

Ve Interactive Acquires Adaptive Consultancy and Launches World's First Ecommerce Platform with Integrated Cart Recovery Software

Submitted by: Ve Interactive

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London, Monday 11th June 2012: Tech City's Ve Interactive (<http://www.veinteractive.com>), the data-driven-services experts today announced the acquisition of Adaptive Consultancy, a London digital marketing agency with a proprietary ecommerce platform.

As part of the acquisition, the newly branded VeCommerce (<http://www.veinteractive.com/vecommerce.php>) has today been re-launched as the world's first ecommerce software to have built-in cart-recovery and remarketing technology. As a result, it is expected to be an extremely high-converting ecommerce platform, ideal for the contemporary demands of today's ecommerce market.

"We are delighted to welcome Adaptive Consultancy," commented David Brown, co-Founder CEO, Ve Interactive. "This transaction represents a major step in the development of Ve Interactive's strategy. Adaptive are such an exciting company with strong leadership, talent and capability, and an impressive reputation for delivering product and services of high quality and value. The VeCommerce platform is going to be a powerful proposition for our international client-base. In addition, we are excited to have Adaptive's team members on board and embedding their expert digital skills will help bring many other valuable contributions to our clients."

Five years in development, the Adaptive ecommerce platform was created in order to provide a more flexible and intuitive solution for the market place. Designed with the marketer in mind and providing advanced reporting systems, clients include: theletterroom.com, laraventura.co.uk, ichibaninternational.com, ollieandnic.com and daisyknights.com. Ve Interactive will continue to operate this client base.

Ve Interactive recently worked with Adaptive to integrate its multi award-winning VeCapture and VeContact cart recovery and remarketing software directly within the platform. Explained Brown, "Ve Interactive has always been proud of our drive to provide renewed relevancy, to better serve the interests of our clients and their consumers, and Adaptive share this ethos of constant innovation. The launch of VeCommerce as the first truly integrated solution, marks a revolutionary step-change in the ecommerce industry's ability to address the productivity needs of online merchants today."

In addition to cart recovery and remarketing, features of the newly-launched VeCommerce platform include; efficient product management, easy content editing, marketing integration, merchandising tools, multiple automated promotional options, centralised order management, customer management, management reports, trade log-in and social network integration. All this, combined with Ve Interactive's existing data-driven-services and insight, means that VeCommerce will improve a merchant's prospects for customer acquisition, conversion and retention, making Ve Interactive one of the most exciting and active ecommerce and online efficiency companies in the marketplace today.

"We are thrilled to become part of the Ve Interactive vision," said Roddy Scaife - CEO, Adaptive Consultancy. "Ve Interactive's proven operational expertise and international reputation for being

best-in-class in shopping cart efficiency, with a record of generating returns that are among the highest in the industry, creates tremendous potential for growth opportunities. Where an online merchant can't achieve satisfactory conversions with their current ecommerce platform, VeCommerce will now provide a powerful alternative solution. It will certainly be ideal for merchants wanting to migrate their businesses online, or for those starting a completely new build, since a full CMS (Content Management System) interface is included within the platform."

Scaife will now take on the role of Creative Director at Ve Interactive.

Both companies share a responsible business culture that revolves around putting people first and there will be significant opportunities for career growth as a result of this winning combination too.

About Ve Interactive (<http://www.veinteractive.com>):

Head-quartered in London's Tech City, Ve Interactive, founded in 2009 is an international data-driven-services company, operating in the digital marketing and software sector. Specialising in cart recovery, lead-generation and remarketing technologies for ecommerce merchants, as well as optimisation services, Ve Interactive has a history of successfully increasing online conversions. It has since expanded its footprint internationally, opening offices in the USA, Australia, Sweden, Brazil and Germany. Ve Interactive employs over 100 staff worldwide.

In May 2012, The Drum Magazine named Ve Interactive Digital Services Company of the Year. In 2011 it was also honoured with a TechWorld 2011 UKTI Business Innovation Award, a British Interactive Media Association Award 2011 for Retail, a Marketing Innovation Award 2011, and a Best Business Award 2011. In 2012, it has been a finalist in the Econsultancy Innovation Awards, the Revolution Awards, the Performance Marketing Awards and The New Media Age Awards.

"Ve Interactive should be a key partner for any ecommerce business" Simon Harrow, Technology Officer - Kiddicare.com

Ve Interactive believes in responsible business and is proud to give its pro-bono services to the international charity, Concern Universal, to assist with their digital strategy.

The Ve Interactive founders also incubate four other businesses that have a strong online element. Ve staff share in the ownership of these businesses too, which is not only great for their long-term wealth, but creates opportunities to gain greater business acumen as well.

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About Adaptive Consultancy:

Formed in 2007, Adaptive was a London-based digital marketing agency, with an in-house team of strategists, planners, designers, developers, marketers and project managers, all with seasoned experience in both the digital and offline worlds. The agency worked to improve the profitability of its clients by creating and using market intelligence, and through using leading-edge technologies, including its own proprietary ecommerce platform. It also offered bespoke website design, pay-per-click advertising, strategic planning and SEO services.