

## Exchange Solutions Named Twice in The Gartner Digital Commerce Vendor Guide, 2018

Boston October 2018 – Exchange Solutions is proud to be listed by Gartner in the Digital Commerce Vendor Guide 2018 as a Digital Commerce Service Provider. This marks the first year that Exchange Solutions has been named in The Gartner Digital Commerce Vendor Guide, 2018<sup>1</sup>, with a mention in 2 categories: ‘Personalization Engines’ and ‘A/B and Multivariate Testing’.

Ron Gerace, SVP Product & Marketing, said this on Exchange Solutions’ first inclusion in a Gartner report, “We’re pleased to be listed in Gartner’s Digital Commerce Vendor Guide and to be listed in more than one category. We understand how crucial it is for Retailers to get Digital Commerce right and how overwhelming it can be to plan for change while still running your business, which is why we’ve worked hard to have a light touch and the simplest implementation possible to get good results fast.”

Leveraging their tenure with advanced loyalty and rewards programs (ES Loyalty) and their experience with customer engagement, Exchange Solutions offers:

- ES Loyalty Boost©, which starts with analysis of member data extracts to be able to create and target Smart Offers that deepen engagement and profitability
- ES Engage©, helping retailers with Individualized Offers to improve customer lifetime value while ensuring promotions are optimized and executed in a brand-sustainable manner.

“We know Retailers are looking for solutions that deliver results, without the headache of getting a project on a tech roadmap or blowing up an existing roadmap,” says Gerace. “It’s great to be listed in Gartner’s Digital Commerce Vendor Guide, where we believe Retailers have found other trusted vendors and partners. We look forward to being listed again.”

<sup>1</sup> Gartner, The Gartner Digital Commerce Vendor Guide, 2018, August 29, 2018

### About Exchange Solutions

Founded in 1996, Exchange Solutions improves customer lifetime value for Retailers through smarter loyalty programs, individualized offers, and website optimization, powered by AI & advanced analytics. They have 20 years of experience working with multiple high-profile clients across various verticals and geographies. Exchange Solutions has offices in Boston, Massachusetts and in Toronto, Ontario, Canada. To learn more visit [www.exchangesolutions.com](http://www.exchangesolutions.com)

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