



# VillageHatShop.com identifies growth opportunities from mobile advertising with Polytab attribution

*Hat retailer credits Polytab for discovering new growth and optimization opportunities using mobile marketing*

SAN DIEGO, CALIFORNIA, UNITED STATES, February 20, 2017 /EINPresswire.com/ -- VillageHatShop.com, the online arm of Village Hat Shop, has credited Polytab [Attribution](#) Technology for providing the business a complete picture on shoppers' behavior.

VillageHatShop.com is the number one source for hats online. A family owned business founded in 1980, the company has built a strong presence online through web content, service and product selection. With an eye to the next decade, Zachary Belinsky, Vice President of VillageHatShop.com, partnered with the Polytab attribution initiative to identify new growth opportunities.

Since launch, Polytab has identified the incremental impact of each of the various marketing channels to guide his team. For example, Zachary wanted a deeper analysis on how mobile drives sales. In this case, the mobile channel was disproportionately low compared to the overall site traffic. Polytab provided clarity on how the shoppers are transitioning from mobile to desktop devices and identified optimization opportunities.

"Polytab has given us unprecedented clarity on how and when our marketing touches our customers. We now have a superior understanding of how each channel affects the customer's journey as well as the ability to vet third party marketing partners." Zachary Belinsky

"Retailers have long known that shoppers research product on their handheld devices but prefer to make purchases on desktop devices." said Varun Madhok, CEO and product manager for Polytab. "The attribution transparency delivered by Polytab helped VillageHatShop.com cut waste and become more efficient in mobile advertising. We are very proud of the value their team realized with Polytab".

## About Polytab

Polytab is an audience tracking and attribution technology that helps ecommerce executives get the complete view on their customers' [multi-channel shopping behavior](#). Polytab is used by growth-oriented merchants to guide their marketing decisions and to ensure their advertising partners are good stewards of their budgetary allocation. Polytab is built on a proprietary Internet of Things (IoT) platform. The technology gathers data across all clicks and all brand impressions, tracing the [cross-device](#) shopper activity to create a comprehensive system of record of the retail ecosystem. These data are harvested in real time using advanced analytics to guide merchants on where to spend next. Polytab is a product from Infernotions Technologies Ltd.

## About VillageHatShop.com

Village Hat Shop was founded in 1980 as a Brick and Mortar retail store in San Diego, California. In 1997, they launched their website, VillageHatShop.com. Village Hat Shop aims to have the greatest selection of hats and headwear online, while offering customers the best possible prices and service.

As a family owned business Village Hat Shop's hallmark has always been service. Customers have given them a rating of 4.8 out of 5 on Google Trusted Stores.

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