

E-commerce platforms offer retailers new social and mobile features

E-commerce platforms continually add new features, and some of the recent innovations enable retailers to better reach consumers through mobile devices and social media sites, says [Brian Walker](#), senior analyst, e-commerce, at Forrester Research Inc.

He will talk about changes in e-commerce platform technology in a session entitled ["What top execs need to know about the future of e-commerce platforms."](#)

"Platforms are enabling the transition from channel-specific interactions to multichannel commerce and mobile commerce," Walker says. "And e-commerce platforms are central to realizing a return on investment from social media initiatives."

Some retailers are getting the message, he says. In March, for instance, specialty gift shop PannaDolce.com said that 50% of its orders for the Valentine's Day shopping period were driven by sales on social media sites. The retailer uses an e-commerce platform that enables consumers to share favorite products with friends on more than 200 social media outlets. The retailer also gives baking tips on its blog. **Why the editors asked Brian Walker to speak:** Brian Walker frequently speaks to top executives on the effect that technology advancements, operational needs, and changing consumer behaviors have on the online retail industry. With expertise in b2c and b2b e-business within retail and online travel, Brian's roles at Forrester span business and technology leadership.

[Full details](#) about the conference and [registration information](#) are available at [IRCE2010.com](#). •