



# Digital River Launches Enhanced Suite of E-Marketing Services

Digital River, Inc., August 05, 2004

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*Digital River, Inc. (NASDAQ: DRIV), a global leader in e-commerce outsourcing, today announced the launch of an enhanced suite of e-marketing services. The services – including search engine advertising and search engine optimization, affiliate marketing, site optimization and e-mail address recapture – have been designed to help clients uncover and maximize untapped incremental revenue opportunities for their online stores. The integrated suite is designed using Digital River's data-driven, best practices approach to growing online businesses.*

PR9.NET August 05, 2004 - "Our e-marketing services continue to represent a core part of not only our e-commerce solution but also our overall business," said Joel Ronning, Digital River's CEO. "Because of our revenue-share business model, we are motivated along with our clients to grow their online businesses. To that end, we have spent the last 10 years working with thousands of clients to develop the intellectual capital and e-marketing services to assist them with activities such as prospecting, creating promotional campaigns, driving site traffic, and increasing average order size, close ratios and online sales. Now we are enhancing some of our services to help our clients more fully optimize the revenue-generating potential of their online stores."

Digital River's recently enhanced suite of e-marketing services includes:

**Search Engine Advertising and Search Engine Optimization** – To increase site traffic and ROI, Digital River offers its clients two approaches to build extra value into their search engine programs. First, by doing in-depth analyses of key word selection, Digital River can help clients improve their sites' rankings on search result pages. Second, Digital River can optimize other important elements of a search engine advertising program, such as bid pricing, advertising copy and landing pages. Clients implementing Digital River's search engine optimization tactics have achieved paybacks on their search engine advertising dollars of up to 10:1.

**Affiliate Marketing** – Digital River assists its clients in managing their affiliate marketing programs and offers them expanded product exposure and increased sales potential through a channel comprised of hundreds of thousands of affiliates. Digital River not only provides access to in-house and third-party affiliate networks, but also assists with a variety of activities, including affiliate recruitment, commission recommendations, and banner and landing page design. Clients maximizing affiliate marketing can generate 10 - 20 percent of their online revenue through this program.

**Site Optimization** – Digital River has developed a new service to conduct statistically valid online site testing. By leveraging Digital River's Site Optimization Service, Digital River can help clients optimize their online stores and move from making decisions based on judgment to making decisions based on fact. Using a champion-challenger, data-driven approach, this service allows clients to run side-by-side tests on promotional offers, fine tune site design, and optimize site flow and a wide variety of other site operations. Clients using Digital River's Site Optimization Service have seen up to 50 percent improvement in certain aspects of their site performance.

**E-mail Address Recapture** – Digital River assists its clients in keeping its customer databases up-to-date to help ensure the successful delivery of online promotional offers and communications. By recapturing undeliverable and bounced e-mail addresses, clients have re-connected with customers and significantly increased the size of their e-mail lists.

"We are always looking for ways to optimize our online operations and improve our services," said Ed McGuiggan, ScanSoft, Inc.'s director of programs marketing. "By taking advantage of Digital River's search engine advertising program, we were able to reduce our search engine costs by 60 percent while increasing its associated online revenue more than 200 percent. By fine-tuning our e-marketing strategies, we were able to uncover significant incremental revenues." ScanSoft is a market-leading supplier of speech and imaging solutions.

"Digital River is in a unique position to offer our clients not only an industry-leading e-commerce experience, but also knowledge based on the data that we compile from the tens of thousands of sites that are part of our online sales network," said Ronning. "Because of this unique vantage point, we can see trends develop across our network, watch real-time results taking shape, provide sophisticated analytics and help our clients create informed responses. This capability is an important part of our competitive market advantage and the value proposition that we continue to deliver to our clients. As part of our on-going commitment to provide a superior e-commerce platform, we plan to continue enhancing and expanding our e-marketing suite of services."

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## About Digital River, Inc.

Digital River, Inc., a global leader in e-commerce outsourcing, builds and manages online businesses for more than 40,000 software publishers, manufacturers, distributors and online retailers. Its multi-channel e-commerce solution, which supports both direct and indirect sales, is designed to help companies of all sizes maximize online revenues as well as reduce the costs and risks of running an e-commerce operation. The company's comprehensive platform offers site development and hosting, order management, fraud prevention, site merchandising, advanced reporting and analytics, product fulfillment, e-marketing and multi-lingual customer service.

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