, from any brand, at any time, and our technology assures the inventory exists and is readily available to purchase. There are literally no compromises or limitations.”

How Shopping Cart Technologies Works

Shopping Cart Technologies provides online magazine readers instant access to shoppable items featured in stories, photos and editorial content. Through a simple interface, editors can make any item shoppable from an unlimited number of brand partners from any industry. When a reader clicks on a tagged photo they can place items into a universal shopping cart - one cart for all items regardless of the brand partner and continue shopping or check out, without ever leaving the publisher’s website, creating a brand new outlet for the consumer to shop online.

The company’s technology solves another common problem, consumers are tired of finding items online that are either sold out or not available, but with their innovative sweeping technology, it continually scans the brand partners’ websites to capture all relevant data in near real time – products, images, colors, sizes, inventories, prices and more – to make sure items are available for immediate purchase. Shopping Cart Technologies then places the orders directly on the brand partner’s site for fulfillment. Unaware of the sophisticated technology happening behind the scenes, the reader enjoys a quick, easy checkout, while the brand partners enjoy new sales.

“There has been a steady shift from wholesale to retail sales for many brands, especially within the luxury segment,” explained Shopping Cart Technologies co-founder Thomas van der Kallen. “Brands want to maintain their image, own their customer’s experience and most importantly be the merchant of record for online transactions. We are providing all these benefits.”

From a business perspective, Shopping Cart Technologies works on a revenue-sharing model. Initial setup includes the creation of a custom cart, backend setup and training, checkout engines for any brand partner and 24-hour technical support.

For the first time ever publishers can make any editorial product shoppable from an unlimited number of brand partners.

While Shopping Cart Technologies represents a significant shift in the way publishers can earn money from online content, it doesn't interfere with the normal editorial process or limit user experience. Editors continue to have the independence and flexibility to create their stories, but with the added capability to offer a new level of engagement to readers. Meanwhile, readers get instant gratification – leading to increased time spent on a publisher's site, more site traffic overall and increased reader satisfaction.

Brand Partners Increase Direct Online Sales as Merchant of Record

Shopping Cart Technologies offers brand partners a dynamic, new opportunity to increase online sales, while enjoying the benefit of being the merchant of record. Brand partners are responsible for fulfillment of the orders, which enables them to provide white glove service and to own the customer's data and relationship.

One of the other key benefits for brand partners is Shopping Cart Technologies' ability to provide customer buying behavior data via an easy to use Dashboard; these valuable insights generate fresh, statistical information, which the brand partners can then make strategic business decisions.

Instant Gratification for Readers

Magazine readers indulge their desire for instant gratification of online shopping by immediately purchasing items featured in their favorite publications. Unlike today's reality, readers can now avoid being redirected to another website or searching the web themselves for items mentioned in stories, but instead with one click they can make purchases immediately. Another benefit for the online customer is that all editorial features that are tagged shoppable are always in stock.

"Our groundbreaking technology provides truly a win-win for publishers, brand partners and online readers and everyone can enjoy new and profitable levels of collaboration," said founder Mike Van Geldorp.

View our demo video on Shopping Cart Technologies at www.shoppingcarttechnologies.com/experience/ and experience the seamless innovative solution in action at www.thepublisherswebsite.com.

Visit the website for more information at www.shoppingcarttechnologies.com.

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