



Escalate e-Commerce Enables Flexibility and Ease in Building Micro-Sites and Micro-Branding

Micro-sites drive sales and promotions at leading retailers, are easy to create with Escalate Retail's leading e-Commerce platform

San Diego, CA, March 17, 2009 – As retailers continue looking for ways to drive additional sales and cross-promote specific brands and assortments, micro-sites have become increasingly popular. However, without the right e-Commerce tool set, it can be extremely time and labor intensive to build, maintain, and customize these sites. With Escalate e-Commerce from Escalate Retail, online retailers can create and update micro-sites quickly and efficiently.

Many leading retailers currently employ successful micro-sites and micro-branding on their e-commerce websites built with Escalate e-Commerce, including:

- Kohl's
- Sainsbury's
- The Buckle
- Gymboree
- Nautilus

Micro-sites are highly valuable for retailers that sell under multiple banners or offer assortments from popular brands. A micro-site often provides the brand recognition and consistency that the consumer wants—even if a product could be located within a category on the retailer's site, a shopper will have a greater chance of encountering the merchandise they want when it is cross-promoted via a micro-site. Additionally, by having slightly varying descriptions of the same product across the website and micro-sites, search engines will index the product multiple times, leading to greater search engine rankings and visibility.

Additionally, micro-sites are ideal for marketers looking to push seasonal promotions and cross-sell certain merchandise. Many retailers using an inflexible e-Commerce platform will find that the infrastructure does not allow them to build and customize a micro-site without undertaking a major project—and often, the micro-site must utilize the same navigation structure and cannot be adequately differentiated from the main site. However, Escalate e-Commerce provides the flexibility and efficiency that online marketers need to create successful micro-sites in a timely manner to stay in step with fast-moving trends and promotions.

"Micro-sites are a must-have to keep up with the rapid pace of trends and promotions in the current climate," said Mike Julson, CTO, Escalate Retail. "Consumers look for rich, dynamic content online, and Escalate e-Commerce enables that with our micro-sites that can be built faster and with much greater customization and flexibility than with other e-Commerce platforms."

Escalate e-Commerce is part of the Escalate Retail Cross-Channel Suite, which also includes Relationship Marketing, Clienteling and Order Management. The Escalate Cross-Channel Suite powers Buy Anywhere, Fulfill Anywhere Commerce through feature-rich solutions that are designed to improve the retail customer experience through seamless cross-channel capabilities in the store, on the phone, and over the web.

About Escalate Retail

Escalate Retail is the #1 provider of retail solutions that drive cross-channel excellence and personal, relevant shopping experiences – on the web, in the store and over the phone. Escalate Retail's Buy Anywhere Fulfill Anywhere™ Commerce is powered by Escalate's Cross-Channel Suite, which includes Blue Martini e-Commerce, Relationship Marketing, Clienteling and Order Management. More than 500 retailers run their businesses on Escalate software, including 11 of the largest 100 retailers worldwide, over 50 of the Internet Retailer top 500 e-commerce sites and 14 of STORES Magazine's "Hot 100". The company maintains headquarters in San Diego, CA with three additional offices located across North America and Europe. For more information, visit www.Escalate.com.

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