

eCommerce Marketer,

Finally, you can do your job the right way.



Windsor Circle integrates ExactTarget to shopping carts and eCommerce platforms so that online retailers can increase revenue through improved customer segmentation. **Customer purchase history is analyzed, segmented and delivered to ExactTarget.** Customer data can be used for building custom segments, and pre-defined lists built by Windsor Circle and ready for quick campaign execution. It's simple to:

- ✓ Run “Replenishment” campaigns that target consumable products
- ✓ Run “Win-back” campaigns to customers that purchased in the past, but not recently
- ✓ Limit coupon and discount offers to new customers and those who buy infrequently
- ✓ Target wealthy customers who live in high-income zip codes
- ✓ Market expensive products and upgrades to “Big Spenders”
- ✓ Drive in-store traffic based on proximity to a store location
- ✓ Build “Related Item” product recommendation campaigns to promote cross-sells

Get your integration working in minutes, not months with Windsor Circle. Don't waste time with lengthy custom integrations. Get started today!