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**FOR IMMEDIATE RELEASE**

**The Viewpoints Technology Platform Adds In-line Integration between Brands' Online Communities and E-Commerce Sites**

*Only Technology Platform to Seamlessly Blend Content, Community and Commerce across Both a Brand's Online Community and E-Commerce Site*

Chicago ([PRWEB](#)) September 21, 2009 – Viewpoints Network, a social technology and media company, announced today that the [Viewpoints Technology Platform](#) now offers in-line integration capabilities to help brands provide a seamless user experience between their online community and existing e-commerce website. With in-line integration, e-commerce companies can optimize their site's product and category pages for SEO while encouraging engagement and driving social loyalty among their most active customer advocates. The Viewpoints Technology Platform's combination of rich consumer feedback content such as reviews and community features, blended with a brand's e-commerce functionality, is unique in the industry today.

The Viewpoints Technology Platform helps brands deliver an engaging online community where consumers can create social profiles, upload photos, create user tags, connect with friends, write blog posts, track their readership stats and exchange private messages with other community members. It also gives consumers the ability to write highly personalized reviews, post comments on others' reviews, participate in discussion boards and post ideas that the community can vote on. The Viewpoints Technology Platform then organizes these contributions and integrates pricing and purchase opportunities to create a seamless user experience that turns browsers on both a brand's community and e-commerce site into buyers.

More than just a product reviews platform, the Viewpoints Technology Platform supports a brand's overall social commerce strategy by delivering a complete set of social features to encourage engagement, along with consumer reviews, discussion boards, blogs, surveys and other feedback opportunities.

"With this announcement, The Viewpoints Technology Platform is now perfectly suited to help e-commerce companies leverage the power of the social web to better engage with their customers and drive organic traffic through word of mouth and search engine optimization," said Matthew Moog, President & CEO of Viewpoints Network. "Existing review solutions don't offer a well developed community component, while existing social platforms don't integrate well with a product-centric e-commerce environment. With our new in-line integration capabilities, The Viewpoints Technology Platform does both well."

"By focusing on the blending of commerce, community and content, Viewpoints is helping clients focus on five important business goals: driving traffic, sales, loyalty, insight and service." Moog added.

**About Viewpoints**

Founded in 2006, Viewpoints Network is a social technology and media company focused on

helping consumers make smarter decisions. Viewpoints specializes in building communities and motivating "social influencers" to share their experiences by writing reviews, blogs, and how to guides while also participating in forums and contributing ideas that can be voted on. The Viewpoints Technology Platform helps to organize and present those contributions to enable other consumers to make smarter purchase decisions. Viewpoints Network, LLC is a privately held company headquartered in Chicago.

Visit <http://vtp.viewpoints.com> to learn more about The Viewpoints Technology Platform.