

## Website Feature List

### *Advantage 1 of 3. Features that give you the Marketing Edge*

<b><i>Homepage And Website Features That Help You Sell</i></b>
<p><b>Customizable Home Page:</b> Display products you want to push, on the home page Customizable sections with link to a list of products you select for that section'</p>
<p><b>Product Slide Shows</b> A customizable slide show linked to the detail page of the product or the listing page of the category you chose to display</p>
<p><b>Run Offers or Specials:</b> Create offers for products of your choice. Show reduced prices by way of strike off.</p>
<p><b>Multiple Pricing Table</b> Assign multiple pricing to each product. Compare each price type on product detail page</p>
<p><b>Category and Brand Listing</b> Group products by category and/or Brand and list categories in any order of your choice</p>
<p><b>Subscribe To News Letters and email updates</b> Create a captive data base of prospects and customers who subscribe</p>
<p><b>News section</b> Publish happenings at your company on your home page to keep distributors instantly updated</p>
<b><i>Search Features That Help Your Distributors To Buy</i></b>
<p><b>Quick Search</b> Distributors can search by key word such as 'Mug' Distributors can search by product attributes: Price; Product code; Event or Industry; Color; Brands;</p>
<p><b>Combination Search</b> Customers can search using a combination of search options.</p>
<p><b>Find Products as per Print Catalog Page numbers</b> Group and display the products on your website by catalog page numbers.</p>
<p><b>Tag Search</b> Tag attributes to each product and allows the product to be searched 'intelligently'.</p>
<p><b>Product Index Page</b> Display the complete list of all products on the site on a single page. Each item can be directly linked to the PDF page or a product detail page.</p>

## *Upselling And Actions Features That Increase Conversion Of Visitors To Customers*

### **Product Rotation**

Ensure that a user gets to view fresh products every time they refresh the home page

### **Product listing/landing page with Sort**

A set of buttons permit the customer to sort listing page by Name, Price or Product Code

### **Product Description Tool Tip on Listing Page**

Visitors can see product details simply by hovering the mouse on the product name

### **Product Detail Page**

Present product details including description, data and pricing to specified costs  
Key action links for distributor: Save Image; Print Page; Email Page; Request Quote; Add to Cart; Order Sample; Add to Wish List

### **Related Products Link**

Suggest alternate products within the same category or pricing range.

### **Color Options for Product Images**

Buttons indicate range colors available; Click on color button displays product in that color

### **Product Detail Image**

Distributors can get a detailed view of the product simply by clicking on the zoom link

### **Price changes on Products Highlighted**

Feature that highlights any change in price that you want the distributor to notice

### **Customizable up-selling tools on product page**

Refer customer on the detailed page to other product options such as 'Lower price'; 'More up market'

### **Email Product Page**

Send product details by email to a customer/colleague right off the website

### **Order Samples or Request Quote Online**

Distributors can order for samples or request a quote from the product page

### **Wish List**

Distributors can create a wish list and add to a Shopping Cart/ Request Quote or Order sample from the Wish List

### **Online Order Form**

Registered distributors add products to an online form, the simplest way of ordering.

### **Standard shopping cart without payment integration**

Multiple products can be added to a shopping cart from the product page or the wish list  
Quantities can be added and edited in the cart

Cart will automatically show the price valid for that quantity. No other costs are shown

On checking out, the order is stored on the site for you to see.

You and the Distributor who orders gets an email confirmation

## ***Advantage 2 of 3 ... Powering and empowering your distributors***

<p><b>Locate –a-Distributor</b> Allows end users who come to your website to locate a distributor in his area.</p>
<p><b>PDF Flyers</b> Distributors can add their contact information and logo and forward right off your own website.</p>
<p><b>Customizable E-Flyers</b> Distributors select products, include them in a selected template and create an E-Flyer with their own branding</p>
<p><b>Create a Link</b> Distributors can link your website to theirs and take advantage of your product database</p>
<p><b>Improved Registration</b> The registration form allows visitors to signup online and register a user name and password.</p>
<p><b>Pass Word Protected Distributor Area</b> Registered distributors can log in to use special services and tools</p>
<p><b>Order Status and Order History</b> Distributors can log in to view the status of their order</p>
<p><b>Online Tracking of Orders</b> Provides online tracking for those with tight schedules; Links to FedEx and UPS</p>
<p><b>Freight Estimator</b> Freight is estimated is done as per logic provided by you</p>
<p><b><i>Convenience Features That Build Distributor Loyalty</i></b></p>
<p><b>Hi-Resolution Image Gallery</b> Share your Hi-Resolution product pictures as downloads from your website.</p>
<p><b>Upload Artwork</b> Allows distributors to upload their artwork using the website. Artwork is sent via email to you</p>
<p><b>Order/Download Catalog Online</b> Your PDF catalog can be downloaded online; Your print catalog can be ordered online</p>
<p><b>Link to 24X5 Art Service</b> Links your distributors directly to PPAI Art Studio at lowest rates</p>
<p><b>Bookmark this site</b> Distributors can book mark the site for quick future reference.</p>
<p><b>Product Comparison</b> Distributors can select and compare up to 5 products at a time</p>

## ***Advantage 3 of 3 ... Easy Website Administration***

<p><b>Control Panel to manage the website</b> An easy to use interface that allows your team or you to manage daily tasks Add new product, edit/update product information, Add Category &amp; Sub Category. Map products to Offers &amp; Specials , Update order status and more..</p>
<p><b>Price Edit module</b> Your team can change prices of products by using this module.</p>
<p><b>CSV Import</b> Orders can be imported into the website for tracking and User Information using CSV upload</p>
<p><b>Quote History for the administrator</b> A customer wise history of all quotes can be maintained on the site for reference.</p>
<p><b>Manage Sample requests</b> Sample requests are email notified and stored on the site</p>
<p><b>Website Statistics</b> Track how many visitors to your website, at what time, from where, referrer website list .</p>
<p><b>Site Control</b> Your site remains mapped to your url always, visitor do not see control being handed over to other urls such as Distributor Central and ASI</p>

## Add on Features

<p><b>3D Spin</b> Showcase your products in multi dimensional format</p>
<p><b>Zoomify</b> A high resolution close up view of your product</p>
<p><b>Flip Catalog / Interactive e-catalog</b> Your print catalog online that users can read it like a 'book'</p>
<p><b>Create Virtual Sample</b> Distributors can create Virtual Samples on your website</p>
<p><b>Product Configurator</b> Facilitate the real time creation of products from available selection of colors and Components Save and email the created image</p>
<p><b>Flash Intro/Splash Page</b> A Flash introduction customized to your company's branding will open before the Homepage</p>
<p><b>Product Scroll (on product listing/landing Pages)</b> A showcase area that shows two products with a product scroll</p>
<p><b>Integration of detailed information with Audio &amp; Video</b> You can embellish product presentations with video and audio to add Impact</p>
<p><b>E-commerce: Shopping cart with payment integration</b> This cart will have all the features of the Standard cart with the following additions: Additional prices such as setup costs, print costs, freight and taxes will be computed as specified by you</p>
<p><b>Unbranded Sites – Baby Sites –</b> You can create a complete replica of your website for your distributors to use, customized with the their logo &amp; contact information Orders placed on this site by the distributor's customers are automatically forwarded to you by email</p>
<p><b>Survey POP Up</b> Pops up when the customer is leaving your website. At that point you can ask him if he found what he was looking for?</p>
<p><b>Customer Feedback</b> Logged in users can comment and provide feedback. You have the option make this feedback visible to users</p>
<p><b>Product Star Rating</b> Logged in users can provide ratings for products from 1 to 5 stars; you have the option of making ratings visible to users</p>
<p><b>Guided search</b> Customers are guided by an interactive search option</p>



## ***Add on Services***

<b>Live chat</b>
<b>Data submission to ASI, SAGE, Distributor Central</b>
<b>Integration with Business systems</b>
<b>Search Engine Optimized to ensure Distributors find you</b>
<b>Email Blasts</b>
<b>Advanced Web Stats</b>
<b>FTP Rentals</b>