

PRISM GETS TWO INTO ONE

Prism Creative has recently launched a new ‘two-in-one’ e-commerce website for its client, Infinium Technologies, which has two distinct divisions – one needing to communicate to the commercial and the other to the consumer market.

The new website incorporates a main site and an integrated micro-site; these allow the client to include e-commerce and email marketing functionality across both markets. It also includes in-depth analytics, which Prism Creative will be using to conduct marketing reviews with the client to ensure that the website is working at its optimum.

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