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CSN Stores Increases Conversion Rates with SiteSpect's Web Site Testing and Optimization...

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Leading online retailer increases sales by 7 percent with SiteSpect's non-intrusive solution
BOSTON--(Business Wire)--SiteSpect, Inc. (www.SiteSpect.com), the leader in non-intrusive Web site conversion optimization technology, today announced that CSN Stores (www.csnstores.com) has credited SiteSpect with creating 7 percent of its sales growth, thanks to the company's patent-pending A/B and multivariate testing solutions. CSN Stores is one of the fastest-growing online retailers in the U.S. with more than 260 specialty e-commerce sites and five million monthly visitors.

SiteSpect allowed CSN Stores to quickly and easily run tests to measure visitor responses to variations in site content, search functionality, and features. Based on the test results, CSN Stores enhanced its search capability to help visitors more quickly find the products they wanted, improving the user experience and increasing sales. Additionally, CSN Stores was able to discover and use alternate image sizes that elicited higher response rates.

"CSN Stores is dedicated to providing the best customer experience in online shopping. Helping our customers find what they need as quickly as possible is what we're all about," said Eric Klose, Vice President of Marketing, CSN Stores. "SiteSpect helps us see which site elements work best in leading a shopper from a search result through to a purchase. And the fact that we can launch tests with SiteSpect in minutes without having to involve IT makes SiteSpect the best choice for us."

SiteSpect's unique patent-pending technology allows the world's most successful online businesses, like CSN Stores, to create tests and optimize conversions without page tagging, JavaScript, or site content changes. SiteSpect's technology is 100 percent turnkey, sparing marketers the implementation and maintenance headaches of competing solutions.

"CSN Stores has seen first-hand exactly how quickly and easily SiteSpect can help them dramatically improve web site effectiveness and profitability," said Eric Hansen, President of SiteSpect. "Improved efficiency and savings in costs and time are additional benefits for CSN Stores that only SiteSpect's non-intrusive approach provides."

About CSN Stores (www.csnstores.com)

CSN Stores, an Inc. 500 company, was ranked among the Top 10 leading online retailers in the home and garden category by Internet Retailer in 2007. CSN maintains over 260 web sites in niche market segments. With over one million products across all of its stores, CSN offers consumers the largest selection of leading brands available online, great customer service, and low prices. The online stores include: AllModern.com, Luggage.com, BabyCarSeats.com, PubSets.com, HomeTheaterSeatingOnline.com, and WritingDesksAndMore.com.

About SiteSpect (www.SiteSpect.com)

SiteSpect enables Web marketers to optimize web site effectiveness through multivariate testing and behavioral targeting. By testing variations of landing pages, product descriptions, search results, and buy-flows, SiteSpect allows marketers to fine-tune every aspect of their Web site on a segment-by-segment basis. As the first and only non-intrusive solution available, SiteSpect empowers marketers to optimize their sites without the need for ongoing IT involvement. SiteSpect's patent-pending technology is used by some of the world's largest and most successful e-commerce sites, including Cabela's, iProspect, Overstock.com, ShopNBC, and VEGAS.com. For more information, visit www.SiteSpect.com or call (617) 859-1900.

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