



Ignify eCommerce

Merchandising Management Module

“The site with Ignify eCommerce is much more fan-friendly than the previous site. The new site has much easier navigation—it’s more like what you see on larger e-commerce sites like Amazon.”

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Partner

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Data Management Solutions
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Microsoft Business Solutions

Don Norton
Manager Information Systems
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www.ignify.com

Ignify eCommerce Merchandising Management allows you to strategically market and manage your products.

Play to your customers' interests by highlighting products based on their shopping habits with Ignify eCommerce's powerful cross-selling and up-selling features.



With Ignify eCommerce's Merchandising Management Module, you can do so much more than related products and shopping cart suggestions. Use our Drop-Ship Vendor setup to manage your non-inventory items, or our Product Variant feature to sell products with multiple variants such as Style, Color, or Size. Merchandising Management helps you smooth the process from order placement to fulfillment.

Cross-sell as many products as you'd like

Related Products positioned on product detail pages give targeted suggestions to potential or existing customers.

The screenshot displays a product detail page for a Pelican Sabrelite LED Black Diver Safe. The page includes sections for Product Documentation, Product Information, and Product Description. The Product Description section features a color selector set to 'Black' and a detailed description of the light's features, including its submersibility to 500 feet and Recoil LED Technology. A 'RELATED PRODUCTS' section is visible on the right, featuring two items: Duracell Batteries (4 pack AA cell) priced at \$3.99, and an Emergency Response Kit priced at \$199.99. At the bottom of the page, there are links for 'MY ACCOUNT' and 'VIEW CART'.

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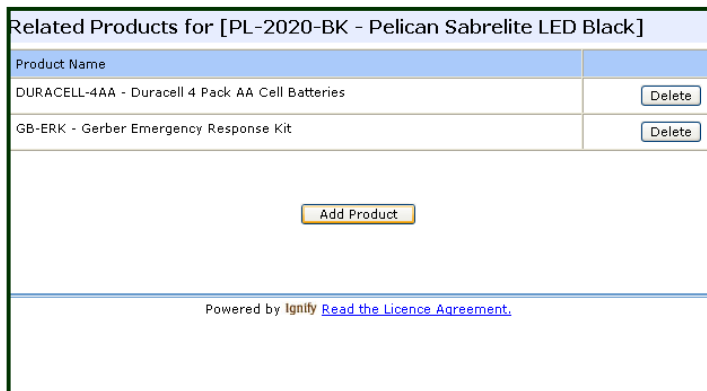
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Automatically up-sell according to buyer behavior

Use Ignify eCommerce's basket analysis feature to automatically map what customers are buying.



Keep track of what customers are actually buying and use the information to suggest items to buyers with similar shipping habits. Up-sell suggestions such as “Customers who bought this also bought” during checkout can help increase sales.



You may also manually assign up-sell and cross-sell products through the Ignify eCommerce Manager Panel quickly and easily. Add a few related products to your most popular product pages and see how it can drive sales of your lesser known merchandise.

Assign unlimited drop-ship vendors for each drop-ship item

Manually pick and choose which vendor to fulfill each order, or automatically send order notification emails to a vendor as needed.

Easily manage your drop-ship products with the ability to assign multiple drop-ship vendors, send order notification, and receive shipment notification. Each vendor can be set up in your system with multiple email addresses to ensure they receive the required information.

Give your customers choice

Set up unlimited product attribute and map each combination to SKUs set up in your accounting system.



Customers can easily indicate which variants they'd like to view or purchase, such as style, color, or size, and can see specific item information instantly for the combination chosen including a unique price or the stock status of the chosen combination.

Ignify eCommerce supports an unlimited number of attributes. Each item can be assigned to an attribute group and each attribute group can have its set of unique attributes. For example items belonging to the Apparel class

may have the attributes as size, style and color while items belonging to the Electronic class may have wattage and color as their attributes.

Finally get the ability to add start or release dates and expiration dates for products so that you can address seasonality as well as setup items before they release to the market.

Get unlimited flexibility with the merchandising capabilities of Ignify eCommerce

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