



How does your website stack up against your competitors?

What initiatives should you prioritize to maintain the holiday momentum?

Is your ecommerce roadmap ready to ratchet up the customer experience?

Plan and prioritize 2010 ecommerce investments smartly; learn how your website really scores by investing less than \$1000 to have the e-tailing group index your site against the eg 100 websites

Your "scorecard" will be based on the e-tailing group's 12th Annual Mystery Shopping Study, benchmarking on over 280 merchandising and customer service metrics on 100 e-commerce websites in 4Q'09

Whether you are one of the 100 selected to be part of the EG100 or looking to understand how your site stacks up against these best-in-class merchants, be among the first to obtain the most current *proprietary metrics specific to your website*

Deliverables include:

- Snapshot of the cross-channel user experience
- Over 280 merchandising and customer service metrics in 22 tool sets
- Key page scorecard
- Baseline scorecard vs. category of choice and EG100 merchants
- Room for improvement prioritization

**This \$999 discounted value is available to a limited number of participants
Contact Lauren Freedman to get started today
e. LF@e-tailing.com p. 773-975-7280**

Sample scorecards, metrics and process available upon request

Merchant testimonials

"Lauren and the entire e-tailing group team are seasoned ecommerce shoppers that have an excellent understanding of how our customers want to shop. They gave us excellent feedback, worked very well under tight timelines and provided us with suggested changes based on best practices. Virtually all of her feedback drove real improvements to the shopping experience for our customers (or appears somewhere on our future enhancement wish list)."

Michael Scharff, General Manager eCommerce, Toys "R" Us

"the e-tailing group has been extremely responsive within short notice, allowing our business to quickly make intelligent and confident decisions on redesigns of important ecommerce pages. As a result, we have seen an increase in shoppers adding items to their cart and checking out. We now make a point of running all major website redesign decisions past Lauren to ensure that we are maximizing the conversion potential of our florist websites."

Samira Mahjoub, Technology Manager, eFlorist Web Hosting, Teleflora LLC

"Lauren's mystery shopping across our industry was exceedingly insightful about best practices to follow as well as opportunities for improvement. We learned a lot!"

Fiona Dias, Executive Vice President, Partner Strategy & Marketing, GSI Commerce

"Overall, Lauren and her group provided simple and straight forward recommendations that made sense in a B2B space. We were not looking for the next hottest trend or what's "cool" on the web - we are looking for enhancements that drive sales."

Jason Lockridge, Internet Marketing Manager, Quill

"We were impressed with the amount of site research and experience the e-tailing group brings to the table. They provided a concise review of each area of our site, offering practical suggestions with real-world examples to support their recommendations."

Doug Stang, E-Commerce Director, Compliance Signs