

**The Power of Direct:**  
Relevance. Responsibility. Results.





# Beyond Direct Marketing: How to Convert Your Campaigns into Sales Revenue

Presented by:

z|e|o|n solutions



# Today's Host



David Hess  
Senior Business Development Manager  
Zeon Solutions



## Web Development and Design

By creating the ultimate E-Commerce platform, Zeon can help you drive revenue and convert browsers to loyal customers via your website.



# Software Application Development

Creating innovative solutions via collaboration, rapid prototyping and an agile zSCRUM approach, Zeon Solutions creates custom software products for companies of all sizes.



Browser Application



Native Application



Mobile Friendly Website



Ad Placements On Viral Apps



# Online Marketing Solutions

Zeon's data-driven approach to online marketing helps our clients turn insights into actions and move their business forward.

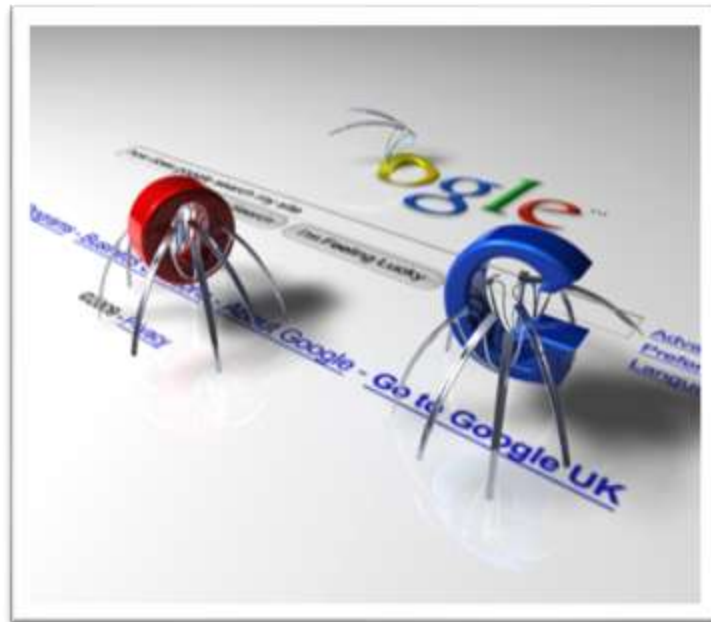


Google

bing

facebook

LinkedIn



# Direct Marketing Drives Response



# Which store will your customers want to shop at?



1. Provide Effective Site Search and Navigation
2. Present the Product Effectively and Give the Customer Confidence
3. Give the Customer Tools to Customize Products and Have Fun



# The Challenges Once They Step in the Store

## *Challenge to Shoppers:*

**Forced down fixed categories**

**No review content or guides**

**Too many choices**

**Inconsistent experiences**

## *Impact on Business:*

**Higher bounce rates**

**Shopping cart abandonment**

**Low customer loyalty**

**Brand dilution**



# Guided Navigation by



## Refine Results

Clear All & Update

**Update Results**

### Category

- Camera Bundles (39)
- Digital Cameras (293)
- Digital SLR (28)
- Disposable Cameras (1)
- Film Cameras (1)
- Point & Shoot (87)

### Type

- Body & Lens (16)
- Body Only (5)
- Compact System (19)
- High Definition (1)
- Point Shoot (216)
- Shoot & Share (1)
- Ultra Zoom (66)

### Megapixels

- 12MP - 13MP (98)
- 14MP & Up (227)
- 8MP & Under (28)
- 9MP - 11MP (23)

### Special Features

- Face Detection (196)
- High Definition Video (147)
- Image Stabilization (193)
- Standard Video Mode (142)
- Touch Screen LCD (30)

## Dishwashers

### Refine By Brand

- AGA
- Amana
- Asko
- Avanti
- Blomberg
- Bosch
- Dacor
- Danby
- DCS
- Electrolux
- Fagor
- Fisher & Paykel
- Frigidaire
- GE
- GE Monogram
- Heartland
- Hotpoint
- KitchenAid
- LG
- Maytag
- Miele
- Samsung
- Smeg
- Summit
- Thermador
- Viking
- Whirlpool

### Refine By Price

- < \$99
- \$100 - \$199
- \$200 - \$299
- \$300 - \$399
- \$400 - \$499
- \$500 - \$599
- \$600 - \$699
- \$700 - \$799
- \$800 - \$899
- \$900 - \$999
- \$1,000 - \$1,499
- \$1,500 - \$1,999
- \$2,000 - \$2,999
- \$3,000 - \$3,999

### Refine By Color

- Black
- Bisque
- Stainless Steel
- Stainless Look
- White
- Custom Colors
- Panel Ready
- Other Colors**

Sort: **Best Sellers**

Displaying 1 - 20 of 165 Products



**Frigidaire Professional**  
Fully Integrated  
Clean, DishSense

Stainless Interior  
Cycles: 5  
Width: 24"

Add To Compare

★★★★☆ 15 Reviews

Filter By Savings & Reviews v

- Mail In Rebates
- Instant Savings
- Free Delivery**
- Product Reviews
- Top Ratings**
- Quick Ship

**Show Products >>**

Select Items to Compare

1 2 3 4

Rebates Available

Wash Levels, SpaceWise Organization System, PowerPlus Indicator

	Our Price	Savings	After Savings
Stainless Steel	\$509.00	<b>\$100.90</b>	<b>\$408.10</b>



# Taking it a Step Further with



Food: **14** and up



Decor: **9** and up



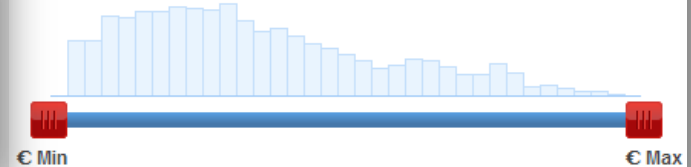
Service: **0** and up



Cost: **\$100** and below



Click and Drag the Red Sliders below to select your **Min** and **Max** Price Range.



THE HOME DEPOT

More saving. More doing.™

Store Finder | My Order | My List | My Account | Shopping Cart | Add \$249.00\* for FREE Shipping

Welcome, Sign In or Register

Appliances | Bath | Building Materials | Décor | Doors & Windows | Electrical | Flooring | Kitchen | Lighting & Fans | Outdoors | Paint | Storage | Tools & Hardware

Enter Keyword or SKU | SEARCH | Credit Services | For Pros | Installation | Parts | Eco Options | Gift Center | Savings Center | Local Ad | Help

You are here: HOME > Kitchen > Faucets > Pull-Down

Shop Products

TOP 10 THINGS TO DO FOR SPRING  
Brighten your inner and outer spaces for spring > Learn More

Pull-Down

13 Products | Sort By: Top Sellers | Results per page: 12

Products: Online | In-Store | All Products

Product	Price	Shipping	Availability
Delta Arabella DIAMOND Seal Technology Single Handle Pull-down Kitchen Faucet in Stainless Steel	\$198.00	Free Shipping	Sold At Your Local Store
American Standard Fairbury Single Control Pull Down Kitchen Faucet in Stainless Steel	\$128.00	Free Shipping	Sold At Your Local Store
Kleo One Handle Pulldown Kitchen Faucet in Stainless Steel	\$188.00	Free Shipping	Sold At Your Local Store
Delta Leland 1 Handle Pull-down Kitchen Faucet in Stainless Steel featuring MagnaTite™ Docking	\$234.00	Free Shipping	Sold At Your Local Store

Price

- \$50 - 100 (2)
- \$100 - 200 (9)
- \$200 - 400 (2)

Brand

- American Standard (3)
- Delta (3)
- Glacier Bay (3)
- Price Pfister (3)

Collection Name

- Arabella (1)
- Ashfield (2)
- Fairbury (2)
- GlacierBay (1)
- Kate (1)
- Leland (1)
- Petaluma (1)
- Series 400 (1)
- Series 410 (1)
- Wynston (1)
- More...

Color/Finish

- Brushed/Satin/Stainless Steel (7)
- Polished Chrome/Polished Nickel (4)



# Constructive Influence



TV & VIDEO AUDIO CAR & GPS CAMERAS & CAMCORDERS COMPUTERS MOBILE PHONES & OFFICE MUSIC, MOVIES & BOOKS VIDEO GAMES & GADGETS HOME & APPLIANCES

Search All Categories Keyword or Item # GO Credit Cards Reward Zone

**Filtered by:** Digital Cameras Point & Shoot

**As Seen in Our Weekly Ad**

<p><b>Sony - Cyber-shot 10.2-Megapixel Digital Camera - Dark Gray</b> Model: DSCWX141 SKU: 9427934</p> <p>★ ★ ★ ★ ★ Reg. Price: \$349.99 You Save: \$60.99 <b>Sale: \$289.99</b></p>	<p><b>Nikon - Coolpix 12.1-Megapixel Digital Camera - Red</b> Model: S70 SKU: 9455412</p> <p>★ ★ ★ ★ ★ Reg. Price: \$299.99 You Save: \$29.99 <b>Our Price: \$269.99</b></p>	<p><b>Canon - EOS 7D 18.0-Megapixel Digital SLR Camera - Black</b> Model: 38148010 SKU: 9491935</p> <p>★ ★ ★ ★ ★ Reg. Price: \$1,899.99 You Save: \$100.00 <b>Sale: \$1,799.99</b></p>	<p><b>Casio - EXILIM 10.1-Megapixel Digital Camera - Silver</b> Model: EX-232SR SKU: 9501899</p> <p>★ ★ ★ ★ ★ Reg. Price: \$299.99 You Save: \$20.00 <b>Sale: \$179.99</b></p>
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1 - 10 of 845 1 2 3 4 5 Sort by: [v]

View: 15 per page Compare up to 3 items

**TIPS & TRICKS**

**Share & Show Off**  
Easy tips teach you how to share photos and make photo gifts they'll treasure.

**Create & Edit**  
Learn easy editing techniques such as how to crop, add effects and more.

**Shoot Like a Pro**  
Use tips and tricks from the experts to get your best photos.

**Digital Camera Questions**  
Ask fellow shoppers and Best Buy staff. Share your answers.

1188 Questions 1722 Answers Ask, Answer, Learn.

**Canon - PowerShot 12.0-Megapixel Digital ELPH Camera - Silver**  
Model: SD130 IS | SKU: 9224282  
4x optical/digital zoom; 2.8" PureColor LCD monitor; optical image stabilization  
★ ★ ★ ★ ★ 4.8 of 5 (33 reviews)  
Check Shipping & Availability +  
**Sale: \$109.99**  
Reg. Price: \$275.99 You Save: \$60.00  
On Sale Free Shipping  
add to cart

**Nikon - Coolpix 12.0-Megapixel Digital Camera - Black**  
Model: S570 | SKU: 9455389  
5x optical/digital zoom; 2.7" high-resolution TFT-LCD display; digital image stabilization; face detection and smile warning  
★ ★ ★ ★ ★ 4.6 of 5 (45 reviews)  
Check Shipping & Availability +  
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add to cart

**Nikon - 12.3-Megapixel Digital SLR Camera - Black**  
Model: D3200 | SKU: 9211755  
0.30" x 0.62" CMOS sensor; 16.55mm AF-S DX Nikkor lens; 2.7" Vari-Angle TFT LCD; direct print capability  
★ ★ ★ ★ ★ 4.7 of 5 (52 reviews)  
Check Shipping & Availability +  
**Sale: \$699.99**  
Reg. Price: \$749.99 You Save: \$50.00  
On Sale 24 Month Financing Offer Price After Instant Savings  
add to cart

**Narrow by Category:** Advanced (449) Sleek & Slim (156) Standard (174)

**Narrow by Rating:** ★ ★ ★ ★ ★

**Narrow by Price:** \$0 \$50 \$100 \$150 \$200 \$250 \$300 \$350 \$400 \$450 \$500 \$550 \$600 \$650 \$700 \$750 \$800 \$850 \$900 \$950 \$1000

**Narrow by Brand:** Nikon (188) Canon (148) Kodak (148) Olympus (128) Sony (94) Fujifilm (79) Samsung (61)

**Narrow by Color:** [Color swatches]

**Narrow by Megapixel:** 1.5 3 5 7 9 11 13

**Personas:** Super Mom Gadget Guy Willing to Pay for Quality Casual Shopper Bargain Hunter

TV & VIDEO AUDIO CAR & GPS CAMERAS & CAMCORDERS COMPUTERS MOBILE PHONES & OFFICE MUSIC, MOVIES & BOOKS VIDEO GAMES & GADGETS HOME & APPLIANCES

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**"Featured Items" Up-sell**

**Highest Margin**

**Cross-sell**

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# Endeca at Work: Disney Store



Disney MOVIES TV MUSIC LIVE EVENTS BOOKS PARKS & TRAVEL STORE

CHARACTERS & STARS GAMES VIDEOS CREATE MY DISNEY

Search Disney.com

New Guest? Sign up for Email Updates Already a Member? Sign In Store Locator | My Account | Order Tracking | Contact Us

My Cart 0 Items Checkout

Disney STORE What are you looking for?

FREE SHIPPING on your order of \$75 or More Promo Code: SHIPTODAY

Halloween Personalized Gifts In-Store Events Disney Rewards Visa New Arrivals Special Offers Sale

Girls Boys Adults Characters Toys & Games Home & Decor Pins, Art & Collectibles DVDs, Music & More Theme Park Products

i am  
Tinker Bell

**FREE Shipping**  
With Any Costume Purchase

Shop Now ▶

Apply Promo Code: COSTUMESHIP

Restrictions Apply. See Details.

25% Off  
Costume  
Accessories

OOOOHHHH...  
NEW  
ARRIVALS

HUNDREDS OF  
NEW ITEMS  
SHOP NOW ▶

Shop Now & Receive 10% 20% or 30% Click here ▶



# Product Selection Wizard











← Previous      Select Question: 1 2 3      View Summary      Next ▶

## Q1. What is your application?

General and Industrial Labelling  
 Wire / Cable Marking/ Data Communication  
 Safety Signs  
 Healthcare/Labratory  
 Circuit Board Labelling/Barcoding

Circuit board and barcoding labels usually involve large print runs and a wide selection of label material types.

**Next Question ▶**

			
Brady GlobalMark® 2 Label	Brady IP Printer	Bradyprinter™ PR Plus Print	PowerMark® Sign Label
			
Minimark™ Industrial Label	BBP™11 Label Printer	BMP™71 Portable Label	TLS 2200® Thermal Label
			
BMP™21 Portable Label	HandiMark® Portable Label	IDXPERT™ Labeling Printers	TLS PC Link™ Thermal







← Previous      Select Question: 1 2 3      View Summary      Next ▶

## Q2. How many labels do you require printed daily?

1 - 100  
 101- 249  
 250-499  
 500-750  
 750+

Depending on the amount of labels you intend to print daily, will dictate the most suitable Brady printer for your needs. Portable/hand help printers are only feasible for small print runs.

**Next Question ▶**

			
Brady IP Printer	Bradyprinter™ PR Plus Print	BBP™11 Label Printer	Minimark™ Industrial Label
			
BMP™71 Portable Label	BMP™21 Portable Label	HandiMark® Portable Label	IDXPERT™ Labeling Printers



# Product Selection Wizard

◀ Previous      Select Question : 1 2 3      View Summary      Next ▶

### Q3. What is the maximum label print width you require to print?

(Please scroll for more answers.)

19mm  
 38mm  
 50mm  
 81mm  
 100mm

Determine the maximum label print width you require. Wider label widths can only be printed from our bench top printers.

**Recommendation ▶**




Brady IP Printer



Bradyprinter™ PR Plus Print



BBP™11 Label Printer





Minimark™ Industrial Label

◀ Previous      Select Question : 1 2 3      View Summary      Next ▶

### Brady Printer Recommendation

Based on your selections, we have determined that the following printers most closely meet your requirements. To change any of your answers, click on the question number(s) above. When you have finished, please contact us to discuss these recommendations by clicking the "Get a Quote" button below.

		<b>We Recommend these best suited products for you</b>	
			
		<b>Brady IP Printer</b>	<b>Bradyprinter™ PR Plus Print</b>
Q1.	What is your application? ( a ) General and Industrial Labelling	( a ) These printers can handle general labelling needs.	( a ) These printers can handle general labelling needs.
Q2.	How many labels do you require printed daily? ( a ) 500-750	( a ) Suitable for large daily runs in the manufacturing process.	( a ) Suitable for large daily runs in the manufacturing process.
Q3.	What is the maximum label print width you require to print? ( a ) 81mm	( a ) Prints upto 100mm in media width.	( a ) Prints upto 100mm in media width.
		<a href="#">Buy / Info</a>	<a href="#">Buy / Info</a>

[Print](#)   
 [Send an email to Friend](#)   
 [Get a Quote](#)   
 [Reset](#)





### Drake University

[change schools](#)



Home > Class Rings > Rings > Large Oval Curriculum [B0130]

### Large Oval Curriculum [B0130]



Designed with your degree and major/curriculum side, and typically carries your graduation year seal on the other side.

Price: \$539.00

[Design it](#)

#### Ordering & Delivery Information:

Usually ships within 8 weeks.

### Upcoming Jostens Events

No event information is available at this time. Please order online now or check back to see when Jostens will be visiting your school.

### Contact Us:

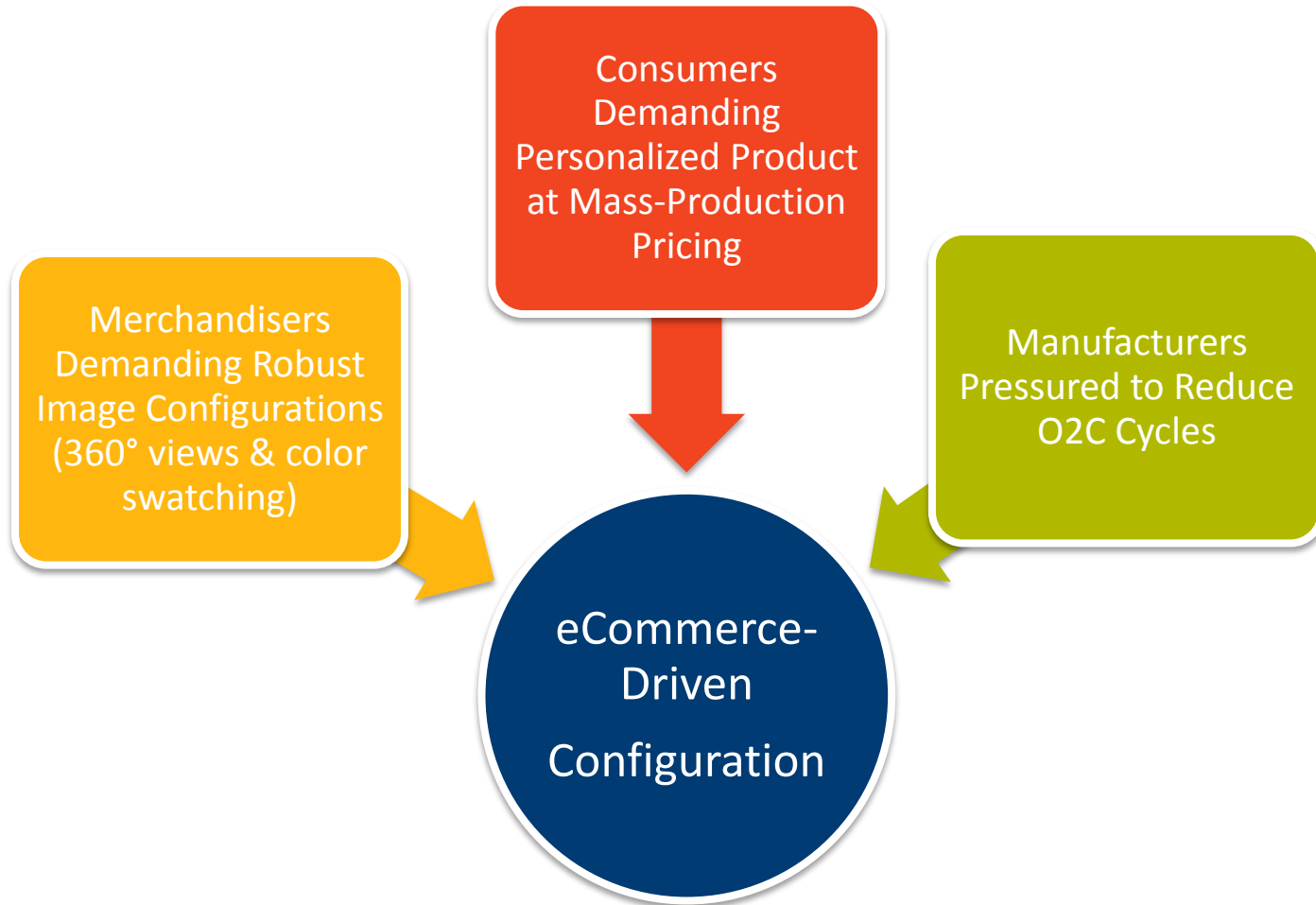
Need help completing your order or sizing your ring? Visit your campus bookstore or contact us at:

[Back to Catalog](#)

HOME > CLOTHES > BLANES

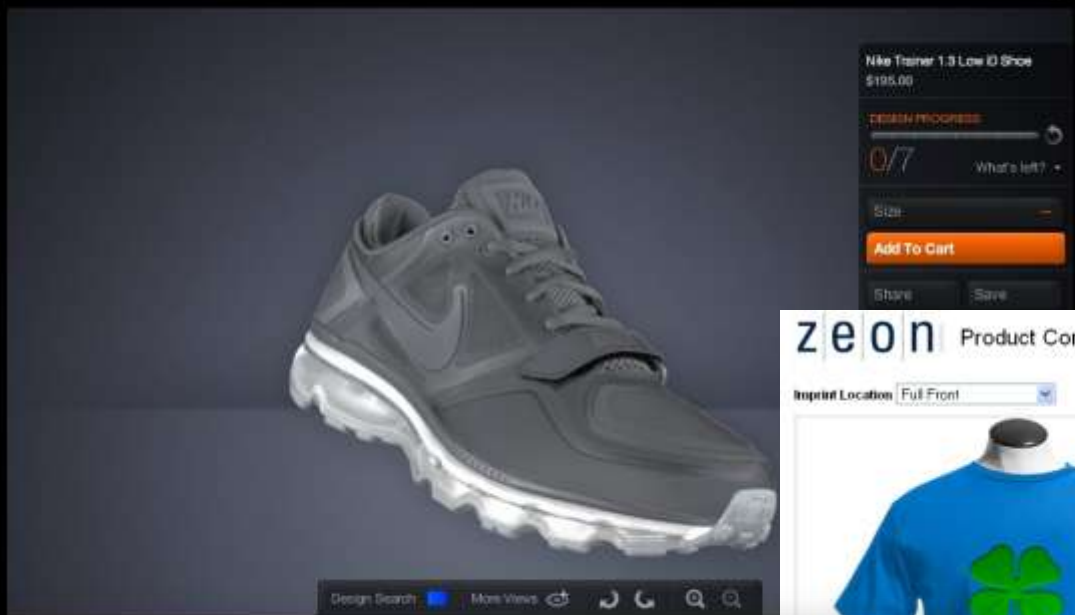


# Product Configuration in eCommerce



# Configurable Product Workflow





### zeon Product Configurator Prototype

Inspired Location: Full Front

ADD / EDIT TEXT

Text: [input field]

Font: Arial Size: 40 Color: Blue

Update Add text Object Delete text Object

ADD / EDIT LOGO

ARTWORK

Select from stock OR Upload your own OR I will be submitting my artwork via Fax or Email

Update Logo Add Logo Reset Logo Remove Colorization

Download PDF

Download PDF

Remove

1154 LILL 174010

1154 LILL STUDIO - Est. 1999  
The Original Custom Handbag Company

(Chat with us) (Join our e-list) (Gift certificates) (My account) (Cart)

DESIGN YOUR OWN BAG | SHOP OUR COLLECTION | GIFT IDEAS | BRIDAL | HOST A PARTY | LILL ON SALE

DESIGN YOUR OWN BAG

\$100 and under  
design a bag kit  
new styles  
most popular  
everyday bags  
wedding/dressy bags  
baby bags  
work/school bags  
travel bags  
accessories  
see all styles

shop ready-made  
shop fabrics

YOUR BAG

exterior  
top band  
interior  
interior pocket

enlarge

style info interior view on model  
our fabric quantities are limited - order now  
\*please note: custom orders take 3-4 weeks

CUSTOM ERINN  
pick fabric for

interior pocket

Red Rocks	Spanish Tiles	Raspberry Zig Zag NEW	Scarlet	Red Basket Weave
Maroon Faux Suede	Cherry Bomb NEW	Desert Stripe NEW	Fuchsia Flower NEW	Queen Anne's Pink Lace

selected fabric enlarge this fabric

Queen Anne's Pink Lace  
A medium weight fabric with light pink, dark pink, and dark brown flocced floral bursts. Complimentary fabrics: Pretty in Pink Faux Suede, Rawhide, Dusty Rose and Raspberry Fizz.



# Expected Outcomes

- Reducing Order-to-Cash Cycle
- Value in Production Time Savings (photography/image mgmt)
- Increased Conversion
- Reduction in Abandoned Cart
- Enhancement of Existing Merchandise Offerings is Infinite
- ENGAGING AND FUN CUSTOMER EXPERIENCE!!!



# Preparation for Configuration

- Critical to select a partner who is highly experienced
- Need to identify viable product lines
- How will your back-end production/delivery process support a configuration tool?
- Vignette creation can be a major step
- High resolution imagery – photography/design



# Questions!

**David Hess**

Senior Business Development Manager

Zeon Solutions, Inc.

414.847.1150

[david.hess@zeonsolutions.com](mailto:david.hess@zeonsolutions.com)

Visit Zeon Solutions:

<http://www.zeonsolutions.com>



Zeon Solutions Inc.

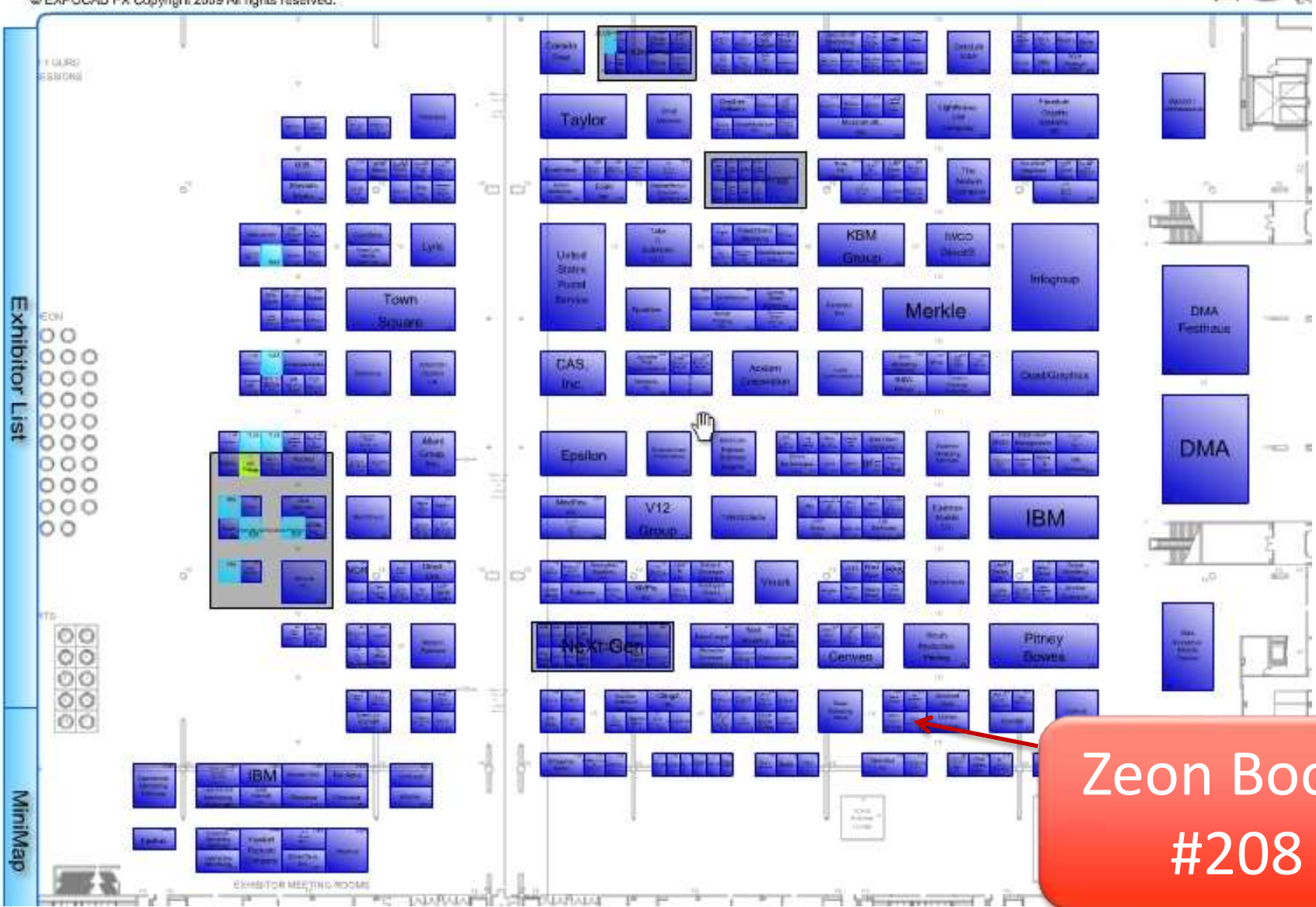
@zeonsolutions

**DMA BOOTH 208**



# Visit Zeon Solutions – DMA Booth 208

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**Zeon Booth #208**





# Thank You!

**The Power of Direct:**  
Relevance. Responsibility. Results.

**DMA**   
Direct Marketing Association