

FOR IMMEDIATE RELEASE**Abinko's Ecommerce Clients Enjoy 200% Sales Increase**

Recession is never good for business—or is it? From skyrocketing gas prices to spiking unemployment rates to the housing market crisis, there's plenty of evidence that our economy is ailing. But even in the midst of such turmoil, many online businesses have enjoyed unprecedented growth. While big corporations struggle to liquidate assets, cut spending, and downsize jobs, thousands of Internet-based companies have found the recession to be a blessing in disguise, bringing virtually unlimited opportunities.

[Abinko](#), the parent company operating [PeakMetrics.com](#), specializes in website development, marketing campaigns, and IT infrastructure support for small businesses and start-ups. While some of their clients—particularly in the real estate and financial sectors—have been adversely impacted by the recession, many of their smaller, specialty online boutiques have enjoyed a lift in revenue. Abinko's e-commerce clients are faring especially well, seeing an average 200% increase in January sales from the prior year. In addition to revenue increases, they've enjoyed a boost in customer acquisition and retention.

What makes these online businesses seemingly recession-proof? Rob Kennedy, founder of [Abinko](#) and [PeakMetrics.com](#), believes it has to do with the following:

- **Perspective and realistic goals.** Many of Abinko's online businesses set smaller, more achievable goals, making it easier to meet and exceed forecasts for monthly traffic and sales. Rather than wait until the economy recovers, they chose to launch their businesses in the midst of the downturn, focusing on incremental progress as the key to success.
- **The shift to outsourcing.** With business owners across the country looking for ways to cut costs and downsize, a growing number of companies are outsourcing certain functions to online businesses and freelancers.
- **A surge in bargain hunters.** Consumers in all walks of life are pinching pennies and tightening their belts. Where budget-minded shoppers used to drive 100 miles to an outlet mall to take advantage of discounts, today they're turning to the web as their wholesale resource. Ecommerce sites offer advantages that brick-and-mortar stores are hard-pressed to match, including expanded selections, lower retail pricing, and convenient (often free) shipping.
- **Leaner marketing.** Online advertising is significantly less expensive than print campaigns. Web-based lead generation strategies can be launched with little to no monetary investment and require much less manpower than cold calling.

The success isn't limited to Abinko's ecommerce clients. Their online marketing and lead generation sites are also performing very well, drumming up customers for new businesses who don't process online orders. Also, Abinko provides managed services to a wide range of clients, who are enjoying steady increases in revenue and customer acquisition.

About Abinko

Abinko is a thriving technology solutions company that provides state-of-the-art technological products and services to a wide range of small- to mid-sized businesses, from sole proprietorships to the U.S. Air Force. Their team is committed to staying abreast of the latest cutting-edge technologies for web development and Internet marketing, using their expertise to help clients create stable, profitable online presences to promote their businesses. In Abinko's Internet Marketing division, PeakMetrics.com specializes in online marketing for business and government.

For more information, visit www.abinko.com and www.peakmetrics.com.

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