E-mail Marketing Choice & Convenience Loyalty Programs Dynamic Pricing Personalization Community

Referrals Customer Service Personalization

**Retain & Grow**

Retain & Grow

Measure &

Optimize

Customer Surveys Web Analytics Competitor Analytics Product SWOT

Site Usability Site Performance Online Surveys Company Culture

**Measure & Optimzize**

Market

Analysis

**Convert**

Convert

Acquire

**Acquire**

E-mail Marketing Targeting Promotions Customer Support Usability Payment Options Search Market Copy writing

3rd Party Certification

Search Marketing E-mail Marketing Advertising Affiliate Marketing

Shopping Comparison Partnerships Peer-to-Peer

Content Distribution

Aggregations