

TIE Kinetix Provides Marketers with Real-Time Analytics Tools for Controlling and Measuring Online Channel Effectiveness

Comprehensive Reporting Tool Allow Marketers to Adjust and Report “On-the Fly”

Burlington, MA. - August 5th, 2009 - TIE Kinetix a leader in [content syndication](#), with more than two decades of experience in electronic commerce, recognizes that the measurement and analysis of any e-commerce campaign is a major concern for brand managers and marketers. With the TIE Kinetix Content Syndication Platform (CSP) solution, marketing executives can now analyze and manage the effectiveness of their online e-commerce programs with instant market research data.

The TIE Kinetix CSP analytics solution tracks online channel activities, reports performance in real-time and allows marketing managers to tweak reseller programs and collateral on the fly. These tools also allow marketers to observe online trends taking place across the channel and manage them effectively. A few of the metrics that can be tracked include geography, language, time on the site, click path and file downloads within a number of unique marketing campaigns.

These robust analytic tools are a fundamental part of the [TIE Kinetix CSP](#) solution. With TIE Kinetix CSP technology, manufactures can maintain up to the minute pricing, product features, and reviews across all their online partners—ultimately providing [brand managers](#) and marketers with the ability to have greater control and consistency of their content and branding across multiple websites and channel partners.

“TIE Kinetix analytic tools give marketing professionals in-depth knowledge of their campaigns. Not only can they observe the activities of their resellers and qualify them, they now can also observe the audience on those [reseller websites](#),” said Brian Tervo, US chief executive officer of TIE Kinetix. “This gives a much deeper understanding of how the channel is performing. These analytic tools would be as if a manufacturer had access to ‘Google Analytics’ for each and every one of their partners or resellers. And, the best part is that the manufacturer is the one generating the content on all of the partner sites and can update the messaging at will.”

These [online analytic tools](#) are crucial to marketers because timely, complete, accurate and objective professional content are critical elements to online buyers as well as retailers and resellers. With one out of every three shopping carts resulting in abandonment, there is enormous opportunity to improve the availability and quality of online information.

Marketers need to be able to immediately measure and assess these online campaigns in order to adjust their [e-commerce strategies](#) to support sales, drive revenue and equip the channel with the right content to succeed.

For example, a shoe manufacturer deploys a campaign with a large amount of digital marketing content to their channel partners—with TIE Kinetix CSP the manufacturer can immediately assess which channel partners and territories are getting traction and put more resources or efforts where needed. If there are several channel partners that are not getting traction because of territory or demographics, the marketing manager can immediately reallocate resources into other areas that will benefit the business. This in turn will make marketing campaigns more effective and become an integral part of any complete online marketing program.

For more information about how TIE Kinetix CSP tools can help manage online content, streamline information across multiple channels and measure e-commerce campaigns, please visit our website at www.contentsyndicationplatform.com or follow us on twitter [@TIECommerce](#).

About TIE Commerce Inc.

TIE Kinetix™ is a leading provider of B2B eCommerce software that bridges the gap between online and traditional business, enabling companies of all sizes to automate the exchange of business information electronically. TIE Kinetix™, provides a powerful electronic framework for business collaboration with software solutions for Master Data management, XML/EDI, Outsourcing and Content Syndication. With over two decades of experience in electronic commerce, TIE remains a key contributor to the development and implementation of global eBusiness standards. TIE Commerce corporate office is in Burlington, Mass, with additional offices in St. Paul, Minn, the Netherlands and France. For more information, please visit: <http://www.contentsyndicationplatform.com>

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