

Mercado Partnership Profile

eCommerce Search & Merchandising Solutions

Implement Mercado OnDemand quickly and easily with James Tower.
Optimal search, navigation, and robust merchandising all integrated using 10 years of expertise for a best-of-breed eCommerce solution.

About Mercado

Mercado is the leading eCommerce search and merchandising solution specialist for multi-channel retail and B2B organizations. By enabling a superior buying experience and equipping business managers with a powerful platform on which to execute merchandising strategies, online businesses can aggressively grow revenue and foster customer loyalty. Sears, Williams-Sonoma, Macy's, ShopNBC, Organize.com, Boy Scouts of America, Caterpillar, and OfficeMax, are some of the companies benefiting from Mercado's solutions.

At Mercado, we believe that it is important that software vendors partner with their customers to ensure the best possible implementation. With a decade of eCommerce experience, we know that a one-size-fits-all approach doesn't work. That's why we'll never just throw the software "over the fence" to you – we're committed to seeing you through to a successful deployment.

Mercado's holistic delivery of technical and business solutions for eCommerce is best-in-class. Our proven project management and delivery methodology ensures success. We offer educational support to ensure quick time-to-market and total cost of ownership control.

About James Tower

James Tower is a full-service Internet marketing company. From first steps to final concepts, James Tower can develop Internet strategies, execute marketing plans, and analyze results in order to best serve your eCommerce needs. Founded in 1993, James Tower has developed successful Internet marketing strategies for companies and organizations across the globe in the areas of higher education, manufacturing, Internet retail, and travel.

Mercado and the Internet Retailing System from James Tower

Trust James Tower to strategically design, customize, implement, host, and manage your Mercado and Internet Retailing System integration. James Tower uses well-defined, structured processes to bring you high-quality, cost-effective solutions tailored for your exact needs.

James Tower provides several services to help you meet your eCommerce challenges:

Internet Strategy – By researching, analyzing, and defining your needs, James Tower will create the vision that combines research with solutions to drive results.

eCommerce Solutions – Our Internet Retailing System, a licensed-based ASP solution, allows you to get your e-commerce Web site online quickly and cost-effectively, and in a manner that fits with how your customers buy.

Web Site Design and Development – Drive potential customers through your Web site by designing and developing a site that meets their expectations and builds brand loyalty.

Web Site Analytics – By analyzing the data, you will have the information necessary to improve customer satisfaction and increase customer loyalty by presenting your customers with products and information they value and find relevant.

Web Site Hosting – Our secure, state-of-the-art hosting facility ensures your site is running at peak performance with our record of 99.99 percent uptime.

Email Marketing – Our email marketing system will help you coordinate timely and relevant email campaigns with content and scheduling tailored to the activities and interests of each recipient.

Content Management Solutions – Give content authors the ability to submit, edit, review, and approve content using their favorite tools while eliminating the IT bottleneck.

Search Engine Marketing – Acquire the customers you want and get a higher ranking on Google and other search engines through Web site optimization and pay-per-click campaigns.



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Partner Quote

"James Tower selected Mercado as a partner to provide site search and merchandising solutions because online shoppers expect that when they use a search tool, they will find what they are looking for. Mercado meets that expectation. Mercado is also able to provide a flexible solution that can fit our smaller customers as well as our very large customers."

- Jeff Ruley, Director of Online Marketing
James Tower

Key Joint Solution Features

- Fully-featured search and navigation platform
- Robust product and related document indexer
- Metrics Driven Merchandising™
- Natural search ranking and relevancy control
- Linguistic support
- Merchandising zones for cross-sell, upsell and more
- Integrated multivariate testing
- Auto ranking and absolute ranking
- Expert consultation for business and technical users
- Product comparison

Partnership Highlights

The combined Mercado/James Tower solution is designed to get you up and running in as little time possible while ensuring that you are able to benefit from all of the ROI enhancing features in the Mercado solution. Customers will leverage Mercado and James Tower together to ensure their integration is of the highest quality, delivered on time and on budget, and look to both companies' best practices for thought leadership and strategic vision.

With deep expertise in eCommerce, James Tower and Mercado have created a world-class implementation methodology consisting of pre-defined integration formats focusing on speed to market and cost effectiveness. These formats showcase Mercado's best-in-breed search, dynamic navigation, and merchandising technologies and allow for seamless connection to James Tower's Internet Retailing System platform.

These pre-defined integration formats have lead to customer success at eCommerce sites for such companies as MakesParties, Anderson's Prom, and M & N International where immediate improvement to key performance indicators such as conversion rate and revenue were realized.

Benefits of Working with James Tower Include:

- Customized out-of-the box functionality tailored to meet your growing needs
- End-to-end solution from strategy and planning to design, implementation, integration, hosting, and maintenance
- Industry leading partners
- Secure hosting of your information in full compliance with Payment Card Industry guidelines
- Over 10 years experience in building Web sites and integrating with customer's ERP systems

How to work with Mercado and James Tower:

1

Use Mercado On-Demand for search and merchandising and Internet Retailing System for your eCommerce platform

2

Work with Mercado and James Tower to select your level of search functionality and customize your online experience

3

Use James Tower's expertise to integrate the two technologies, freeing you to focus on running your core business.

4

Use Mercado On-Demand to create and implement merchandising strategies and increase conversion.

5

Work with Mercado's Merchandising Consulting teams to enhance and fine tune your campaigns



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Metrics Driven Merchandising Strategies

- Auto Ranking Formulas
- Multivariate Testing
- Results Driven Merchandising
- Absolute Ranking Rules
- Integrated Reporting



JAMES TOWER
Simple. Sensible. Effective.

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