

July Special Edition: Technology Innovators

This special digital edition of Internet Retailer will look at the advanced technologies and services vendors are developing for e-retailers to use so e-retailers have an edge on the competition. **Ad close 6/29 Materials Due 7/10**

Full Story Lineup:

Can you justify the expense?

This story will explore how retailers are evaluating what technology to invest in, whether it works and how retailers justify the expense of still-unproven technologies.

Moneyball marketing

This story will examine how retailers large and small are taking their personal biases out of their marketing decision-making to better allocate their resources.

How omnichannel technology is transforming stores

This story will explore how retailers are using technology to improve their store experience—and whether those efforts are boosting sales.

Selling via a messaging platform

This story will explore whether the type of approach Longchamp is using to sell via WeChat might work in the United States.

How to get shoppers to use augmented reality

Here's how one retailer is using augmented reality in its mobile app, plus how it uses AR for a non-traditional way in the retailer's physical stores.

6 million pairs of shoes, each custom made

How Jodie Fox built an online shoe business that makes each pair from scratch and delivers it within two weeks. A profile of the Shoes of Prey's co-founder.

Why data is more important than ever

Ralph Tkatchuk, founder of TK DataSec, a fraud-prevention and security consultancy, examines how the quantity of online shopping data available online enables retailers to better understand their customers, competitors and future trends.

Platinum Sponsorship Program - \$8500 net

- 150 qualified leads from special edition download provided to sponsor
- 1-pg lead-in article created by Internet Retailer
- 1-pg, 4/c ads (opp. lead-in article)
- Sent to all Internet Retailer magazine, newsletter and research subscribers

Gold Sponsorship Program - \$5000 net

- 50 qualified leads from report download provided to sponsor



- 1-pg, 4/c ad
- Sponsor logo with link on web site registration page
- Sent to all Internet Retailer magazine, newsletter and research subscribers