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- [Archive Search](#)
- [Current Issue](#)
- [News Stories](#)
- [Departments ▶](#)
- [Industry Events](#)
- [Press Releases](#)
- [Buyers Guide](#)

[IR2005 Conference CD](#)

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[Top 400 Guide](#)

[IR Media Kit](#)

today's news

Wednesday, February 15, 2006



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AOL	Home Décor	Organize
SmartBargains	Indigo Books	Meritline
Gomez		

Meritline rebuilds sites and targets \$50 million in sales this year

Meritline, an online retailer of blank CDs and DVDs and other computer-related accessories, expects to grow sales 25% this year as it re-launches its five sites on the Ignify eCommerce platform, Meritline vice president of business development Michael Diz tells InternetRetailer.com.

Meritline, which is owned by Comptree Inc., City of Industry, CA, is migrating its five retail sites and its one wholesale site from the Yahoo Stores platform to Ignify in an effort to offer greater shopping functionality and stronger integration with back-end accounting software, Diz says. "The Yahoo Stores platform has been great in helping us get to \$40 million in five years, but now we need to be able to customize our sites more," he says.

By integrating all of Meritline's sites with the retailer's main product catalog database, and by also incorporating built-in site analytics, the Ignify platform will make it easier for Meritline to produce cross-selling displays based on a shopper's past shopping behavior, Diz says. "We expect to see a 10-20% increase in purchases by repeat customers," he says.

Meritline's five btc sites are its flagship general products site Meritline.com, EZLabel.com, CDRDVDRmedia.com, ABCink.com, and Meritline.net, which sells in bulk to consumers, small business owners and schools. The company's wholesale site, MeritlineProducts.com, sells to other retailers.

The Ignify eCommerce platform will launch first on EZLabel.com early next month, then follow on the other sites over the following several weeks, Diz says.

Meritline will also use the Ignify platform to integrate its order management system with its back-end MAS 200 accounting software and the WorldShip software from UPS.



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