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Media Contact: Carol Presser  
Phone: (831) 636-3500  
Email: [press@castcoverz.com](mailto:press@castcoverz.com)

NEWS

## **CastCoverZ! CEO Speaks at Internet Retailer Conference and Exhibition**

*Annette Giacomazzi discusses how Web retailers can go about  
Taming the Analytics Monster on Wednesday, June 6, in Chicago, Illinois*

SAN JOSE, CA (June 2012) – With opportunities on the Internet continuing to expand, business done over the Internet, commonly referred to as e-commerce, is at an all-time high. At this week's [Internet Retailer Conference and Exhibition](#) in Chicago, Illinois, representatives from many of today's top e-commerce sites are convening to share ideas and best practices. Among the speakers at this year's event is [Annette Giacomazzi](#), founder/CEO of [CastCoverZ!](#), a leading Internet retailer of functional and fashionable cast covers and orthopedic gear for kids and adults. CastCoverZ! features a [full line](#) of branded cast covers with colorful, contemporary ready-made designs as well as [customizable covers](#) and strong, lightweight [crutches](#) and [crutch covers](#). Annette is leading a discussion on [Taming the Analytics Monster](#), geared toward helping e-commerce business owners make educated merchandising and marketing decisions from their Web analytics—statistics that show how customers are navigating to and through the company's website—without wasting time and energy by getting bogged down with too much information.

"In the years that I have been running my own successful e-commerce site, I have learned so much—particularly about how to maximize analytics," said Giacomazzi. "I am glad that I have the opportunity to pass that information along to others who may be feeling overwhelmed and bombarded by statistics that ultimately are just not really necessary to running their business."

When cunning entrepreneurs first saw the potential in building Internet-based businesses, there were no tools available to help them determine how to best design their sites to not only encourage customer visits, but also to help drive sales through their sites. Now there is so much information available that e-commerce business owners can easily get carried away attempting to analyze it all and could end up over thinking things. Annette's discussion will help business owners and managers determine which analytics are most critical to their companies' success and how to make sense of the information and employ tactics to make wise business decisions. Giacomazzi's talk is one of many at IRCE 2012.

This year's four-day conference features 175 speakers leading a broad range of discussions and hands-on workshops for entrepreneurs who have businesses that are run strictly on the

Internet as well as those who have storefronts and e-comm sites. [Topics](#) range from social media marketing to website design and management, and even learning what it takes to make your e-commerce site mobile-friendly.

### **About CastCoverZ!**

*CastCoverZ!™ offers functional and fashionable products designed to cover casts, orthotic walking boots, splints and braces, and companion products to bring relief and comfort to orthopedic patients. Their flagship product is a stretchy and washable cast covering fabric sleeve in a range of designs that easily slips over casts and braces of multiple shapes and sizes. Necessity is the mother of invention; created originally to comfort the 10 year old daughter of the founder, who has broken 8 bones, CastCoverZ! is now international, carrying 10 product lines and distributing 4 additional lines. CastCoverZ! has been featured in Yahoo!, Good Day Sacramento, Parenting Magazine, About.com, Mom Invented, Orthopedic This Week, Lower Extremity Review, KidzWorld, Newsday, and many more. CastCoverZ! products are currently available at select orthopedic surgeon offices, pharmacies, or direct at CastCoverZ.com. CastCoverZ! ships world-wide.*