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eCommerce Best Practices Detailed at Listrak Roadshow

Guidance to Present Conversion Lift Strategies

MARINA DEL REY, Calif. (Aug. 12, 2014) – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, announced today that it will present “*A Strategic Roadmap for Growth*” session at the 2014 Retail Email Marketing Roadshow produced by Listrak, a provider of customer-centric omnichannel marketing solutions for retailers. The Listrak Roadshow will occur on August 21, 2014 from 9 AM to 5PM Pacific Time at the Hyatt Regency Huntington Beach Resort, in Huntington Beach, Calif. Beginning at 1:30 PM, Guidance CIO Jon Provisor will present results-driven strategies that should be implemented to continually grow online revenue.

“The Listrak Roadshow agenda is set to instruct retailers on how to attract, convert and retain customers,” said Jason Meugniot, CEO of Guidance. “In support of that theme, our session will reveal strategies and technologies, that are best to achieve specific revenue marks for multi-year growth.”

The Listrak Roadshow is designed to provide retailers the information needed to create personalized experiences across the entire customer journey using 360° customer insights and predictive analytics. Ross Kramer, CEO of Listrak comments, “The turnout for and engagement during these workshops has been incredible. In addition to giving retail marketers the opportunity to network and exchange ideas with each other, at the end of the day, they walk away with the tools they need to expand their data bases, increase customer engagement, and most importantly, add incremental revenue directly to their bottom lines.” Register for the roadshow at <http://ow.ly/zWQNi>.

Kramer adds, “We’re especially excited to have Guidance partnering with us for the Huntington Beach workshop. Guidance has a great reputation in the industry and will add a lot of value to the workshop with their presentation ‘A Strategic Roadmap to Growth’.”

Jennifer Rollo, Guidance Director of Business Development – Western Region, will also be in attendance and available to discuss eCommerce solutions that increase sales conversion, and promote brand and product loyalty. Foot Locker, Murad, Sole Society, Silver Jeans, and more have trusted Guidance’s enterprise-level expertise to transform their online retail channels.

To request a meeting with Guidance at the roadshow, please call 310 754 3808 or email sales@guidance.com.

For updates throughout the presentation, follow @guidance on Twitter.

About Guidance

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, Foot Locker, Honda, Hyundai, Intel, Mars, Nike, Oakley, Relax the Back, TOMS Shoes, Walt Disney and others, have engaged Guidance to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

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

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