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WEBINAR: Best Practices for Taming Cart Abandonment & Optimizing Recovery

Guidance and Bronto Will Lead a Discussion of Abandoned Cart Prevention and Conversion during June 24, 2015 Webinar

MARINA DEL REY, Calif. (June 17, 2015) – Guidance, a full-service eCommerce solutions provider, invites retailers to discover the best strategies and tactics to decrease shopping cart abandonment at their upcoming webinar: “Best Practices for Taming Cart Abandonment and Optimizing Recovery”. Co-presented with Bronto, this webinar will feature Brian Beck, Guidance SVP of eCommerce & Omni-channel Strategy, and Damian Trzebunia, Product Marketing Manager with Bronto, a subsidiary of NetSuite (NYSE: N) that provides a cloud-based commerce marketing automation platform to mid-market and enterprise organizations worldwide. The webinar will begin at 10am PDT/12pm CDT/1pm EDT, on Wednesday, June 24, 2015.

Join Guidance and Bronto for insights on tackling shopping cart abandonment at various touch points along the buyer lifecycle and purchase path. Topics to be discussed include:

- Streamlining the checkout process to ensure the best possible experience
- Displaying content that will help shoppers complete their purchase
- Recovering abandoners with highly personalized and automated reminders
- Accommodating mobile shoppers with an intuitive, responsive experience

“Reports indicate 70% of online shopping carts are abandoned,” said Jason Meugniot, CEO of Guidance. “We encourage brands and retailers to attend our webinar and learn how to maximize their abandoned cart strategy.”

To learn more and register, please visit <http://ow.ly/OoS3n>. For updates throughout the webinar, follow @guidance and #CartConversion on Twitter.

About Guidance

Guidance delivers sophisticated eCommerce strategies and solutions for retailers and brands. Since 1993, market leaders, such as Foot Locker, Johnny Was, Relax the Back, and TOMS Shoes, have partnered with Guidance to create and grow their online businesses.

Learn more at <http://www.guidance.com>.

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