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The Latest Trends and Tactics Retailers Should Implement to Increase Conversions

***Guidance CIO to Deliver Midday Keynote during
Retail Online Integration Virtual Conference on July 18, 2013***

MARINA DEL REY, Calif. (July 11, 2013) – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, invites retailers to virtually attend the “New Digital Technologies for Retailers” keynote address to be delivered at the *Retail Online Integration* Retail Marketing Virtual Conference & Expo 2013.

Guidance CIO Jon Provisor will walk attendees through the latest and greatest digital trends for retailers. The keynote begins at 12:30pm EDT, on Thursday, July 18, 2013. The fourth annual virtual conference is a robust online experience, designed to bring retail and e-tail marketing and eCommerce topics, experts, and technology right to your computer, at no cost to you.

Provisor will discuss industry trends, the increasing use of devices, the rise of mCommerce, top incentives, and disruptive technologies that retailers should prepare for and embrace.

Register for the conference [here](#). For those that cannot attend, the presentation will be accessible via guidance.com and retailonlineintegration.com.

Retail Online Integration is the go-to source for marketing, eCommerce, operations and management executives looking for the latest news and analysis on the omnichannel retail industry.

About Guidance

A 2011 and 2012 Magento Partner Excellence Award Winner, Guidance designs, builds and hosts highly customized eCommerce solutions for today’s leading retailers. Since 1993, national retailers and consumer product manufacturers alike have relied on Guidance’s expertise to facilitate more than \$3 billion in web, mobile and social eCommerce.

Brands such as Bank of America, The Coffee Bean & Tea Leaf, Honda, Hyundai, Intel, Mars, Nike, Oakley, Relax the Back, TOMS Shoes, Walt Disney and others, have engaged Guidance to build more than thousands of world-class, eCommerce websites and apps that captivate, engage and incite loyalty.

Learn more at <http://www.guidance.com> and connect with us at <http://www.twitter.com/guidance>, <http://www.facebook.com/guidancesolutions>, <http://pinterest.com/GuidanceSolsInc>, and <http://www.linkedin.com/companies/guidance>.

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