



One Year Anniversary for AIS One-Stop Direct Response Solution

AIS announced the 1- year anniversary of the launch of its e-commerce platform, a key element of its comprehensive, one-stop response solution. With the addition of its online solution, AIS became the only company in the direct response industry to provide seamless implementation for Web and Voice solutions - coordinated IVR and web launches, single, unified order file process and a single source for real-time IVR and web reporting and analytics on all programs.

Oldsmar, FL ([PRWeb](#)) April 14, 2008 -- AIS announced the 1- year anniversary of the launch of its e-commerce platform, a key element of its comprehensive, one-stop response solution. With the addition of its online solution, AIS became the only company in the direct response industry to provide seamless implementation for Web and Voice solutions - coordinated IVR and web launches, single, unified order file process and a single source for real-time IVR and web reporting and analytics on all programs.

This one-stop solution allows marketers to realize revenue from all channels regardless of where the client has seen the offer. AIS is currently expanding its single source solution to include mobile by partnering with several major mobile marketing firms for direct response advertising and response solutions.

Over the last year, AIS has built an experienced web team with more than 90 years combined web experience in areas including website content, design, usability, ecommerce and online marketing. In addition, its technical staff has grown to include additional experts in development and web system architecture. This experienced team moved quickly to implement an innovative solution that enabled the rapid deployment of websites for offer management, testing, and conversion maximization. This skilled team also extended AIS' proprietary OnTarget predictive modeling to the online market, enabling offers and up-sells to be dynamically modified, and as a result, maximizing ROI based on the source of the visitor and other key visitor characteristics. For more information, visit www.aisvoice.com.

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**Contact Information****Eileen McGervey**

Advanced Interactive Sciences, LLC

<http://www.aisvoice.com>

(703) 568-4781

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