

DRTV Goes Big!

When we talk to potential new members about ERA, we say that it is home to any company that engages in direct to consumer commerce, regardless of channel. While true, it is important to remember that our community began with DRTV infomercial marketers and then expanded across all media over time. Our history is important because it is the power of DRTV that

attracts marketers to ERA and the power of DRTV is now recognized by entrepreneurs and big brands alike. In fact, major traditional advertisers now use direct response regularly, quite simply because direct response advertising is "accountable advertising." You might even be surprised by the list of traditional branded advertisers which have used DR: American Airlines, Apple, AT&T, Black and Decker, Bose, Bristol Myers Squibb, Coca Cola, General Mills, Home Depot, Johnson & Johnson, Mercedes-Benz, Paramount Pictures, Phillips Electronics, Radio Shack, Sears, The Sharper Image, Time-Life, Time Warner, Wal-Mart, among many more.

Over time, these traditional brand advertisers have felt stronger trust in the power of direct response and have learned that direct response advertisements work from both a response driving and a positive brand building perspective. Another reason big-brand marketers like Coca-Cola Co. and FedEx Corp. want to try DR advertising is because they typically can't turn their marketing budgets on a dime, so DR provides unusual flexibility.

The Infomercial Monitoring Service (IMS) and *The JW Greensheet* are popular reports that the industry uses to track direct response campaigns. IMS monitors television cable programming, while the JW Greensheet bases its rankings on confidential reports from media buyers. Regardless of which report you use, it is clear that there is an increase in the number brand advertisers using direct response television. They are beginning to know what we've always known about DRTV: the results are immediate and measurable; the media is less expensive; it motivates consumers to purchase; it

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Upcoming ERA Events

March 2-4, 2008

eRetailer Summit
InterContinental Hotel
Miami, FL

March 16, 2008

Networking Reception - Chicago
House of Blues
Chicago, IL

March 20, 2008

ERA's Webinar Series - Search

provides a lift to the other marketing channels; and, it builds brand awareness. I would say that DRTV is the perfect form of advertising -- but then again, I could be biased (and for good reason)...

Edwin Garrubbo, Board Chair

CEO, Creative Commerce, LLC

ERA Shanghai Mission – Your Portal to China

ERA in its effort to bring global business to your fingertips, is planning a trip to Shanghai, China, from April 22-24, 2008. The trip includes visits to 2-3 factories in the Shanghai and Suzhou regions, a meeting with government leaders in the advertising sector, and a meeting with Chinese direct response media representatives. Attendees' cost will be \$830.00* per person plus airfare, hotel (\$350/night), and food and beverage.

The \$830 fee includes the following:

- Experienced translator, escort, and guide
- Transfers between airport to hotel
- Transportation to and from all
- Meetings and visits meetings with factories, government leaders, and Chinese direct response media representatives

To join this valuable and enlightening venture which will give you insights into how to:

- Do business in China
- Grasp the Chinese regulatory climate
- Launch a product or service in the Chinese media
- Partner with Chinese companies

Please send your interest to Sigi Friedman, sfriedman@retailing.org, no later than Thursday, March 6, 2008.

*this fee is based on 30 participants.

Engine

April 17, 2008

ERA's Webinar Series - Legal Considerations of Blogs

April 29, 2008

ERA's Legal Series
American Conference Center
New York City, NY
8:00 a.m.-5:15 p.m.

April 29, 2008

ERA Networking Reception
American Conference Center
New York City, NY
5:30 p.m.-6:30 p.m.

May 22, 2008

ERA's Webinar Series - Customer Service/Optimization

June 12, 2008

ERA's Webinar Series - Online Video and Social Networking

June 22-23, 2008

The Electronic Home Shopping Conference 2008
Fairmont Hotel
Monte Carlo

July 16, 2008

Networking Reception - Santa Monica
Casa del Mar
Santa Monica, CA

September 21, 2008

ERA's 18th Annual Convention
Paris Hotel
Las Vegas, NV

Attention Candidates for the ERA Board of Directors

Your Chance to Serve

The ERA Nominating Committee seeks candidates for the 2008-2011 term on the ERA Board of Directors. Please [click here](#) (PDF) to download the nomination form. If you have successfully completed and submitted the nomination form by COB Wednesday, February 27, you will be eligible to meet the Nominating Committee for an in-person dialogue on Sunday, March 2, from 1:00 p.m.-2:00 p.m., at the InterContinental Hotel in Miami, Florida ahead of the ERA eRetailer Summit. Please email Sigi Friedman at sfriedman@retailing.org to RSVP and to secure your time for a dialogue with the Committee.

BUT WAIT! There're more ... More rooms that is.

eRetailer Summit Registration Increases \$100 On-Site Think of it as a Leap Year Special: you have one extra day (until midnight February 29th) to register in advance for the eRetailer Summit in Miami before the rates increase! Onsite registrations will increase \$100 per category at the show! Registered attendance has already exceeded last year! [Now is the time to register and save!](#)

March Webinar - One Search: Paid and Natural Search Synergy

March 20, 2008 2:30 p.m.-3:00 p.m. Eastern Time

Paid search and natural search optimization (NSO) often function as separate entities in search campaigns. Proper integration and measurement of both approaches will lead to increased sales.

Attend this webinar and learn paid and natural integration strategies used by an actual retailer to create ROI lift, including how to:

- Identify test and control groups of keywords
- Understand the effects of the purchase cycle
- Maintain stable budgets
- Create quantifiable ROI lift

This session will permit you one-on-one interaction with the speaker to answer your specific questions.

To register now and reserve your voice, contact Katie White at 703.841.8284 or kwhite@retailing.org.

This is a free ERA member benefit. Non-members may participate for \$99. For information about becoming a member of ERA, contact Robin Greenspan at 703.908.1036 or rgreenspan@retailing.org.

Speakers

David Douglass: As Director of Search Marketing at DoubleClick Performics, Douglass oversees the management of paid search marketing programs for a myriad of top brand clients across retail, financial services, consumer electronics, auto, and other marketing verticals. He has been instrumental in developing the team of search marketing experts that define DoubleClick Performics as one of the most successful and respected SEMs in the U.S.

Eric Papczun: Papczun specializes in increasing visibility and traffic to large retail, publisher, lead generation, and financial Web sites as the Director of Natural Search Optimization for DoubleClick Performics, the performance-based marketing division of DoubleClick, a leading online marketing firm.

Moderator

Ed Garrubbo, CEO Creative Commerce, ERA Board Chair

ERA Legal Series: Practical Knowledge for the New Technologies Landscape (Approved 9.5 CLE)

ERA is pleased to announce a new, one-day legal program on Tuesday, April 29th, from 8:00 a.m.-5:15 p.m. at the American Conference Center in New York City located at 780 Third Avenue. The seminar will shed light on the most recent FTC developments and offer practical insights and in-depth legal solutions in the area of emerging technologies. A wide range of issues will be covered, including:

- Impact of New Technologies and Behavior Advertising
- Avoiding Third-Party Liability
- Data Security Issues

- Key Issues of Ownership, Trademark, and Copyright of Ideas
- Online Testimonials
- Update on the Big Direct Response Advertising Self-Regulation Cases of the Year
- Complying with FTC Regulations in Electronic Retailing
- FTC Updates on Behavior Marketing Initiatives

Our distinguished faculty includes experts from the FTC, NARC, and representatives from these prominent legal firms: Manatt, Phelps & Phillips, LLC, Venable LLP, Kelley Drye Collier Shannon, Satterlee Stephens Burke & Burke LLP, Frankfurt Kurnit Klein & Selz, and Baker & Hostetler, LLP.

In addition, attendees will receive 9.5 CLE credits hours. The program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 9.5 credit hours. ERA gratefully acknowledges Manatt Phelps & Phillips, LLC as the New York accredited CLE provider for the event.

The registration fee for the event is \$495 for ERA members, \$600 for non-members, and \$99 for government employees. For more information on the legal series, please contact Marilyn Sawyer at 703.908.1035 or msawyer@retailing.org.

To RSVP for the complimentary cocktail reception, contact Katie White, kwhite@retaling.org, or 703.841-8284.

ERA Hosts New York City Networking Reception!

Please join ERA Tuesday, April 29th from 5:30 p.m.-6:30 p.m. at the conveniently located at the American Conference Center in New York City. This event is complimentary for all ERA members and retailer or direct marketer prospective members. [Click here](#) for directions.

The event takes place immediately following the ERA Legal Series: Practical Knowledge for the the New Technologies Landscape. While attendance at the Legal Series is not required, ERA strongly encourages you to take advantage of this high-impact one-day program, featuring cutting-edge topics presented by leading industry experts. This series is approved for 9.5 hours of CLE by the New York Bar.

To RSVP for the complimentary cocktail reception, contact Marilyn Sawyer, msawyer@retailing.org, or 703.908.1035.

If you are a non-member supplier, there is a \$100 admission to the reception.

If you are not an ERA member and would like information on ERA's benefits and services contact Robin Greenspan, rgreenspan@retailing.org, or 703.908.1036.

We look forward to seeing you in New York City on April 29th!

ERA set to Rock Vegas! September 21-23, 2008

The deadline to secure exhibit space for the 18th Annual Convention in fabulous Las Vegas is just one month away! If you are an ERA member you have until March 31st to send in your contract for placement consideration in the booth space priority point system.

If you are not a member, you can join before March 31st and receive the members only benefit of placement through the booth space priority point system.

We are already experiencing a record volume of requests for space, so don't delay! [Click here](#) for more information.

If you are a 2007 Annual Convention exhibitor, please contact Marilyn Sawyer; msawyer@retailing.org to receive a special rate on your space.

Want to save 20% on your exhibit space? Contact Karla Kelly; kkelly@retailing.org for details.

Net Neutrality Goes to Harvard [ERA's Government Affairs](#)

The latest round of the Net Neutrality debate visited the snowy Harvard campus in Boston, MA on Monday. The Federal Communications Commission held a hearing to investigate allegations that Comcast had begun blocking its users Bit Torrent connections – a precursor to further network management by Internet Service Providers. A packed house of over 600 was treated to an issue overview by Rep. Ed Markey and heard testimony from engineers, policy wonks, academics and public interests groups. Through the day it became clear that Comcast had gotten caught with its hand in the cookie jar – a sentiment echoed by members of the Commission. It is too early to tell but it will be interesting to follow developments to see if the FCC acts decisively in this matter to protect its jurisdiction authority or if a legislative fix is in order to protect your ability to reach your customers without interference

from network operators.

2007 Economic Census - mid February Update

ERA Members

If your business received a 2007 Economic Census form in December, and you returned it on time, the Electronic Retailing Association thanks you. But if you missed the February 12 deadline, we urge you to seek a 30-day extension and complete the form as soon as possible. Businesses that received forms are required by law (Title 13 of the U.S. Code) to respond.

In today's changing economy, timely and relevant facts and figures are essential for sound business and government decision making. The Economic Census is the primary benchmark for measuring 96 percent of the gross domestic product. Ben Bernanke has said, "The Economic Census is indispensable to understanding America's economy."

Businesses can request a 30-day reporting extension, or get help with their form, via the internet at <http://business.census.gov> or by calling a toll-free number 800.233.6136 from 8 a.m. to 6 p.m. EST, Monday through Friday.

Once you have sent your figures in, take a break and see how your business compares with industry averages from past censuses. At <http://business.census.gov>, click on "Industry Snapshots", then select your industry.

But if your company has not returned the 2007 Economic Census form, do it now.

From the U.S. Hispanic Council

Beginning this week we are introducing an ongoing Hispanic marketing Q&A feature. We hope you find the information useful.

Q: I am considering entering the US Hispanic DRTV market, but wondered about call centers. Is it better to use a bi-lingual center, or one that is Spanish language only?

A: We have experienced success with both bi-lingual and Spanish language only centers. However, the Spanish language only centers seem to have an edge with the more complex sales, i.e., ingestibles, etc.

Q: I have heard that conversions to sale for Hispanic campaigns fall far short of those realized on similar general market campaigns. Is this so?

A: That is the common misperception. The good news, though, is that conversion on a US Hispanic DRTV campaign generally runs only about 20% behind the average general market conversion. For example, if your show converts at 50% in general market, you can expect to achieve 40% in the Hispanic market. This slightly lower conversion is attributable to the slightly lower credit card penetration numbers in the Hispanic market. Efficiencies in other areas of the campaign bring overall media efficiency ratios to healthy levels across a

variety of product categories.

Submit your questions to Caroline Lacsamana of the ERA U.S. Hispanic Council at clacsamana@livemercial.com. Hispanic Council members will provide the answer in upcoming issues.

Industry News

[CHANNELSINTERNATIONALTRENDSBUSINESSINDUSTRYGOVERNMENT AFFAIRS](#)

CHANNELS

- [Social Media and Online Commerce: Birth of Socialommerce](#)

With all the media attention focused on Microsoft's not-so-friendly takeover bid of Yahoo, a below-the-radar acquisition target proves why social commerce is the future of search.

searchenginewatch.com

- [What Does Micro-HOO! Mean? It Means The 'Ad Model' Is Winning](#)

If you sell content, media or applications online, I have good news, and I have bad news.

Adotas

- [E-Mail Marketing Grows Up](#)

It's time we ensure that we give our customers a relevant and appealing experience that rewards them for engaging with us in the first place. Through behavioral targeting, we provide our customers with the means to steer their relationships with us. By focusing and enriching the information we provide them, we can ensure that the conversation we foster will prove to establish a mutually beneficial relationship.

www.ecommercetimes.com

- [How to Get Better SEO Traffic: 4 Strategies to Increase Leads 58%](#)

Most marketers would be thrilled with an SEO strategy that delivers a 240% improvement in Web traffic. But converting more of those visitors into leads is even better.

www.marketingsherpa.com

- **[TV Extension Quite Ends Where WWW Begins](#)**

IF EYEBALLS ARE GLUED TO any tube, it's more and more likely to be YouTube rather than the Boob Tube across the room.

MediaPost Publications

- **[Videos in Blended Search](#)**

This post is a follow-up to last weeks post on Images in Blended Search. Today, however, we will focus on videos in blended search.

Ramblings about SEO

- **[Google Wins Most Searches, Yahoo Loses Share](#)**

Americans launched into the New Year with more than 10 billion core searches – an 8.9% gain over December of 2007, comScore reports. Google won the lion's share of activity and marginally extended its reach (by 0.1%) to 58.5% of all core searches.

Adotas

- **[Network of TVs Talks to Cellphones and Trades Clips for Advertising](#)**

A LITTLE-KNOWN private company, Akoo International, is setting up a network of digital screens that can send and receive messages from cellphones. The company aims to transform mobile devices into universal remote controls that can select on-demand content from big-screen TVs in airports, bars and restaurants.

www.nytimes.com

- **[Warning: Make Web Visitors Insiders, or They Won't Buy](#)**

If you can make visitors to your website feel like they're insiders, they'll buy, vote, read or otherwise convert into a great audience.

conversation marketing

- **[Growth Cools at Social Networks](#)**

The era of astronomical growth for social networking sites in the U.S. could be over as MySpace and Facebook have cooled off in recent months.

The Hollywood Reporter

- **[Microsoft Brings Web Trafficking Measurements into 21st Century](#)**

At last: truly accurate measurements of Web traffic and sales is available. That's according to Microsoft Corp. at least: The software giant today announced a new approach to managing and measuring the effectiveness of online campaigns called Engagement Mapping.

Adotas

- **[Adobe AIR Removes the Need for Browsers](#)**

Adobe Systems Inc. has taken the browser out of online site surfing with a new application called AIR. Adobe says that the service will allow any company with a site to have a placement on a user's desktop according to the AP. Site such as EBay, AOL, Nickelodeon and Nasdaq Stock Market Inc. have created compatible, downloadable, desktop versions of their sites using software developed by Adobe.

Adotas

- **[Click Forensics: Click Fraud Hits 28 Percent](#)**

A report from Click Forensics finds click fraud rates have grown to 28 percent, reports SeekingAlpha.

Marketing Vox

- **[Microsoft Moves Beyond Clicks with 'Engagement' Measurement](#)**

The new method is intended to augment click-based metrics, which don't tell online marketers very much about their customers and are susceptible to manipulation.

InformationWeek

- **[GoFish Adds WeeWorld to the Family](#)**

GoFish Corporation announced today announced the addition of WeeWorld, an avatar-based social network, to its newly-launched youth-focused online media and entertainment network. WeeWorld has over 21 million WeeMees, the youth avatars that have been created worldwide. This increases domestic reach of the GoFish Network to 18.2 million unique users.

Adotas

- **[Portals in a Web 2.0 World](#)**

Web 2.0 refers primarily to two major paradigm shifts in the way people use the Web: thin client computing and user-generated content. The portal plays a pivotal role in both areas. In thin client computing, data and applications are stored on Web servers, and a user has access from any computer via a Web browser, thus turning the Web into a gigantic application server -- a penultimate manifestation of Web 2.0.

TechNewsWorld

- **[Half of Enterprises Use Web 2.0 Media Technologies](#)**

54 percent of enterprises use Web 2.0 technologies, as do 74 percent of companies with fewer than 500 employees, according to a study Web 2.0 technology adoption and the future of social-media initiatives in enterprises, reports MarketingCharts.

Marketing Vox

INTERNATIONAL

- **[IN THE MARKETPLACE / TV home shopping sees rapid expansion](#)**

TV shopping mall operators have achieved impressive sales in recent years due to their wide range of products and the silver-tongued sales patter of the programs' hosts.

Daily Youmouri Online

- **[Generation Y 'ditches TV for internet'](#)**

Surfing the web is replacing television as the medium of choice for young adults, according to a new overseas survey.

news.theage.com.au

- **[Microsoft Launches Digital Ad Platform in India](#)**

Microsoft launched a digital ad platform in India today, according to reports. The company will provide display, rich media, contextual and video advertising to partners Bollywood Hungama, Equitymaster, HDFC Sec and Facebook.

Adotas

TRENDS

- **[Tech Workplace Climate Unfavorable to Women](#)**

Women in tech say they're more likely to be isolated and cut out of decisions, and that experience is driving women from the field.

www.eweek.com

- **[Study: Customer Satisfaction With E-Tail Outpacing Brick-and-Mortar](#)**

Customer satisfaction with online financial services continues to climb, according to a recent University of Michigan study. Online brokerages are up 1.3 percent to 79 points on a 100-point scale. Fidelity was the biggest gainer for the fourth quarter with a 5 percent gain to 84. CharlesSchwab.com was up 2.5 percent to 82 and TD Ameritrade rose 3.9 percent to 80. E*Trade was down 1.3 percent to 73.

CRM Buyer

- **[Marketers Say TV Is Dead, Long Live TV!](#)**

THE BAD NEWS: MARKETERS BELIEVE the effectiveness of television advertising has declined over the past two years. The good news? They're more interested in trying new formats and other forms of video

commercials.

Media Post's Marketing Daily

- **[10 Billion Video Views Online in December](#)**

A recently released comScore Video Metrix service report, revealed that U.S. Internet users watched more than 10 billion videos online during the month of December, 2007, representing the single heaviest month for online video consumption since comScore initiated its tracking service.

Center for Media Research

- **[Leap Year Day is Special, and Marketers Know It](#)**

According to folklore, leap year day is the choice moment for women who have no interest in waiting for the guy to pop the question.

www.nytimes.com

- **[Home Theater Enroute to Mass Market](#)**

According to Parks Associates' new report and analysis of high-end entertainment systems, total U.S. revenues for installed home theaters and multiroom audio systems will grow from \$6 billion in 2007 to more than \$11 billion by 2012.

Center for Media Research

- **[Consumer Confidence Hits 15-Year-Low, Hurts Results](#)**

CONSUMER CONFIDENCE TOOK A NOSEDIVE in February, falling to its lowest level in 15 years, reports the Conference Board. And, as if to underscore just how concerned consumers are, a number of leading retailers posted results dotted with the kinds of adjectives that CEOs dread: Difficult. Disappointing. Challenging.

Media Post's Marketing Daily

- **[Revealing Personal Information Still Inhibits Online Shopping](#)**

According to a Pew Internet Project survey, released in February, 2008, most online Americans view online shopping as a way to save time and a convenient way to buy products. At the same time, most internet users express discomfort over sending personal or credit card information over the internet.

Center for Media Research

BUSINESS

- **[RightNow Buffs Up Retail App](#)**

New features in RightNow's retail-specific application will make it easier for customer service reps to invite feedback during chat sessions, and then leverage it to take appropriate action while the iron is hot. In some cases, that means immediately routing a dissatisfied customer to the appropriate agent.

In others, it could mean the opportunity for an upsell.

CRM Buyer

- **[Taking Beef Jerky Sales to the Stratosphere](#)**

If Gregory Nemitz tells you his beef jerky is out of this world, believe him. His jerky has traveled to space stations four times for astronauts who crave the stuff. If only he could get revenues for his Web-based company, Beefjerky.com, off the ground as well.

CNNMoney.com

- **[SEO: Five Easy Pieces](#)**

One rule for a new Web site hoping to catch traffic out of search engine attention is to find a niche market. This cannot be stressed enough, as it is much harder to receive top search engine rankings for a new site than an established site. A new site will have to fight amongst Web sites that have established high search engine rankings.

www.ecommercetimes.com

- **[Practicing Safe E-Commerce](#)**

If you're headed to a brick-and-mortar store or a restaurant, don't leave a receipt on the table, and be sure to check your credit card bill to make sure the staff didn't heist your credit card number. Those are common-sense behaviors for real-world commerce, but similar security measures are in order when shopping online.

www.ecommercetimes.com

- **[Kiosks Give Pause to Movie Rental Stores](#)**

Redbox Automated Retail LLC, an Oakbrook Terrace, Ill.-based subsidiary of McDonald's Corp. (NYSE: MCD), is putting its DVD-dispensing machines in nearly all of Wal-Mart's U.S. stores. Redbox says the deal with the world's largest retailer solidifies its dominance of the emerging kiosk rental market.

www.palmbeachpost.com

- **[Online Retail Ranks Higher for Service](#)**

Online retailers are delivering the goods and better customer service than traditional stores, according to a University of Michigan study released last week.

www.indystar.com

- **[On the Internet, Everyone Can Hear You Complain](#)**

A San Francisco start-up called Get Satisfaction is the latest online ombudsman to try to mediate customer service complaints.

www.nytimes.com

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- **[Marketers: We Don't Get How to Do Diversity](#)**
Marketers are hiring more talent and spending more money than ever to chase multicultural consumers, yet they are divided on how to reach them -- and unsure they're getting good returns on their investments.

Advertising Age

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- **[Leverage Your Unsubscribes](#)**
Leverage Your Unsubscribes A recent In-Box Insiders discussion was whether a click on the unsubscribe link in an email should be included in the response rate calculation, as would a click on a product link.

Media Post's Email Insider

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- **[Marketing Feedback Cards Go Digital Via Cell Phones](#)**
WALK INTO ANY APPLE, JCPENNEY, Sony, or Wal-Mart store and provide instant feedback on products via text messages from cell phones. That's the long-term vision of Glenn Allison, who along with several other Northwestern University graduate students co-founded tech startup Mimieo to develop software applications for marketers.

MediaPost Publications

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- **[Consumer Vigilantes](#)**
In the annals of customer service, 2007 will go down as the year fed-up consumers finally dropped the hammer. In August a 76-year-old retired nurse named Mona Shaw smashed up a keyboard and a telephone in a Manassas (Va.) Comcast (CMCSA) office after she says the cable operator failed to install her service properly.

BusinessWeek

-
- **[Customer Service with a Virtual Smile](#)**
Just about any e-tailer or e-commerce business owner you ask will tell you that the customer is number one. But as surveys of online shoppers have shown (heck, just ask the person in the next cube or your friends and neighbors), that's not always the case.

www.ecommerce-guide.com

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INDUSTRY

- **[MySpace in Talks on Music Downloads](#)**
MySpace, the world's largest social networking site, is gearing up to partner with the major record

companies to create an advertising-supported service that would allow consumers to listen to music for free on their computers.

www.ft.com

- **[Google Capitalizes on Online Video Explosion with In-Video Ads](#)**

Web search behemoth Google Inc., is leveraging its mammoth ad network — with new program called AdSense for Video – to sell ads that will appear in Web videos across the Internet.

Adotas

- **[Online Boutique Tries to Redefine Fashion Experience](#)**

Always in style, never a fashionista, Shanna Israel was barely out of her teens when she developed Genre, a clothing line that featured creative T-shirts.

www.azcentral.com

- **[Online Retail Healthcare Store Launched](#)**

BETHESDA, MD - Hospitals looking to make their patients a little happier while tapping into a overlooked revenue stream might be interested in a new partnership between GetWellNetwork, Inc. and The Paquin Group, a provider of healthcare-based retail solutions.

Healthcare IT News

- **[Fast Fulfilment](#)**

Online shoe retailer, Zappos.com, has used sophisticated high-speed handling technology to give it an edge over high street competition. Offering the best service, an extensive product range and fast delivery was seen as essential. Zappos made rapid order cycle time its highest priority, requiring the design of a system with the ability to process an order in under an hour.

www.supplychainstandard.com

- **[Program Promises Huge Rewards for Loyal Online Shoppers](#)**

A Seattle company's unusual rewards program has people asking: Is it a gold mine promising as much as \$1 million in future paybacks? Or is it too good to be true?

seattlepi.nwsourc.com

- **[Amazon Launches Currency Converter for International Customers](#)**

International customers will be able to pay for purchases at Amazon.com in the currency of their payment cards, instead of U.S. dollars, with a currency converter feature launched this week by the retailer.

www.internetretailer.com

- **[iTunes Edges Target, Best Buy for music bucks](#)**

Local retail giants Target and Best Buy are ranked near the top of the list of national music retailers, according to a new information released Tuesday. But Apple's iTunes has eclipsed them both.

Minneapolis/St. Paul Business Journal

- **[Fresh Green e-Tailer Blooms Under Crowdfunding](#)**

LA-based nvohk is an online retailer that positions itself as the first eco-friendly, community-managed clothing firm, reports MediaBuyerPlanner.

Marketing Vox

GOVERNMENT AFFAIRS

- **[Marketers of 7 Day Miracle Cleanse Program Banned from Infomercials](#)**

The marketers of the 7 Day Miracle Cleanse Program, a purported herbal colon-cleansing program, have agreed to settle Federal Trade Commission charges that they falsely claimed that their program would cure cancer and other serious diseases.

Federal Trade Commission

- **[FTC Head to Step Down, Is Seen Taking P&G Post](#)**

Federal Trade Commission Chairman Deborah Platt Majoras will resign next month, leaving the five-member regulatory panel with two Republicans.

The Wall Street Journal

- **[Drug Ads to Get More FDA Scrutiny](#)**

The Food and Drug Administration's current budget for reviewing consumer drug advertisements is larger than in the previous five years combined.

USA Today

- **[IAB Releases Less "Rigid" Privacy Guidelines than FTC Wants](#)**

The Interactive Advertising Bureau today announced the release of "privacy principles" for its members to follow; but the U.S. Federal Trade Commission was clearly hoping for more stringent privacy guidelines.

Adotas

- **[Pfizer to End Lipitor Ads by Jarvik](#)**

Under criticism that its ads are misleading, Pfizer said Monday that it would cancel a long-running

advertising campaign using the artificial heart pioneer Robert Jarvik as a spokesman for its cholesterol drug Lipitor.

www.nytimes.com

Member Press Releases

- [Hawthorne Direct Names Ginny Hughes Operations Manager](#)
- [The Global DR Group is ready to debut 4 new innovative consumer products at the upcoming E-Retailer Spring Summit and Expo, held annually in Miami.](#)
- [Leading European Live Shopping and Infomercial producer Intersourcing S.A. appoint Interglobal International as their global sales arm \(PDF\)](#)

ERA IS NOT RESPONSIBLE FOR THE CONTENT OF PRESS RELEASES. NOR INFORMATION AS A RESULT OF LINKING TO INDIVIDUAL COMPANY WEBSITES.

News from ERA

[More News...](#)

Classified Ads [Advertise in ERA's E-News Weekly](#)

Infomercial Producer, PREMIER SOLUTIONS

PREMIER SOLUTIONS is looking for a full time INFOMERCIAL PRODUCER to work full time at our newly post-production facility located in Miami Beach Florida. Those people interested please e-mail us your resume at production@premiersolutions.com.

CFO/COO

Emerging direct response company is in search of an experienced CFO and COO to help lead our company to the next level. Excellent salary and benefits package will be provided. An ability to quickly adapt and perform on multiple platforms simultaneously is essential. Please email resume and salary requirements to hr@aotearoawest.com.

Direct Marketing Manager - Acquisition, Bare Escentuals (San Francisco, CA)

The successful candidate will be responsible for planning, implementing, executing and tracking all infomercial marketing initiatives designed to acquire new customers.

Job Responsibilities

- Take lead in developing bareMinerals infomercial product assortment and pricing strategy.
- Prepare positioning statements for sales initiatives and the development of marketing collateral.
- Develop comprehensive plan for infomercial in-market tests and full rollout.
- Coordinate all operations-related tasks for new show rollout and on-going infomercial campaigns.

For a full job description please [click here](#).

Direct Response Professional

15 years in DRTV.

Executive level management experience.

Production, post, managing campaigns from start through roll out.

Marketing in direct response with long and short form television and radio.

Print, web (including banner advertisements), direct mail, back end and continuity programs. Compliance and call center development and management.

Available full time or consulting.

Interested in learning more about how I can make a difference for your firm? Please reply to

drproff17@gmail.com.

PER INQUIRY RADIO, TV, PRINT AND INTERNET CLIENTS NEEDED.

William Sullivan Advertising, specialist in per inquiry / remnant radio, TV, print and Internet advertising is looking for more clients to place per inquiry with us across the country. Presently we have over 50 satisfied clients using our per inquiry radio, TV, print and Internet service paying a specific price per lead. Feel free to

read some of Bill's articles on DR Radio which had been published in Electronic Retailer Magazine http://www.williamsullivanadvertising.com/articles_0607.html. We are looking for more clients to place advertising in our per Inquiry program. We have a proven model for over 22 years making direct response advertising work for our large and expanding list of clients. For samples of our radio commercials please visit <http://www.williamsullivanadvertising.com/samples.html>. Our present client categories start from Natural Cures book to acne products to stress and anxiety relief programs to inventions companies to hair replacement and much more. We are dedicated to expanding our clients business and you can be a part of our growth. Contact Bill Sullivan at 973-379-8555 or email bill@williamsullivanadvertising.com.

Submissions

Are you an ERA member? As a membership benefit, you can submit press releases, company/personnel announcements and calendar items to be published in the E-News Weekly. Please contact Peter Howson, phowson@retailing.org.

Advertising Opportunities

If you are interested in advertising, please contact Peter Howson, phowson@retailing.org.

Electronic Retailing Association

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Contact us: Monday – Friday 8:30 am – 5:00 pm ET

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