

TechStars-backed Ecommerce Start-up Acquired by Sailthru

Sailthru to Integrate Frame's iPad Website Optimization into its Growing Suite of Ecommerce Personalization Offerings

New York, NY (PRWEB) May 02, 2012

Sailthru, a personalization platform that automatically tailors email, web and in-app content to each unique user, announced today that it has acquired Frame, a TechStars-backed start-up that provides a quick and easy solution for optimizing ecommerce websites for iPads and other mobile devices.

Sailthru's suite of products provides deep customer insights that drive messaging across email, web, and mobile channels, allowing for a tailored user experience that automatically adapts to individual users. The acquisition will empower Sailthru to leverage its algorithmically driven personalization functionality on mobile devices.

"Sailthru already provides its unique personalization service across email and on websites," said Neil Capel, CEO of Sailthru. "As more consumers engage with brands through mobile devices, we want to take the lead and provide our personalization solution on mobile devices as well. This acquisition will allow our customers to maximize their users' engagement on tablets and other mobile devices."

New York City-based Frame was founded by former Microsoft employees Nicolae Rusan and Kareem Amin in late 2011 and launched publicly in March of this year. The TechStars graduate—which counts top investors including David Tisch, David Cohen, Founders-Coop, Zelkova VC, Todd Warren, and Walt Winshall—has grown to serve more than 1,000 ecommerce sites in just two months of public operation.

Frame now serves 12 percent of companies that use Shopify's ecommerce platform and is one of the top apps in the Shopify app store.

"Frame has been a really great addition to the Shopify app store, and we are proud to be working with them and Sailthru to provide ecommerce stores and merchants with the best possible experience for their customers," said Shopify CPO Harley Finkelstein.

Frame will continue to expand its service and offer it to current and new customers without interruption. The service will also be introduced to Sailthru's current customer base. Terms of the deal, including the value of the transaction, were not disclosed.

"Ecommerce on tablets is an enormous opportunity for virtually all of the web's merchants, yet fewer than a third have optimized their experience for this form factor," said Eric D. Wiesen, general partner, RRE Ventures. "The acquisition of Frame's technology and team will enable Sailthru to assist its ecommerce customers with both presentation and personalization on tablets, increasing conversion rates and revenue per user much as the company has done via email and on the web."

ABOUT SAILTHRU

Sailthru is the only company that automatically tailors email, web and in-app content to every unique user. Sailthru's technology lets publishers and e-commerce companies deliver highly relevant, personalized content to their users across channels to provide an engaging behaviorally driven experience. Companies including AOL/Huffington Post, Business Insider, American Media, The Newsweek Daily Beast Company, Fab.com, Opensky, the New York Observer, Oscar de la Renta and Thrillist trust Sailthru to increase their engagement and revenue.