

Log in | Sign up Why join?

COOL WEB 2.0 APPS FOR EVERYONE

Home

About

Webware 100

Contact

Feedback

TOP STORIES

New Facebook design: Subtle changes that work

Why I became a Gmail convert

Qik gets slick with public beta, new features

Exclusive: Twhirl gets pushy with Identi.ca

Focus, focus, focus: Why Web retail is like a really cheesy mall

By Rafe Needleman – July 25, 2008 2:38 PM PDT

1 comment

Years ago, for my wife's birthday, I bought her a terrarium for her orchids. You know where I got it? [Terrariumsale.com](#). Because that's what showed up in Google. Now, [Terrariumsale.com](#) is not a business unto itself. It's one of several front-ends to a catalog of goods sold by [FineWebStores](#). I was reminded of this today when I got a pitch for [FreeShippingOn.com](#), a site that helps you find items available for sale online that you can get without paying shipping fees. I wrote back to the person who sent me the pitch: "You're kidding. That's a whole business?" It's not, of course. But it's a great strategy.



When questionable economics makes for good business.

The idea of shopping by shipping cost is dumb. (Better bet: use a shopping service like [NexTag](#) that computes total price for you including tax and shipping.) But that's not for me to judge. If people want to buy items based on shipping cost, and [FreeShippingOn](#) can get those eyeballs and those affiliate dollars, more power to the person who launched the service.

And that person is Jonathan Lieberman, president of [DealLocker](#), and a man who runs focused sites for consumers, like [TypoBuddy](#) (for finding deals based on misspellings in eBay and Craigslist postings), the new [Buy-discount-gift-cards.com](#) (a front end to Lieberman's eBay sales of gift cards), and the "Secret Amazon Discount Finder" section of [DealLocker](#). None of his sites is technically ground-breaking. And, like [FreeShippingOn](#), some are based on the erroneous economic proposition that getting dollars off a retail price is more important than the actual out-of-pocket dollars the product costs you. But as I said, that's not the point. The point is that people look for very specific things online, and the businesses who know the mind of the consumer--and not necessarily what's right or sensible--are the ones that make the bucks.

TOPICS: [Commerce](#)

TAGS: [FreeShippingOn](#), [DealLocker](#)

BOOKMARK: [Digg](#) [Del.icio.us](#) [Reddit](#)

ADD A COMMENT (Log in or register)

1 comment (Page 1 of 1)

by [chad.armstrong](#) July 25, 2008 4:33 PM PDT

This sounds great. I recently wanted to get a film for my iPhone screen and the shipping was 2x more than the cost of the product.. grr..

Reply to this comment

REGISTER TO SUBMIT A COMMENT

Already have an account? [Log in now](#)

Join the CNET community To continue, we ask that you first complete the free registration.

Choose a username

E-mail address

Webware Subscriptions

RSS Feed

Add to Google

Add to My Yahoo

Add to MSN

WEBWARE TOPICS

Audio and video	Media
Browsers and extensions	Mobile
Chat and e-mail	Networking
Commerce	Productivity and business
Content and publishing	Search
Developer tools	Security and spyware
Digital photography	Social network and groups
Education and reference	Storage
Games and entertainment	Uncategorized
Hardware	Utilities and drivers
Mapping	Web design tools
	Widgets and desktop enhancements

New to Web 2.0?

Check out the Webware Newbie's Guides:



[Facebook](#) | [Twitter](#) | [Flickr](#) | [Google RSS](#) | [Flock](#)

Ad Feedback

[About CNET Networks](#) [Jobs](#) [Advertise](#) [Partnerships](#) [Site map](#)

Visit other CNET Networks sites:

Copyright ©2008 CNET Networks, Inc. All rights reserved. [Privacy policy](#) [Terms of use](#)