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Ventura Marketing, Inc. Launches the Nu-Revenue Program-A Solution to Abandoned Shopping Carts

Ventura Marketing, Inc. launches the Nu-Revenue Program, assisting online retailers in reclaiming their lost online transactions and turning them into completed sales.

/24-7PressRelease/ - LONG BEACH, CA, April 02, 2008 - Ventura Marketing, Inc. is pleased to announce the launch of the Nu-Revenue Program, a service solution that reclaims lost online transactions and turns them into completed sales.

Leading Customer Experience (CEM) firms report a 75% average shopping cart abandonment rate for the majority of online retailers. The Nu-Revenue Program targets this 75% and contacts these customers to discover why they chose not to purchase. With agreed upon incentives, the program provides the customer options to re-purchase, reclaiming the customer and the sale.

The Nu-Revenue Program works with all types of transactional or continuity programs on the internet such as purchase or sign-up transactions and the end result makes it easier for customers to find and purchase abandoned items. The program is a pay-per-performance program, so retailers only pay for completed sales or completed sign-up transactions.

"We are very excited about this innovative program," says Brenda Wunsch CEO of Ventura Marketing, Inc., "it is a great addition to Ventura's other services we provide for our clients."

Ventura Marketing, Inc. is a full-service marketing agency that develops marketing programs for small to mid-size businesses, non-profits, start-ups and large enterprises. Nu-Revenue is one of the more recent marketing programs Ventura has added to their repertoire of services. Internet, branding, design, media and production are program staples Ventura provides to their clients.

To find out more about Ventura Marketing and the Nu-Revenue Program, please visit www.venturamk.com.

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We Understand Business.

About Ventura Marketing

Ventura Marketing is a full service marketing agency offering compelling marketing and branding services to small and mid-size businesses, non-profits, start-ups and large enterprises.

We develop strong, comprehensive marketing programs that make our clients dominant and dazzling leaders in their industry. Our high-impact design solutions and creative executions are fit for long-term success.