

## GAME Gets Cloud-Based Retail Software

Written by Marco Attard  
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Game teams up with IBM to improve its online marketing effort-- and gets a cloud-based system providing personalised product recommendations to individual customers visiting its website.



The software GAME started using includes IBM Digital Analytics, IBM Product Recommendations and IBM Marketing Center. The combination tracks the behaviour of website visitors (800000 per week the retailer says) in real-time, allowing the retailer to push personalised messages, visitor re-targeting and offer/promotion recommendations relevant to the visitor in question.

The system also caters for visitors using mobile devices such as smartphones or tablets.

“Customers are ever more demanding in the ways they interact with and expect to be served by retailers,” IBM says. “Data on how consumers interact with the site will help GAME reduce bounce rates and uncompleted orders, and personalise the customer’s visit based on their online activity and previous purchases.”

GAME has a database of 12 million loyalty card holders, and hopes to boost its online retail share growth to 30% in channel by end 2013.

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[According to GfK the internet is "extremely important" as a trend driver](#) -- one set to beat price competition as a future retail driver together with mobile communications and sustainability.

Go [GAME Wins Customer Loyalty Through Cloud-Based IBM Approach](#)