

eBillme(TM) and Forrester Research to Host a Webinar on the Current State of the Economy for Online Retail

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Leading Forrester Retail Analyst, Sucharita Mulpuru, will discuss the impact of the economy on eCommerce and the opportunity for merchants to capture sales with cash payments

WILMINGTON, Del., Aug 06, 2008 (AllPayNews) -- Today eBillme, the alternative payment provider that brings online banking to the eCommerce checkout, has announced that it will host an industry Webinar featuring Forrester Research Retail Analyst, Sucharita Mulpuru, who will discuss the opportunity offered by alternative cash payments for eCommerce checkout, with timely analysis based on the current economic downturn. The Webinar, which will be held on Tuesday, August 26, at 1:00 p.m. EST, is an opportunity for merchants and industry executives to receive a leading analyst's report of the current state of the industry, and to learn about the role of alternative payment options for retailers to capture sales during today's economic climate. The Webinar will discuss obstacles facing the retail industry and identify solutions to help retailers succeed, despite the economic climate. Topics will include lowering cart abandonment, increasing consumer confidence, and increasing sales through credit card alternative payment options.

"Consumers are looking for better ways to manage their spending and limit debt," says Marwan Forzley, President and CEO of eBillme. "We understand that it is now more important than ever for online merchants to find ways to attract consumers to their checkout. This Webinar will discuss how merchants can use cash-like payment options to gain a competitive edge, reach new customers, increase sales, and build customer loyalty. Sucharita is a leading analyst in the retail space and we are thrilled to have her lead this Webinar and educate participants on this timely topic."

The Webinar will be hosted on Tuesday, August 26 at 1:00 p.m. EST. It is open to the media, online retailers, and the entire retail industry. To register, please visit <https://www2.gotomeeting.com/register/633666421>.

ABOUT eBillme

eBillme(TM) is the only online payment solution that extends the convenience of online banking to the merchant's checkout, reducing the security risks of shopping online for both consumers and retailers. No financial data is exposed to the retailer, and the payment transaction is securely transferred from the customer's bank to the retailer's bank. Consumers can shop online, by catalog or through call centers, and pay cash for their purchases at their bank, credit union, or bill pay portal, with the security and convenience of online banking. eBillme allows retailers to access the over 84 million Americans who use online banking. For more information, please visit us online at www.eBillme.com or our blog, <http://blog.ebillme.com/>.