



eMerchandising

communicating excellence



Say good-bye to "average" e-commerce shopping carts. And say "hello" to intelligent e-commerce.

What is it?

eMerchandising is a solution that turns ordinary e-commerce sites into intelligent, incentive based sales engines. It is so powerful, it's like having a personal shopper sitting right next to your online customers offering incentives and recommendations which will increase the average spend and reduce abandon rate.

Incentives include cross selling, recommendations, bundles, offers, companion deals and shipping discounts. It is a single solution which will manage complex rules across 1000's of SKU's and applies Up selling and cross selling techniques, giving retailers higher conversion rates and strengthen valuable customer relationships.

What will it do for me?

- Increase your AOV up to 40%.
- Reduce your abandon rate
- Generate higher conversion rates
- Transaction sizes increase between 20-40%
- Provides context aware messaging to incentives real time purchase decisions
- Lowers administration and support costs

How does it work?

eMerchandising is a hosted software solution which pulls information from your web site database. It is a form based tool which is easy to use and will not require any technical expertise, keeping the cost down and help retailers to create incentives more quickly.

Most eCommerce platforms offer limited functionality for creating and deploying complex comparison, product bundling and discounting incentives.

- eMerchandising will work with most existing eCommerce solutions (BV, IBM, ATG, Microsoft etc)
- eMerchandising gives eRetailers the ability to create, deploy and manage complex rules and relationships directly from a single management tool. Product Managers can control

website promotions directly, Incentives and sales messages can then be deployed to the eCommerce site without needing to use costly IT resources.

Why should retailers use it?

eCommerce sites that want to:

- increase average order values with cross-selling
- target "deal" and cost conscious shoppers
- use promotions as a tool for improving conversion rates
- differentiate on overall "Value" rather than just item price
- offer a more complex mix of promotions which is not available with an existing software solution

Benefits of eMerchandising

- improves the conversion of browsers to shoppers by enabling retailers to offer a personalised price to each customer
- acts like a personal shop assistant by highlighting the best combination of price, multi-buy and shipping incentives
- helps "close the sale" by dynamically calculating and displaying cost savings and next best offers
- gives retailers the ability to keep up with price and offer competition from off-line and on-line stores

Why Vodat International?

- Our service is unique in the retail market and stems from Specific experience in the development and implementation of support solutions in Retail for over 20 years.
- We deliver a complete managed service, through proactive management and support.
- Finally but by no means least - we really do care about service. We are dedicated to providing exemplary customer support and adopt a 'partner delivering value' approach in our mission to be part of our customer's strategic planning process.

For further information email info@vodat-int.com or phone **0161 406 1820** and speak to our eCommerce specialist.