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## **FOR IMMEDIATE RELEASE**

### **Blue Triangle Technologies Releases eRevenueView 3.0**

*advanced optimization, updated user interface, improved reporting and dashboards*

**Mechanicsville, VA – October 08, 2013 –** Blue Triangle Technologies, a strategic, results-centric emerging leader in eCommerce and social commerce monitoring, announces the release of eRevenueView 3.0. With eRevenueView eCommerce merchants can quickly determine ideal site performance levels that support the maximum individual sales conversion rates. eRevenueView incorporates Real User Monitoring (RUM) from visitor's end user browsers and produces analytics reflective of the customer activity and behavior on merchant sites.

In version 3.0 [eRevenueView](#) has expanded performance and financial overview dashboards, advanced graphs for Real User Monitoring such as line speed, SSL time, redirect performance time, and state by state or country by country performance; as well as the addition of:

- Portal for auto reports
- Financial overview page (customer demand)
- Configurable reports by client
- Improved RUM tools



“eRevenueView 3.0 answers the question, how much money a merchant's site is losing due to slow pages, while providing advanced methods of site management. Blue Triangle Technologies has introduced technology for online merchants to realize the benefits of their infrastructure” shared Tim Grant, Co-Founder and President.

Mr. Grant continued “In an effort to continually deliver state-of-the-art technology enhancements for our clients, like the ability to correlate page speed with bounce rate, pages per session and the ability to easily, identify whether traffic volumes are impacting online speeds, Blue Triangle Technology listens to its clients. As well eRevenueView 3.0 will help eCommerce merchants quickly determine if mobile browsers are directly impacting online sales, due to perceived slowness by the end users.”

*eRevenueView* provides powerful information helping merchants accurately determine how fast individual eCommerce sites really need to be for sales to successfully convert.. Mr. Grant continued “We are observing that not all eStore pages affect conversion. It is hard to know how much faster sites need to be and which optimized pages will make a difference in positive conversions unless you measure the impact. eRevenueView measures real users doing real transactions to determine correlation between speed and conversion.”

#### **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 solutions including eRevenueView and eRevenueAccess measure 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 Technologies visit us at [www.bluetriangletech.com](http://www.bluetriangletech.com) or call 877.258.3107.