VeMerchant - the world's first and only cart recovery app launches in the Apple Store

Submitted by: Ve Interactive

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London, July 31st - Today, Ve Interactive's (http://www.veinteractive.com) first iPhone and iPad app hit the Apple Store.

The VeMerchant app (http://www.veinteractive.com/vemerchantapp.php), dedicated to reporting live, real-time stats on shopping cart abandonment, recovery and conversion from the company's VeCapture and VeContact software, is also the world's first and only cart-recovery app.

VeMerchant (http://www.veinteractive.com/vemerchantproduct.php) is a dashboard reporting tool for online retailers who do not drive or track their sales through an existing affiliate network.

All data and analytics from Ve Interactive's e-commerce software products are consolidated into Ve Interactive's VeDataHub platform, which captures, segments, processes, remarkets and re-purposes millions of records daily, driving maximum digital revenues, and helping Ve Interactive's online efficiency analysts get clients' shopping-carts to their most efficient.

Explained co-founder CEO David Brown, "The way we've built VeCapture and VeContact is strategically modular, so that they can both operate independently, or be interdependent. Therefore in building VeMerchant, we've been able to draw from the VeDataHub in real time and launching the app as a further interface, demonstrates the scalable capability of our platform."

The app is provided for free for all VeMerchant clients, fitting Ve Interactive's philosophy of constant innovation in its products and services for the e-commerce industry.

About the VeMerchant App:

The app brings live, real-time information to an iPhone or iPad from the VeMerchant platform, allowing merchants to view real-time reports so that they can monitor the performance of their remarketing campaigns and efficiency of their site metrics, on the go.

The app breaks down the following key statistics on a daily, monthly or annual basis:

• Abandonments
• Emails sent
• Email open rate
• Click-through rate
• Conversions
• Conversion rate
• Revenue recovered – Year to date or for a particular period specified.

Get the VeMerchant App (http://itunes.apple.com/app/vemerchant/id536297398?mt=8!)

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

Head-quartered in London's Tech City, Ve Interactive, founded in 2009 is an international data-driven-solutions company, operating in the digital marketing and software sector.

Named the Marketing Services Company of the Year 2012 by The Drum, Ve Interactive specialises in shopping-cart-abandonment, lead-generation and remarketing technologies for e-commerce merchants, as well as optimisation services. Its history of successfully increasing online conversions with its enterprise level software and Tier 4 data hosting, (Government level) has earned the company the reputation of being the most trusted cart recovery solution provider in the industry. It also works with the ICO and specialist media lawyers Lee & Thompson and has a dedicated Data and Compliance Officer in-house to ensure that its e-commerce clients are always compliant and using best practice.

The company is continuing to shape the e-commerce industry, having recently launched VeCommerce (http://www.veinteractive.com/vecommerce.php), the world's first e-commerce platform with integrated cart recovery software.

Ve Interactive has also expanded its footprint internationally, opening offices in the USA, Australia, Sweden, Brazil and Germany. It was also recently shortlisted in the Software Satisfaction Awards 2012 and the Paris E-Commerce Awards 2012.

In 2011 it was 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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