

PROBLEM: Merchandising



How can today's e-business sell partner products and services effectively?

Merchandising is the skill of targeting offers to each end-user to maximize profits. While many e-commerce sites use software with dynamic merchandising capabilities, their partners still generally rely on banner ads and static links to

often expensive software.

Each partnership has its own deal terms. IT staff must remain focused on mission critical operations, often leaving partnership implementation and upkeep dormant. The complexities of tracking partner compensation often are a hurdle, causing partnerships to become cost centers rather

products need to get results, being offered in your site's style and where they are most likely to be purchased.

SOLUTION: Partner Fusion™

Trapezo's Partner Fusion Platform™ is the answer. For the first time, you can manage the successful integration of partner merchandise from beginning to end via one Web-based interface:

- ◆ Display products where they are most likely to be purchased
- ◆ Achieve a proven increase in click-throughs and sales
- ◆ Test market offerings
- ◆ Pull in content from any source, in any format
- ◆ Manage partner deal terms

cross sell. With banner ad conversion rates hitting all-time lows, sites are looking for sustainable solutions.

There has not been a feasible way to merchandise partner products and services. Historically, every step has been manual, requiring vast amounts of time, and

than the profit centers that they should be.

Still, in order to thrive, companies need partnership merchandising successes. Instant feedback and a targeted message to end-users is essential. Additionally, you need to be able to manage multiple partnerships, each with unique terms. The

As the only end-to-end platform for partner merchandising management, you can focus on what you do best and partner with oth-

"We've saved valuable resources using Trapezo Partner Fusion Platform, and now we're able to make changes to partner content instantaneously. The faster we can make these changes and serve timely, fresh offerings, the more revenue we can generate. Trapezo is helping us get more from our partnering efforts."

- Jason Monberg, CTO, Sparks.com

ers to add additional e-commerce offerings to your site. Simply use your browser and access your partner information all in one place, within the secured control center. Using rules that you set with a mouse click, you control placement priorities, duration, display rules and exclusivity of items that you offer. In minutes. This eliminates the need to hand code these requirements into every one of your Web pages or applications, saving innumerable man-hours.

Partner Fusion™ enables businesses to graduate from the poor results of banner ads. Trapezo clients report a consistently higher success rate. A solid 300% higher. The key is embedding the partner content directly into your Web pages, where the items are targeted and relevant. Partner Fusion™ reduces the number of clicks necessary to achieve a sale, making it more likely customers will buy.

You see results. Getting instant feedback, you can test merchandising displays, product offerings and partner placement strategies in record time. And you can change these displays at anytime. Instantly. Using

the Partner Fusion Platform™, all it takes are a few mouse clicks. Your time to market is measured in minutes. Your results are quantified and measurable.

Since each partnership has its own unique deal terms, Partner Fusion™ provides the ability to establish partner compensation, whether the deal is a flat fee, based on page impressions, click-throughs or transactions. Additionally, deal terms such as exclusivity and branding requirements can be controlled and monitored with Partner Fusion™.

While you have more control than ever over the placement, look-and-feel and behavior of content, Trapezo automates the process of matching the right partner content into the context of your site pages. Based on categories and key-words, Partner Fusion™ dynamically identifies the most appropriate content mix for a given page, and then serves the partner content into your pages, seamlessly, better than an ad server serves banners.

ASP Advantages

Using an Application Service Provider (ASP), there is no hardware or software to

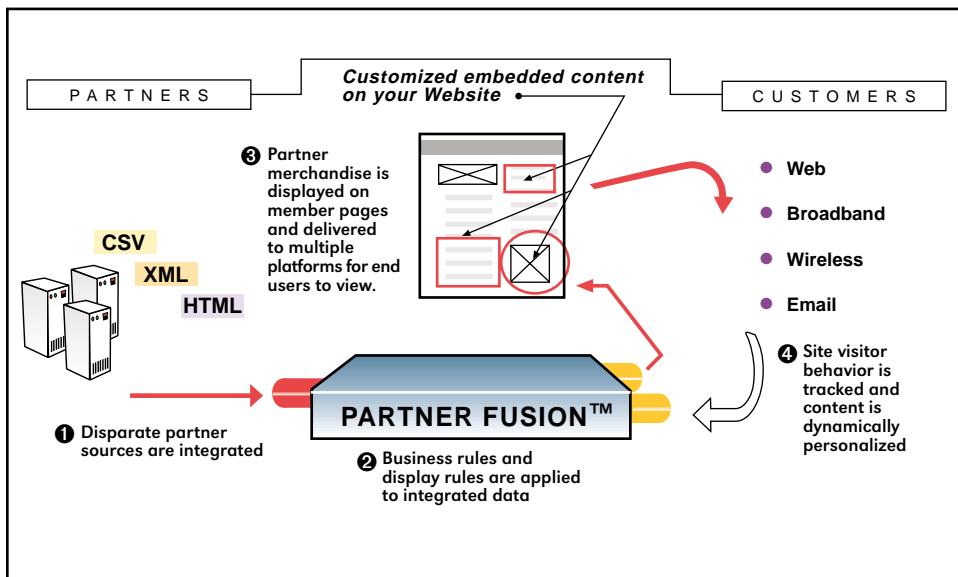
support and upgrade. System performance is assured and technical maintenance is a non-issue. You reap simplicity, savings and immediate deployment.

Conclusion

Jupiter Research projects that by 2003, \$111 billion in e-commerce sales will be driven through partnership links. This totals 25% of total online revenues, generating new challenges and opportunities. With Trapezo's Partner Fusion™ top businesses such as ZDNet, MyFamily.com and Sparks.com eliminate partner integration hassles, optimize revenue opportunities and manage partnership victories.

Partner Fusion™ drastically cuts the costs and time of integrating partner content. Deliver more complete customer offerings, while expanding your reach and value on the Web.

Hesitation is not an option. Partner Fusion™ delivers. It's your partners and your dynamic content delivered at Web speed. Call Trapezo to learn how the Partner Fusion Platform™ can raise your partnerships to the next power.



Manage the integration of partner merchandise from start to finish with one simple, secure Web-based interface.



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