3 Strategies for Ensuring eCommerce Launch Success

There are many ways to build an eCommerce site, but there's only one way to manage it. The right way.

Three common reasons we see eCommerce sites fail are: there is not enough early user adoption, the site isn't optimized to help ease the customer buying process, or there is not enough site promotion post launch. It is critical to learn strategies for ensuring your eCommerce launch success, and we have a few for you. **Want to learn more?**

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GenAlpha Enters Strategic Partnership with Monroe Truck Equipment

Together, GenAlpha and Monroe Truck Equipment offer a compelling amount of industry expertise. This partnership will enhance the incredible offerings that both organizations bring to the table...**Read more**
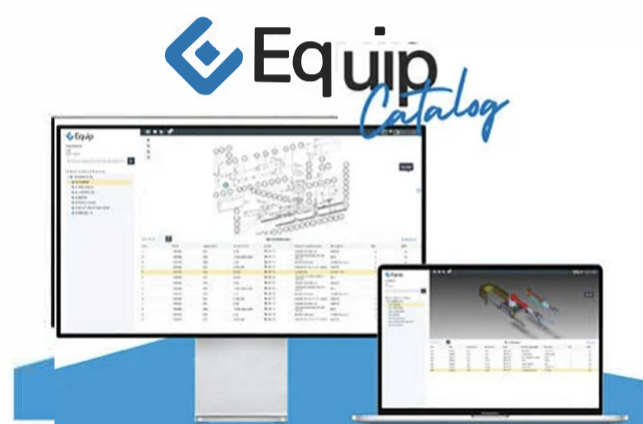
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GenAlpha Announces New Equip Catalog Solution

Formerly offered exclusively as a side-by-side deployment with their Equip eCommerce solution, GenAlpha is now expanding their product offering to accommodate the parts identification process for those with and without eCommerce...**Read more**

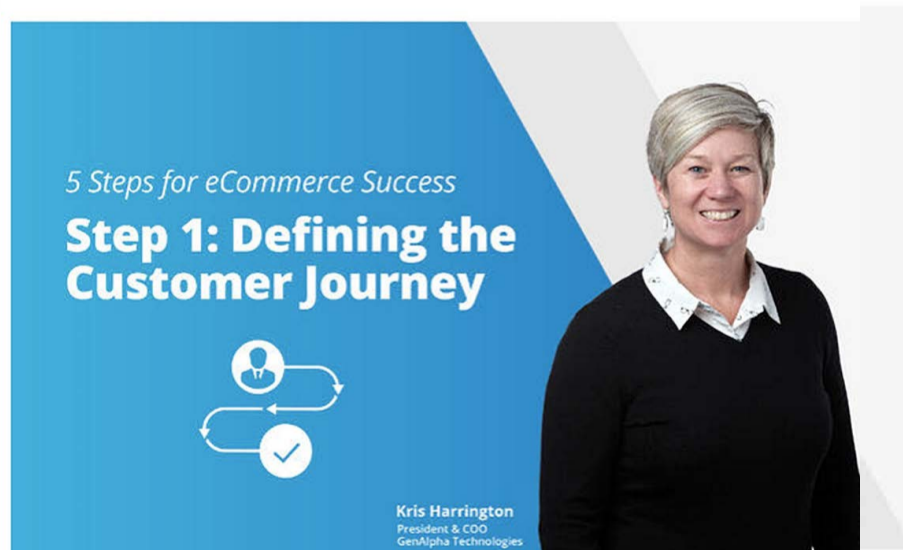### Jim Vogel, VP of Customer Engagement Will Take You on a Tour of the Equip Platform

Webinar Event: Jan 19, 2021 10:00 AM

This tour will be focusing on the full B2B and B2C functionality designed for any manufacturer, dealer or distributor. Jim will also showcase our unique commerce-enabled bill of material catalog designed specifically for OEM's for aftermarket part identification.

We will wrap up with Equip Insights, our advanced analytics tool, showing how the power of customer, product and shopping data can elevate the success of your eCommerce channel.

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Step 1: Defining the Customer Journey

Kris Harrington
President & COO
GenAlpha Technologies

December 3rd, 2020

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