

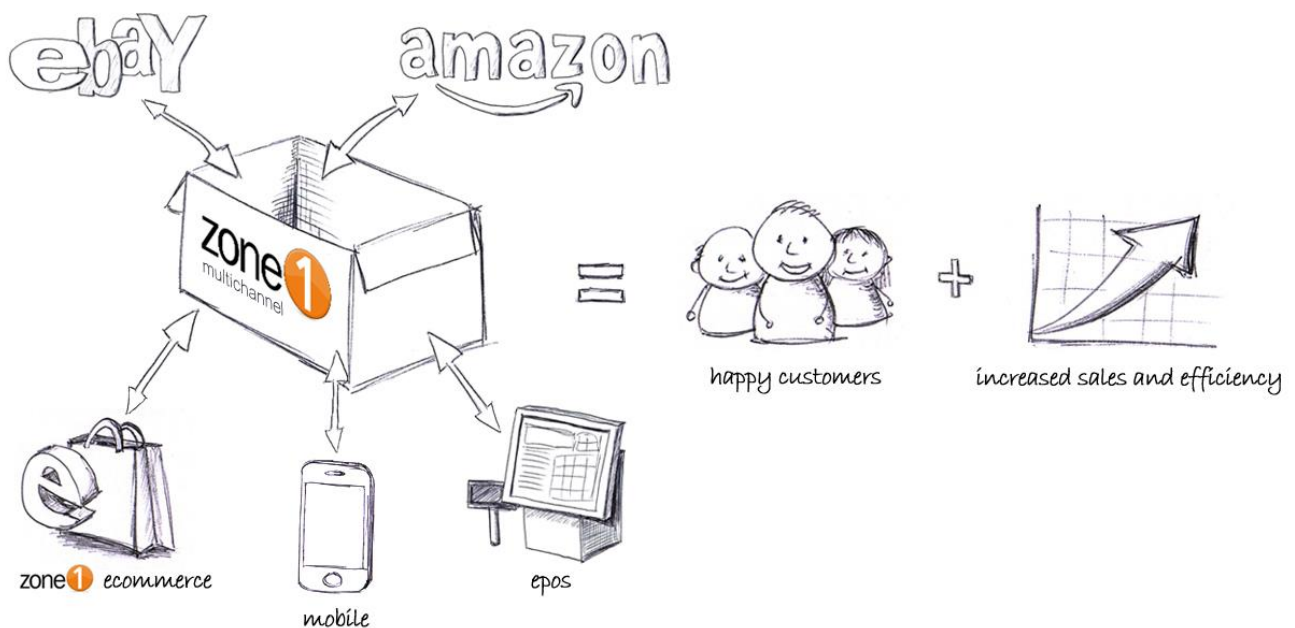


zone **1** ECOMMERCE PLATFORM

Become an agile and successful internet retailer

# Hand crafted feature rich ecommerce platform.

EPoS integration, responsive websites for desktop, tablet and mobile, and the ability to seamlessly list and sell through third party sites such as Amazon and eBay.



# A Solution to Suit everyone...

Iconography can offer Zone1 in a variety of flavours, from entry level ecommerce to fully responsive customised solutions...

## 1 Zone1 Standard

Our standard package is ideal for small or new ecommerce retailers. For a fixed price we can offer all of the standard features and functionality listed in this document presented using our standard ecommerce templates which are also suitable for mobile devices.

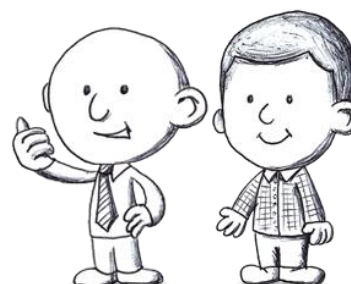
## 2 Zone1 Advanced

If you need a little more, our Zone1 Advanced package may be for you. This ecommerce solution includes all of the standard functionality plus the ability to include advanced features if required. A fully responsive design which is suitable for mobile, tablets and larger screens is also available.

## 3 Zone1 Enterprise

Our Enterprise package is aimed at established online retailers who want to grow their business. This package includes all of the standard features in this document and has the ability to include advanced features if required. Custom design, functionality and bespoke integration are also possible at this level.

	Standard	Advanced	Enterprise
Standard Zone1 features	✓	✓	✓
Optimised for mobile devices	✓	✓	✓
Fully responsive design available		✓	✓
Ability to include advanced features		✓	✓
Bespoke design and functionality			✓





# Frontend Selling

We create a superb ecommerce front end user experience – which professionally presents your brand and products to help drive conversions.

- Professional design and user friendly page layouts and navigation options
- Effective category, sub-category and product level page structure
- Image zoom, video, customised description
- Associated/related products and alternative products
- Intelligent product filtering by price or attributes
- Switchable grid/list product view feature and breadcrumb trail
- Powerful visual product searching People who bought x also bought y and best seller lists generated by the system
- Ability to feature and promote products throughout the site structure
- Recently viewed products list – created during the user session
- Shop by brand / Shop by collection
- Gift vouchers, wrapping and personalisation
- Mailing list sign up
- Banner graphics
- Search overrides

## Advanced

- Responsive design for mobile, tablet and larger screens
- Quick order via catalogue codes
- Compare products
- Quick buy from search results



# Product page

- Overlay graphics
- Multiple product images
- Image zoom
- Stock availability
- Delivery lead times
- Product reviews
- Send to a friend
- Add to wish list and enquiry form
- Social media sharing
- Associated products and alternatives

## Advanced

- Swatches



# Checkout and payment

Simple, secure, clear and easy to use to keep the customer focused, engaged and confident about the buying process.

- Easy to use shopping basket with 'continue shopping' and 'order amend' features
- Customers can checkout as a guest or create an account
- Secure online ordering via leading Payment Service Providers
- PCI compliant 3D secure/payer authentication
- Multiple payment methods for customers
- Mini-basket displayed at all times
- Product images on basket pages
- Delivery options managed via the system
- Postage calculation by order total, weight or per item

## Advanced

- **Collect in-store (single store)**
- **Telephone order creation**
- **Multiple currencies**
- **PayPal Payments Standard or Express Checkout**
- **Multiple pricelists**
- **Trade accounts**
- **Tokenised system for storing card details**



# Looking after customers

We want the website to work hard at creating customer loyalty and preference for your business.

- Account creation enables a customer to view purchase history, create wish lists, manage newsletter subscriptions and place repeat orders
- Customer can receive incentives and promotions in accordance with the marketing and CRM strategy
- Order tracking by item
- Abandoned basket email chaser
- Email alerts when items back in stock
- Personalised product recommendations based on order history
- Customer service features enable quick answers to common customer queries (despatch dates, order status, delivery dates, etc)
- Amend order details, you can edit customer billing and delivery addresses and also edit the contents of the order.
- Enables you to efficiently administer cancelled lines, returns and exchanges, any differences in order value would need to be processed manually through PSP/Sage Pay

### Advanced

- Address management using Postcode Anywhere
- Re-order via customer account screen
- Loyalty programmes with online redemption
- Live chat using service such as Zopim



# Managing your business

We have developed the tools and reporting to enable you to effectively run every aspect of your ecommerce business.

- Unlimited product categories and subcategories
- Add a product once and assign it to all relevant categories
- Ability to re-order categories via a drag and drop
- Feature products on home or category level home pages
- Assign related products manually or allow the system to make suggestions based on the buying habits of users
- Superb order management and processing
- Full and partial despatch options
- Auto generated PDF delivery notes
- Print multiple delivery notes via batch process
- Customer finder for order checking and customer service queries
- Ability to produce detailed sales and customer reports by date ranges and export data as a CSV
- Dashboard can include an interactive graph showing the last 30 days sales against the previous year
- Website search feature reports to see what people are looking for on the site
- Manage postage options and pricing for national and international deliveries
- Manage stock and back orders
- Google Analytics

### Advanced

- Supplier management / purchase orders / drop shipping
- Amazon and eBay integration
- Metapack integration for real time shipping rates
- EPOS integration
- Competitions and surveys
- Multiple frontend website control from one Zone1 platform



# Promotions and Marketing

Zone1 comes with a fantastic suite of promotions, offers and marketing tools.

- Was/Now pricing
- % off selected products
- % off selected categories
- Spend more than £X get discount £Y
- Spend more than £X get a free item
- Buy product X and get one free
- Buy product X get product Y at a discount
- % discount on total order
- Offer code creation
- Buy X products and get lowest priced item free
- Cross-sells automatically generated with manual override
- Free shipping
- Ability to associate customers from sales reports with specific mail groups related to their product and brand purchase preferences

## Advanced

- **Order based basket offers**
- **Bulk buy discount structures**
- **Product bundles**
- **MailChimp integration**



# Search Engines

Zone1 is a high quality and compliant website platform, which simply put, Google will understand and index.

- Data driven URL's
- Page titles and meta page titles automated as compliant HTML for the search engines
- Dynamic site map
- 301 re-directs
- Google shopping feeds
- Google site map registration



# Miscellaneous features

Extra bells and whistles (not included in standard package)...

## Advanced

- Multi language
- Landing page creation
- Feefo integration
- Downloadable digital products
- Affiliate and comparison engine feeds
- Agency Plus – SEO, AdWords and Shopping directory management service with analysis and reporting to help inform and deliver against your websites commercial objectives – this is an additional service

For more information, get in touch...

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