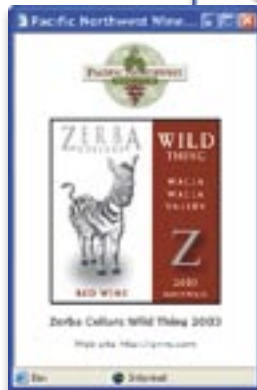


# InSite Merchandiser™

## Web-based Product Promotions and Catalog Content System

### BENEFITS

- **Enhance Visitor Shopping Experience.** Increase shopper satisfaction by minimizing purchase anxiety; and improve shoppers' online buying confidence and website shopping retention.
- **Expand Product Exposure and Conversion Rates.** Intuitive, multifunctional navigation guides visitors to promotions, product categories, and specific product details including pricing and discounts, applications, accessories, specifications, and unlimited images.
- **Increase Average Orders.** Strategically position product promotions, streamline product access, and cross-sell relative accessories throughout the shopping cycle.
- **Simplify Web Maintenance and Content Control.** Eliminate dependency on web administrators or third-party contractors; use existing non-technical staff to keep site current.
- **Drive Customer Interaction.** Initiate customer "touch points" with product-specific request forms and RSS (Really Simple Syndication) feeds announcing new products and updates.
- **Streamline Internet Marketing.** Boost online marketing efforts through integrated Send-A-Friend web page forwarding, printable product sales sheets, and search engine optimization.
- **Leverage Brand and Website Design.** Maintain consistent design, layout, branding, and sales promotions in almost any new or existing website.



Keep your product catalog and promotions updated with simple form-based editing.

### INTRODUCTION

InSite Merchandiser™ is a web-based Content Management System designed specifically for your website product section. InSite Merchandiser takes the content control and usability of a typical Content Management solution and focuses on product merchandising functionality to help you promote, catalog, and ultimately sell your products online better.

### IMPROVE SHOPPING EXPERIENCE

Online shoppers are routinely challenged trying to determine if the product they view online is the correct selection based on features, size, or use. InSite Merchandiser lets you post unlimited product details and images offering multiple feature and application angles—ultimately building shopper confidence, minimizing online purchase anxiety, and increasing repeat business and customer loyalty.

### IMPROVE PRODUCT EXPOSURE AND CONVERSION RATES

Key to online sales is easy, intuitive navigation that lets website visitors find what they're looking for quickly with limited effort; plus, visitors should find products in the categories they expect to find them. To minimize customer drop-off, InSite Merchandiser gives unlimited categories and category levels where you can assign products to any combination of categories or sub-categories. You can also create product categories unique to your business, as well as promotional

or seasonal categories such as Monthly Specials, Overstocked, Clearance, or New Arrivals, that can help you gain more product exposure.

Because not all customers search for products the same way, InSite Merchandiser features multiple ways to find products. Put InSite Merchandiser's Product Search Tool on any page in your site to enable fast product searches via a categorical dropdown list, keyword search, or a combination of the two. From the main products page, customers see a complete list of all top-level categories (with optional thumbnail images), as well as a menu of the next sub-category level. Shoppers can quickly drill-down while viewing multiple selections.

### INCREASE AVERAGE ORDER

Grow your visitor transactions by strategically positioning your promotions. Place featured product "Showcases" on any web page and use "end of aisle" or "end cap" functionality to display key items below category and sub-category lists.

Multiple product access points help visitors find products fast. Utilize category menus, "breadcrumb" navigation, and product search tools on all product category, sub-category and details pages to speed shoppers' sessions. Create cross-sell opportunities by displaying a list of unlimited accessories under any product details area.

## SIMPLIFY MAINTENANCE AND CONTROL

Keeping a launched website up-to-date is key to maintaining a fresh web presence. Plus, there is more to be gained from the initial site investment. The primary reason websites are not updated is lack of resources: money, people, and time. Outsourcing maintenance to ad agencies, design houses, or web developers to make simple site updates can push maintenance costs up hundreds of dollars. Inexperienced freelancers, friends, or family may cost less, but run the risk of delivering sub-standard results that may do more harm than good.



A simple user interface makes product and promotion updates fast and easy.

InSite Merchandiser enables current non-technical staff to make timely website content, promotion, and/or pricing updates whenever the need arises—eliminating schedule conflicts and dependency on third-party service providers. InSite Merchandiser reduces the need for expensive agency support or full- or part-time employees because no web programming or database management skills are required.

## DRIVE CUSTOMER INTERACTION

A website that doesn't invite visitors to interact through meaningful "touch points" misses a valuable opportunity to engage customers and prospects alike. InSite Merchandiser generates interactive elements in your website, including product-specific request forms and RSS (Really Simple Syndication) feeds that can announce new products and updates. These features can help generate visitor interest and ultimately open meaningful channels of communication to a successful business relationship.



Branded printable sales sheets and large image pop-ups support your marketing efforts.

## STREAMLINE INTERNET MARKETING

A website alone won't grow your business. Combine Internet marketing and your website to turn your online effort into a marketing and sales conduit. Internet marketing, however, can be a burden on resources if a company doesn't have the staff, expertise, or budget to support it.

InSite Merchandiser automates numerous Internet marketing tactics, including the viral marketing benefit of "Send-A-Friend" web page forwarding; print-friendly product pages, that can serve as printable sales collateral; and dynamically generated "keywords" and "descriptions" for improved search engine optimization, which can increase website search engines visibility. As a result, InSite Merchandiser minimizes costly marketing program overhead and makes your website a more successful selling and communications tool.

## LEVERAGE BRAND AND WEBSITE DESIGN

Brand consistency is vital to how a company may be perceived by its customers and prospects. It is also important that a company's website conforms to preexisting design and layout elements to further leverage the brand investment. InSite Merchandiser offers a flexible framework that integrates with almost any website without altering its original branded design or layout. InSite Merchandiser Pro™ provides additional merchandising tools to control home page and product promotions design and layout. •

## KEY FEATURES

### Public

- Display unlimited products, categories, manufacturers, and Product Showcases
- Product details include: name, description, specifications, applications, part number, manufacturer's number, and more
- Product Showcase: primary listing with unlimited secondary listings on any page
- Display list (MSRP), regular, and sale prices
- Display primary image and unlimited supporting images for different views
- Large image "pop-ups" for easy viewing
- "Send-A-Friend" web page forwarding
- Printable product sales sheets with logo, contact, copyright, and web address
- Contact forms to request product details
- Built-in RSS feeds for targeted notifications
- Product Search Tool: boolean search by keyword, category, or combination
- "Breadcrumb" navigation
- Custom or database-driven home page primary promotion\*
- Unlimited database-driven home page secondary promotions\*

### InSite Tools Administration

- Simple form-based editing of unlimited products, categories, and manufacturers
  - No HTML skills required; form fields are HTML friendly for advanced users
  - Multi-tier pricing and discount control
  - Primary image and unlimited optional view images with title and captions; images are automatically compressed and resized
  - Product Showcase design and layout
  - Generate search engine optimized URLs, dynamic and custom search engine keywords; assign image ALT tags
  - Shopping cart integration
  - Security Manager to set user permissions
  - Data Manager to export delimited data
  - Login from any web browser in the world
- \*InSite Merchandiser Pro

## TECHNOLOGY REQUIREMENTS

### Supported Web Browsers:

Internet Explorer v5.0 or later, FireFox v1.x or later, Netscape v7.x or later, Safari v2.x

### Hosting Server Requirements:

- Windows®; most Linux or Unix variants
- PHP v4.2.0 or later; GD Library module
- MySQL v3.23, Microsoft® SQL Server 2000 or later



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