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Shop.org Annual Summit Brings Engauge on to Offer Expert Website Critiques to Retailers

Agency will also Lead Roundtable Discussion on the Psychology of Website Design

September 18, 2009 (Atlanta, GA) - Engauge, a total marketing solutions agency, will offer expert website critiques at Shop.org's Annual Summit through their specialized "Doctor is In" track. Melissa Read, Ph.D., Engauge's VP of Research and Innovation, will lead two days of professional sessions. The conference takes place in Las Vegas, September 21-23.

During each afternoon of the summit, retailers have the opportunity to reserve a private 20-minute session with one of 14 industry experts who will critique specific aspects of their website and provide tactical and practical solutions. Dr. Read will provide sessions grounded in an extensive background in consumer psychology, a keen understanding of human behavior in the digital space, as well as industry best practices in usability and content design.

Engauge's Dr. Read will also lead a roundtable session on Tuesday, September 22nd from 4:15-4:45pm. A part of the Customer Experience group, the roundtable is titled "Psychology: The Blueprint for Outstanding Digital Marketing to Women."

"In retail, a website can be a shopping destination or it can be a vehicle for driving sales in-store; or even both," says Dr. Read. "We've found that many retailers don't yet understand how to drive and measure the vehicle piece, which is key. So we work with retailers every day to learn about the customer flows on and off the web, and then carefully design digital properties that drive measurable ROI both on and offline."

For more information about Shop.org's Annual Summit, visit www.shop.org/summit09.

About Engauge

Engauge is one of the nation's largest independent marketing agencies, helping leading brands connect data-driven insights with creative ideas to fuel business growth. Engauge leverages a complete portfolio of marketing expertise – spanning all areas of traditional, direct and digital marketing – to drive measurably effective programs for clients. The agency's roster of clients includes Kraft Foods, The Home Depot, Best Buy for Business, Sony, NGK and Huntington Bank. Engauge is a portfolio company of Halyard Capital and has offices in Columbus, Austin, Atlanta, Pittsburgh and Orlando. Learn more about Engauge at www.engauge.com.

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