

EchoCurrent Software, Inc. Announces New Affiliate Product Optimizer™



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Intelligent web plug-in tracks customer intent in real-time and optimizes delivery of product offers from affiliate networks

NEW BOSTON, New Hampshire - February 10, 2009 - **EchoCurrent Software, Inc.** today announced the availability of the **Affiliate Product Optimizer™**, a software service to enable web publishers to better optimize product and ad targeting from affiliate networks. This product is free of charge and initially available for new or existing users of the **Commission Junction®** affiliate network.

Web publishers are increasingly relying on affiliate networks to source products and offers in support of their topic-based web sites, blogs, or online stores. Unlike **Google AdSense®**, which will automatically match ads to the content of each web page, sites which rely on affiliate networks have lacked the ability to do automated matching of



customer interests to products, or have been forced to build custom solutions.

With the introduction of the **Affiliate Product Optimizer™**, publishers gain the ability to understand their visitors' interests in real-time and display optimal, personalized product offers from affiliate networks. By truly listening to website visitors' words and actions, publishers can increase their revenues by showing their customers the most relevant products at just the right time.

The **Affiliate Product Optimizer™** goes much further than standard search or page ads by building a unique profile of each web site visitor as they interact with the web site, a "**Customer Echo**". The Echo is continually refined over the life of the user session. Rather than using static page content to match offers, the Customer Echo is used to select the most appropriate offers from the affiliate network, specific to each visitor. This provides each visitor with a unique and optimized experience based on their personal browsing interests and exhibited site behaviors.

Initially released with support for the **Commission Junction®** network, and using the **Commission Junction® Web Services**, the **Affiliate Product Optimizer™** easily plugs into a publisher's website by adding a pre-generated piece of javascript to the page. In addition, plugins are available for [Wordpress](#) and the [Joomla](#) content management system, allowing this new capability to be easily added to these popular platforms without touching any code.

The Affiliate Product Optimizer is being initially released free of charge and operates in the Software-as-a-Service (SaaS) model. Website publishers sign up at <http://www.echocurrent.com>, add the plugin to their web sites, and the **EchoCurrent** servers handle the rest. EchoCurrent provides tools and reports that make the publishers' lives easy, tracking, for example, trends in the Customer Echoes, products of highest interest, and what web content is driving the most product click-throughs. With this valuable information, publishers optimize their site content to generate more revenue.

*"Coming from a background in business intelligence technology at the enterprise level, it was clear to me there was a big opportunity to make affiliate sites smarter" says **Mike Ruggieri, founder and president of EchoCurrent Software, Inc.** "By combining our Customer Intent Engine with the Commission Junction Web Services,*

we were able to build a powerful affiliate optimization widget that can drive higher revenues for site publishers while simultaneously improving the customer experience for all visitors.”

About EchoCurrent Software, Inc.

Founded in 2008, EchoCurrent Software is dedicated to delivering technology that makes web sites smarter. EchoCurrent has developed a proprietary Customer Intent Engine that can track user behavior in real-time, identifying patterns, capturing data, or reacting to events as they occur. The company has released its first product, the Affiliate Product Optimizer, which utilizes their Customer Intent Engine with affiliate network services to enable web publishers to make more effective use of their affiliate product catalogs and create higher value customer experiences. For more information, visit <http://www.echocurrent.com> .

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