

# Blueport Commerce: Our Services



## Strategy

Ensures you capture your full internet opportunity.



## Catalog

Manages digital imaging for your assortment, product data, and local selection optimization.



## Customer Care

Manages order processing, fraud prevention, credit card processing, call center, live chat.



## Marketing

Manages your online promotions, search engine optimization, and trigger email campaigns, blogging, social media, and search engine marketing.



## Technology Services

Manages your ongoing technology needs including enhancement requests, helpdesk services, overall support items, and new platform features.

*We call it "co-sourcing" – providing you with the technology and services to fully capture your online opportunity while you retain complete control of your brand, your customer, and their experience.*

# Our Strategy team works with you to plan and execute your omni-channel efforts.



**Q1  
Strategy**

**Q2  
Operations**

**Q3  
Strategy**

**Q4  
Operations**



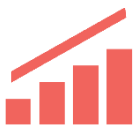
**Business  
Focus**

Review Annual Strategy		Review Holiday Plan	
		Annual Planning	



**Quarterly  
Deep Dive**

Promotion Optimization	Product Presentation	End-to-end Experience	Peak Plan Review
Omni-channel Strategy	Competitive Review	Consumer Insights	Site Experience
Best Practices	Initial 2015 Forecast	2015 Forecast	Final 2015 Initiatives



**Results &  
Opportunities**

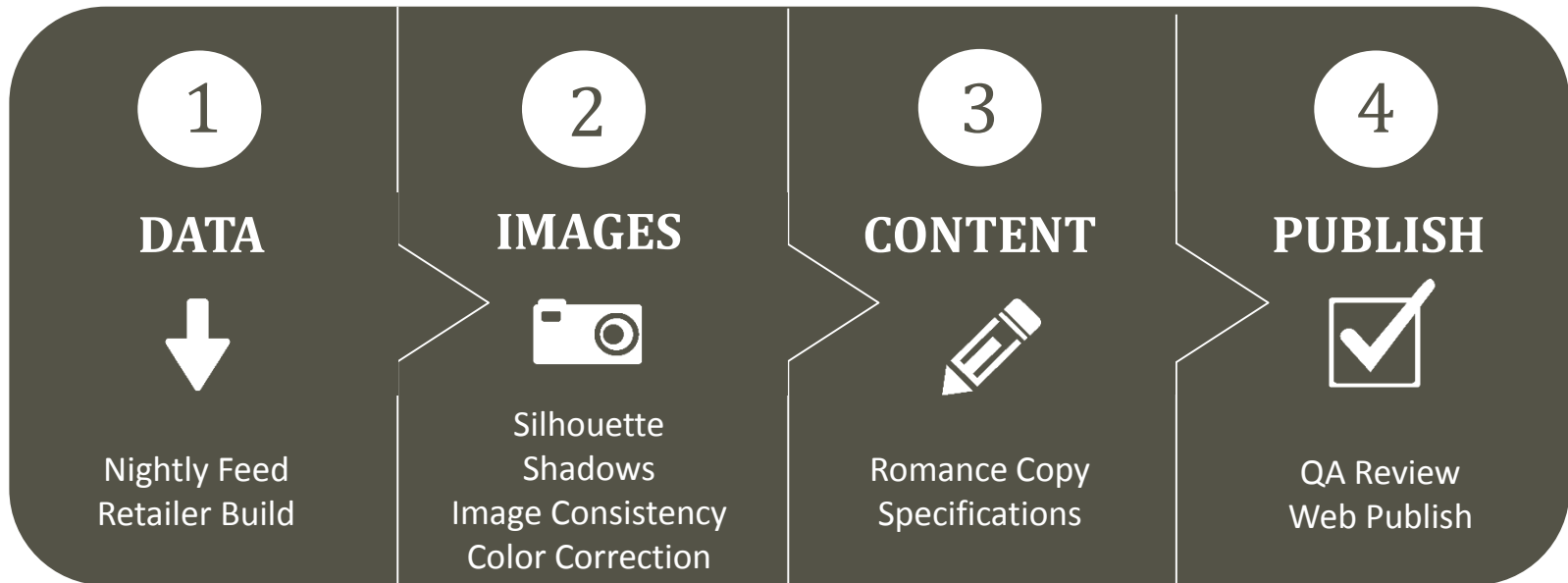
YTD Update	YTD Update	YTD Update	YTD Update
Marketing	Marketing	Marketing	Marketing
Industry Trends	Industry Trends	Industry Trends	Industry Trends



**Projects**

Updates/Planning	Updates/Planning	Updates/Planning	Updates/Planning
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# Our Catalog process delivers rich product presentation and a fully shopable online experience.



# Our Customer Care team delivers what consumers want and retailers need.



# Our comprehensive Marketing strategies cover all touch points in the customer journey.

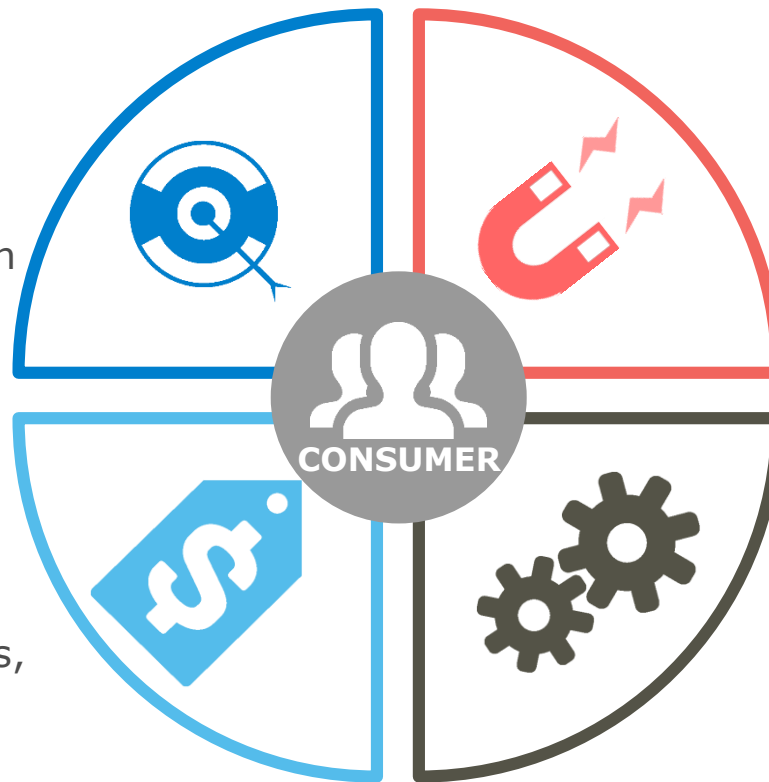


## RETAIN

Social Media,  
Content Marketing,  
Followon/ Reactivation

## CONVERT

Trigger Emails, Sale  
Events, Coupon Events,  
Finance Events,  
Retargeting



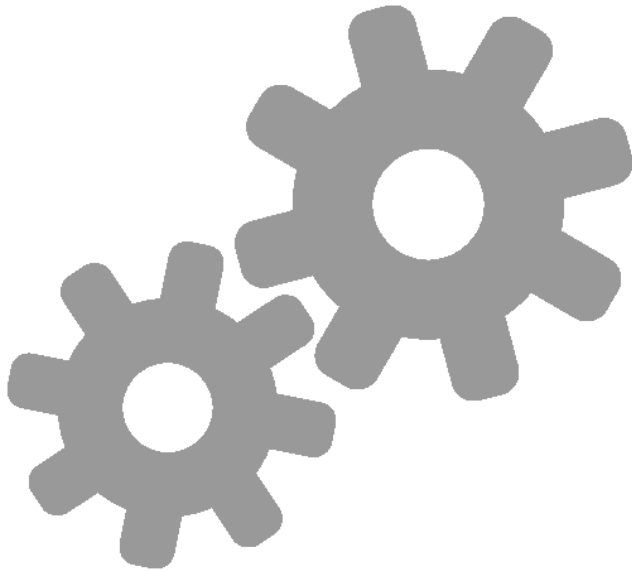
## ACQUIRE

PPC, Display, Affiliate,  
Preroll, Social Media,  
SEO, TV, Print

## ENGAGE

Promotional Emails,  
Content Emails,  
Welcome strings,  
Blogging, Segmentation

# Our Technology services do not end with launch.



**Enhancement Request  
Prioritization**

**Enhancement Request  
Project Management**

**Defect Tracking and  
Management**

**Quarterly Roadmap  
Reviews**

**New Platform  
Features**

**Frequent Software  
Releases**

**Helpdesk with 24x7  
Issue Support**

**Systems and  
Application Monitoring**

**Coordination with  
Services Teams**