



Ignify eCommerce

Marketing & Promotions Module

Microsoft®
GOLD CERTIFIED
Partner

Business Process and Integration
Data Management Solutions
ISV/Software Solutions
Microsoft Business Solutions

“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.”

Don Norton
Manager Information Systems
Atlanta Falcons

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Global:

Los Angeles
Toronto

IGNIFY Inc
Silicon Valley
Manila

Seattle
Pune

Nashville
Bangalore

Tel: (888) IGNIFY5

www.ignify.com

A good marketing campaign can successfully increase your online revenues

Ignify eCommerce will give you the tools you need to create your next campaign easily



Through the Ignify eCommerce Manager Panel, create, maintain, and track your marketing promotions and coupons in a few simple steps. Promotions you set up instantly show on the storefront in your own words, displayed prominently so your customers see what your store has to offer right away.

The Ignify eCommerce Marketing & Campaign module allows you to:

- Create unlimited order, category, shipping, and item promotions
- Generate sales by coupon and sales by promotion reports to track
- Add usage restrictions to promotions such as one-time use only, available to the first N customers

Setup unlimited discounts / coupons by item, category, shipping method, or for the entire order

Highlight a particular product or category or reward repeat shoppers with discounts and coupons based on your campaign needs.

Welcome Fred Thompson, if not [click here](#)

MY ACCOUNT VIEW CART WISH LIST LOGOUT

-----All Categories----- ADVANCED SEARCH

Order Summary

REGISTER ADDRESSES SHIPPING ORDER SUMMARY PAYMENT INFO ORDER COMPLETE

Order Placed By: fred.thompson@ignify.com

Shipping Address

Name: Fred Thompson
Address: DEFAULT 10900 183rd St Suite 285 Cerritos CA 90703 US
Tel: 7146610021
Company: Ignify Inc
Shipping Method: UPS Ground (3 to 5 days)

Billing Address

Name: Fred Thompson
Address: DEFAULT 10900 183rd St Suite 285 Cerritos CA 90703 US
Tel: 7146610021
Company: Ignify Inc

Items	Unit Price	Discount	Effective Price	Quantity	Total Price
Pel 0370 Cube Case with foam	\$160.00	\$0.00	\$160.00	2	\$320.00
Subtotal:					\$320.00
Coupon Code: \$dollars					Discount: \$0.00
					Shipping: \$10.36

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Promotions may be applied automatically or manually when your customers checkout and enter a coupon code.
Discounts / Coupons are active through a user-specified time range, or may be changed to inactive through the Manager Panel.

Ignify ECOMMERCE MANAGER

Search by: Order Number

Orders | Product Catalog | Customers | Marketing & Campaign | Reports | Reseller - B2B | Admin | Shipping | CRM | Integration | Configuration

Coupon Edit

Modify Discount Coupon

[Home](#) > [Promotions](#) > Create > New Coupon

* Name

Description

Discount Available

STEP 1 . Requirements .

Requirement

Shopping Cart or more

Minimum Order Total

STEP 2 . Discounts (Volume Discount) .

Discount based on :

To activate Quantity Discounts enter 2 or more. If you enter 10, this discount will be applied to items when 10 or more (or until the other quantity discount found) are placed in the shopping cart.

Quantity or more

Fixed Discount Percentage

STEP 3 . Limitations .

Create promotions and incentives that will keep traffic coming to your store

With bundle promotions, you can create the perfect weekly special to publicize products or help move inventory.

Set up popular incentives such as a “Buy one Get one Free” promotion quickly and easily with our Bundle Promotions. Like regular promotions, Bundle Promotions can be applied automatically or manually for either specific products or sections of the entire store.

You can also create promotions based on customer level, which allows you to reward only certain high value customers.

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You can also add limitations to promotions. For example – allow the promotion to be used only one time per customer or be available only to the first 100 customers. Also add start dates and expiration dates to date range your promotion.

STEP 3 . Limitations .

Limitation

Require Coupon Code

* Start Date

* Expiration Date

Return to coupons list

Offer the capability to provide gift wrapping or gift messages to customers.

Shopping cart

Shopping Cart for Fred Thompson

Item	Unit Price	Discount	Effective Price	Quantity	Total	
Pel 0370 Cube Case with foam	\$160.00	\$0.00	\$160.00	<input type="text" value="2"/>	\$320.00	<input type="button" value="REMOVE"/> <input type="button" value="MOVE TO WISHLIST"/>
Sub Total					\$320.00	

Calculate Shipping

* Enter Zip Code:

In Country:

In State:

Customers who purchased the products in your cart also purchased...

Leatherman W...

List Price: \$15.50 As Low As: \$45.00 ea. As Low As: \$20.00 ea.
Your Price: \$15.50

Track your campaigns with Marketing & Campaign's robust reporting features

Identify your most successful promotions easily with out-of-the-box and customizable reporting

Customize reports by date range/ Coupon ID and view both summary and detailed information. Easily export reports to Excel with a click of a button.

The screenshot shows the Ignify Ecommerce Manager interface for generating a sales report. The page title is "Sales Report by Promotion". The navigation menu includes: Orders | Product Catalog | Customers | Marketing & Campaign | Reports | Reseller - B2B | Admin | Shipping | CRM. The main form contains the following fields and controls:

- Coupon Type:** A dropdown menu set to "All".
- Include Inactive**
- Buttons:** "Reset" and "Run Report".
- Coupon Name / Id:** A dropdown menu with options: "-- All --", "-- All Item --", "first time discount", "CDR Discount", and "HILONESOME\$3".
- Date From:** A date selector set to "15 Jul 2005".
- Date To:** A date selector set to "15 Aug 2005".
- Radio Buttons:** Summary and Detail.

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