

By Jackie Jones (jackiejones@questex.com)

buySAFE Program Sweetens SmileyCookie.com's Website Conversion

ARLINGTON, Va. and PITTSBURGH — Direct Response Marketing Alliance (DRMA) member buySAFE Inc. has significantly increased the website conversion, sales and overall customer purchase experience for client *SmileyCookie.com*, according to a recent A/B test.

By utilizing buySAFE's program, the online provider of gourmet cookies and gifts increased its order conversion rate by 5.9 percent, results show.

"*SmileyCookie.com* recently announced the re-launch of its website on the LCG Commerce platform powered by Magento," says Jeff Grass, CEO of buySAFE. "We are pleased that on top of the benefits they experienced from switching to the Magento platform, they also saw a significant conversion increase from the buySAFE

3-in-1 guarantee. Their shoppers value the buySAFE 'Guaranteed' program and we look forward to a long and successful partnership."

"*SmileyCookie.com* is expanding quickly, and our goal is to make our website flexible, safe and easy to use," adds Adam Golomb, director of E-commerce at *SmileyCookie.com*. "More and more shoppers are finding *SmileyCookie.com* for the first time, and we realize that some of these shoppers may have concerns about purchasing online. The buySAFE A/B testing proved 3-in-1 guarantee clearly makes shoppers more comfortable."



SmileyCookie.com experienced an increased website conversion, sales and overall customer purchase experience thanks to buySAFE Inc.'s program.

Sales Portal Secures Multimillion-Dollar Investment

REDWOOD City, Calif. — Sales Portal, a Direct Response Marketing Alliance (DRMA) member, has secured a multimillion-dollar investment led by Silicon Valley, Calif.-based venture capital firm ATA Ventures.

Additional investors include Correlation Ventures, Point B Capital and TiE Angels, which will give Sales Portal working capital to help execute its product roadmap and plan operations such as marketing, campaign management and client success.

"Sales Portal has developed a strong reputation for delivering on our promise to enterprise contact centers and advertisers. We have amassed an impressive number of success stories, where contact centers have

implemented our end-of-call monetization and customer engagement technology," says Saurabh Khetrpal, chief executive officer of Sales Portal. "Advertisers and direct marketers continue to successfully leverage Sales Portal's auction-driven platform to reinvent their customer acquisition strategy and lead-generation channels. The investment by the syndicate led by ATA Ventures will enable use to expand within the domestic and international markets."

"We focus on start-ups that have a firm grasp on the industries that they serve, solve big problems and deliver solutions that improve operations and enhance revenues for enterprises. Sales Portal is such a start-up,"

adds Hatch Graham of ATA Ventures.

"Their technology has succeeded in revolutionizing the way that companies view their phone-based customer touch points in contact centers, turning phone calls into brand enhancement experiences as well as monetization opportunities. Sales Portal has also addressed the direct marketing industry's need for a more effective approach to customer acquisition that meets the requirements of a new breed of advertisers and product marketers. We are excited to be part of this game-changing technology."



Response Magazine and the DRMA want to share your successes with the industry!

To be featured in DRMA News, send your press releases and case studies to **Jackie Jones** at jackiejones@questex.com.

NEWS CORNER

Ann Sung Ruckstuhl joins **LIVEOPS** as its senior vice president and chief marketing officer.

CANNELLA RESPONSE TELEVISION adds five new members to its staff: Brent Wenzel, business intelligence



Ann Sung Ruckstuhl

manager; Ben Orlopp, client services associate; and Emily Orange, media assistant, all join the company's Burlington, Wis., office. May Wong, client services associate, and Adelina Manjarrez, media assistant, are based in its Los Angeles office.

AOR DIRECT's newly redesigned website is named a 2011 winner

of a W³ Silver Award, which honors creative excellence on the web and recognizes the creative and marketing professionals behind award winning sites, videos and marketing programs.

FOSDICK FULFILLMENT CORP. names Tom Denne as director of operations.