



Leading footwear retailer Aerosoles takes two online stores live on Ignify eCommerce

Aerosoles Enhances Online Storefronts

Aerosoles implements the Ignify e-commerce platform to power two online storefronts. The footwear retailer is using the platform to automate back-end processes and improve the customer shopping experience. Management can monitor key metrics including site visits, visitor browse history, customer click-throughs, campaign effectiveness and purchasing patterns. Customers can shop online by shoe size and available inventory, and can operate advanced shoe imaging and photo manipulation control as well as catalog style shopping, providing the look and feel of the traditional print catalog. Aerosoles is using the Ignify platform to power Web sites for its Aerosoles brand, as well as its new What's What brand.

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