

B2B marketing automation provider offers a product for online retailers

Net-Results, a company founded in 2003 that developed a system enabling business-to-business web sites to identify leads for high-value items, launched today a new version of its marketing automation system designed for small and midsized online retailers.

The new product, Net-Results 2.0, tracks visitor behavior on a web site and matches that behavior with the names of consumers who identify themselves to a retailer, such as by filling out a form, making a purchase or clicking on an e-mail. If a visitor comes to a site but does not identify herself, Net-Results puts a cookie on her computer so she can be followed on future visits; if she subsequently identifies herself, the past behavior is associated with that consumer's account and can be used for marketing purposes, says president Michael Ward.

The Net-Results system tracks such behavior as which e-mails a consumer clicked on, which pages they viewed, how long they stayed and what they did next, Ward says. "With our system you can e-mail a custom offer in an automatic fashion," Ward says. "You can send an e-mail to 5,000 customers who bought an item, then two days later send one e-mail to everyone who didn't open it, another e-mail to those who clicked through but left after one page, and another to everyone who lives in the Eastern U.S. who bought the product in the cart."

"Traditional e-mail marketing systems can segment based on city, state, ZIP, customer attributes," he says. "What's missing is their behavioral attributes, what preferences they've indicated through web site behavior."

Net-Results hosts the software and delivers it via a software-as-a-service model. And it has priced the service so that it's affordable for smaller online retailers, Ward says. For instance, for a retailer that generates up to 50,000 page views a month the service costs \$249 per month; for 50,000 to 100,000 page views the monthly price is \$400.

About 150 B2B companies use the earlier version of the Net-Results system, which only identifies visitors to a web site by company. Ward says Net-Results 2.0, the B2C version, has been in beta test mode with some clients since late 2008. •