



active merchandiser

Sell more with Active Merchandiser™



Whereoware

Making Buying & Selling Easier

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Sell More with ACTIVE MERCHANDISER™

Active Merchandiser™ provides a flexible online catalog and product service that enables companies to engage their customers with targeted product offerings and enhanced product merchandising features.



Do more in less time

- Execute marketing plans faster and with fewer resources.
- Create dynamic product layouts in minutes, with no hassles.
- Design personalized web/email product campaigns.
- Easily integrate print and online branding.

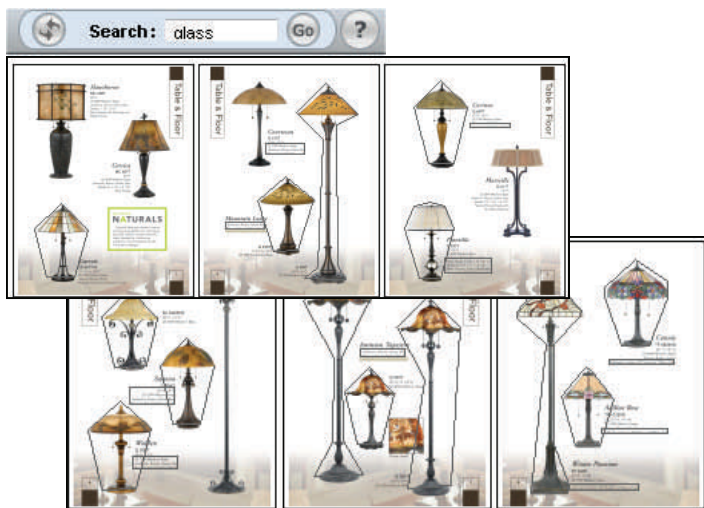
Target Customers

- Create niche catalogs for the web and in print.
- Develop personalized catalogs for key accounts.
- Distribute catalogs through email.
- Produce dynamic catalogs with current availability and pricing.

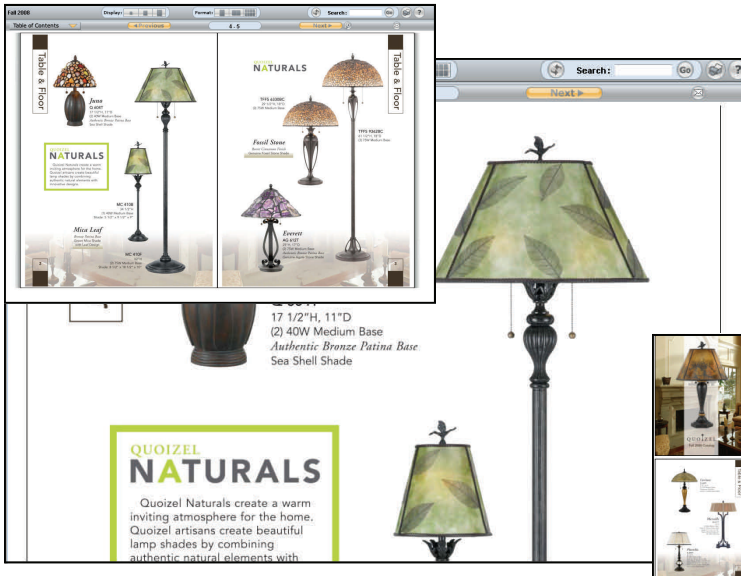


Showcase Products

- Increase time on site with an attractive shopping experience.
- Get larger orders with rich related-product displays.
- Easy-to-use search tools and accelerated browsing put more products on view.



Active Merchandiser™ Features



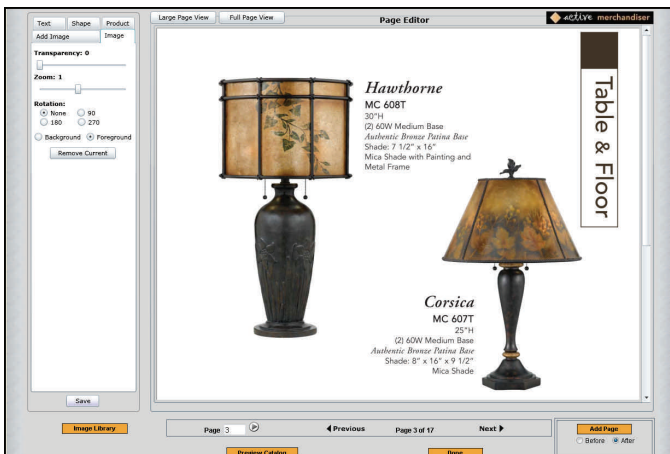
- Multiple page displays provide three ways to view.
- Easy navigation with intuitive searching and accelerated browsing.

Single, double, and thumbnail page views

- Mouse-over real time product detail.
- Zoom for easier view.
- Pop-up table of contents with direct link to sections.
- Direct links to product pages and product information.
- Shopping cart and online ordering integration.



Mouse over pricing and availability



Integrated Page Builder

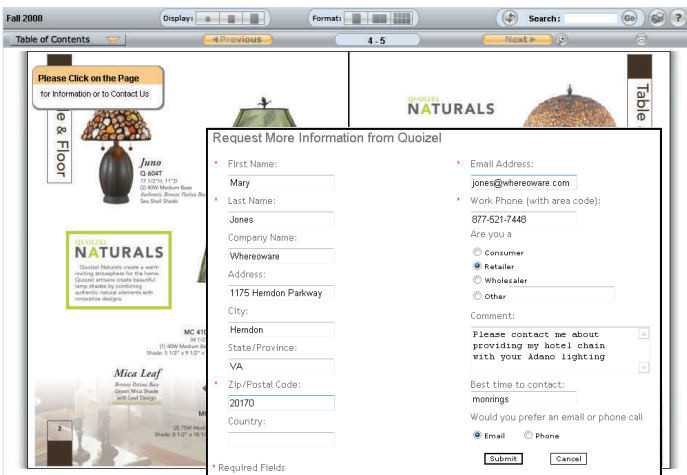
- Create original pages with your own product images.
- Merchandise pages with mouse-over messaging, searchable text, and interactive links.
- Easy PDF importing.
- Add, remove, replace, and edit pages without restriction.

Catalog Administration and Reporting

Active Merchandiser™ features a web-based management system for easy site administration. It also features extensive reporting capabilities to help you make better product decisions.

Catalog Management

- Integrates with your existing website and e-commerce shopping cart.
- Step-by-step instruction with customer support back up.
- Easy online access to all administrative tasks.
- Direct link to shopping cart, one click ordering, and Email page options.
- Automatically import product images and product data.



Built-in Lead Generator

- Convert browsers into buyers
- Increase average orders
- Keep them coming back

Track Merchandising Success With Real Time Reporting

You have immediate access to data:

- Real-time conversion rates
- Page performance analyses
- Catalog productivity analyses
- Orders and revenue
- Export to Excel

Reports

Catalog Usage Reports
Visitor analysis

Catalog Browsing Reports
Page viewing analysis

Lead Generator Reports
Lead analysis

Email Catalog Report
Email usage