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Sr.No.	Activity	Case Study
1	Get Personal With Al	In a recent Salesforce survey, 50% of consumers said they are likely to change brands / Platforms, if a company does not personalize its communications with them. But personalizing a message goes way beyond just including someone's first name in a greeting — it's sending highly contextual messages to the right person in the right channel at the right time. To do that at scale, Al is indispensable. "As inboxes, push notifications and social feeds get ever more saturated, brands will use Al to deliver better — not more — customer touches," says Bateman Group's Executive Vice President Paula Cavagnaro. Using Al in marketing is already a growing tactic. In a survey conducted by Quantcast and Forbes Insight, 51% of Merchants / marketers saw an increase in customer retention after using Al in their marketing efforts. Monte Masters, Executive Vice President of Solutions at Bottle Rocket expects it to continue to grow. "Consumer experiences will continue to be customized with Al, machine learning, and contextually relevant experiences."
2	Dig Deeper Into Data	From the implementation of GDPR (and various individual Consumer Privacy Acts) to the Cambridge Analytica scandal, 2018 was a year that had brands — and consumers — thinking more carefully about data than ever before. Evaluating which data is needed to create high value interactions is an important conversation to have — and keep having. However a brand decides to manage the data, in 2019 it's imperative brands use it to create more meaningful customer experiences. To achieve that, marketers need to be able to use the data they do have "more quickly and effectively— and use it to predict their customers' next steps and be there to meet them," says Urban Airship's CEO, Brett Caine. Dan Mortimer, CEO of Red Ant, predicts more brands will dig deeper into data and "focus on delivering personalized experiences in real time as customers increasingly come to expect a personalized service based on intelligent use of their data."
3	Get Innovative with Voice Integration	2019 will be an even bigger year for voice assistants and smart speakers. eMarketer predicted that 74.2 million people in the U.S. will use a smart speaker in 2019, up 15% over 2018. More evidence: recently, Amazon announced they sold a total of 100 million Amazon devices and Google revealed that Google Assistant will be available on one billion devices by the end of January 2019. This year will be about the further advancement of voice-activated technology, especially "using notifications to tie voice and mobile apps together," according to Tobias Dengal, CEO of Willow Tree. For example, imagine using notifications to tie voice and mobile apps together in one seamless omnichannel experience. You could ask your smart assistant, "Which movies are playing near me?" and then receive a notification from your movie theater app to select and purchase the movie tickets on your phone. Adam Fingerman, CEO of ArcTouch, agrees that voice integration will be key for 2019. "Creating strong customer bonds through product innovation will be the next big thing — especially voice-based product innovation." Bottom line: the possibilities to integrate voice and notifications to make each more useful and effective are virtually endless.
4	2019 is the Year to be Bold	This is the year to be bold. The market isn't going to be less saturated and the competition around capturing your customers' attention will grow even more fierce. The brands that stand out will win. Sylvain Perrier, CEO of Mercatus puts it this way, "Marketers need to stop trying to be just like everyone else. Customers want to engage with you because of your strengths." It's also important to make sure you stay up to speed with your approach to customer engagement. Emily Buckman of Urban Airship says, "Platforms will need to continually evolve their strategies as more channels become mainstream. They'll need to meet their customers with exceptional experiences for every stage of the customer journey and in every unique channel that consumers want to use." So this year, don't be afraid to go big. Use data to create and send more meaningful, personal messages at each stage of the customer lifecycle. Take advantage of every channel to reach your audience where they are, at precisely the the right time. Get creative by integrating what's new with what's been proven. What are our big customer engagement themes for 2019?
5	Emily Buckman GLOBAL STRATEGIC CONSULTANT "I work with top brands in the media and mobile industries to create successful digital innovations, develop winning mobile strategic plans, and nurture strategic partnerships.	Marketers will need to continually evolve their strategies as more channels — like voice and smart speakers — become mainstream. They'll need to meet their customers with exceptional experiences for every stage of the customer journey and in every unique channel that consumers want to use."
6	Brett Caine CEO - Urban Airship. "I am responsible for leading Urban Airship's growth and global expansion strategies."	Marketers need to create more meaningful customer experiences in every part of the customer journey. That means they need to be able to use their data more quickly and effectively — and use it to predict their customers' next steps and be there to meet them. It also means that marketers need more visibility, capability and flexibility to use their data than they've ever had before.
7	Loyalty	72% of respondents ages 18-34 say they would be more likely to be loyal to a brand that replies to them, compared to those companies that stay comparatively silent. For respondents aged 45 and up, 47% feel the same way.
	Paula Cavagnaro EXECUTIVE VICE PRESIDENT, Batman Group. "Our practice is focused on telling stories for companies, fueling growth and creating new opportunity with smarter products, marketing and customer experiences."	We will see companies get personalization really right, but we will also see others shuttered because they have lost their way and overstepped their bounds. For those that get it right, less will be more, and AI will make it possible across channels. As inboxes, push notifications and social feeds get ever more saturated, brands will use AI to deliver better, not more, customer touches.
9	Tobias Dengel CEO, WillowTree. "Basically, I am Listener-in-chief."	I am looking forward to using notifications to tie voice and mobile apps together in a multimodal experience — like asking Alexa 'what movies are playing tonight,' then getting a notification in my Regal app, then being able to select and buy tickets on my iPhone — all in one seamless experience.
10	Adam Fingerman FOUNDER & CEO, ARCTouch. "I am co-CEO of ArcTouch and focused on both client experience and customer experience."	Creating strong customer bonds through product innovation will be the next big thing — especially voice-based product innovation. Digital marketers will think less about novelty and more about utility

11	Smart Speaker	In 2019, 74.2 million people in the US will use a smart speaker, up 15% over 2018. By the end of 2019, 26.8% of US adults will use one at least once per month.
	Jeff Hasen ASSOCIATE DIRECTOR, STRATEGY, POSSIBLE. "Working with the best app developers you'll find, I bring consumer and industry insights to ensure that we build the best experiences for brands and their customers."	I look forward to seeing marketers finally getting serious about serving the individual. Through 2018, most digital experiences were relevant, at best, but still not personalized. That's after at least five years of hype around one-to-one communications. So, how come I still get meatball sandwich offers when I'm a vegetarian?
12	Personalisation	96% of marketers agree that personalization advances customer relationships.
	Mike Herrick SVP OF PRODUCT & ENGINEERING, Urban Airship. "I am responsible for developing, operating, supporting, and sustaining Urban Airship's products.	We're heading into a world where we will increasingly speak to launch a digital experience instead of tapping or clicking icons. As a result, marketers need to start contemplating voice user interfaces as the new home screens. The fast-paced adoption of voice represents a huge opportunity for marketers.
	David Marcus ENTERPRISE REGIONAL TEAM LEAD, Urban Aorship "I provide our clients in entertainment, media and retail with customer engagement solutions that help them grow."	Voice activated platforms like Alexa and Google Home will be advanced even further. These tools are already developing into audio video consoles that have the potential to connect more and more of our lives across mobile and digital. Marketers need to be thinking about where their brands will fit into this new world of devices.
15	Voice Search	47% of smart speaker owners use their voice assistants for product searches and research.
	Monte Masters, " EVP OF SOLUTIONS & DELIVERY bottle rocket. "We deliver on the promises we make to our clients and help them thrill their users with exceptional experiences."	Consumer experiences will continue to be customized with AI, machine learning, and contextually relevant experiences. The tools marketers will use to create those experiences will become more accessible than ever, and will change the face of the modern marketing tech stack
		A re-focus on brand equity will be the next big thing in digital customer engagement. Maximizing a good customer experience under your own brand — as opposed to being featured on marketplaces or aggregators — is an important conversation that is already happening. To deepen their value, brands should keep focusing on their strengths and differentiators.
18	Customer Service	69% of adults shop more with retailers that offer consistent customer service both online and offline.
	Dan Mortimer CEO, red ant. "Our digital store platform maximizes sales, delivers exceptional customer service and improves operations.	Retailers and lifestyle brands will focus on delivering personalized experiences in real time as customers increasingly come to expect a personalized service based on intelligent use of their data. Brands will "wake up" to the fact that they need to harmonize their data and use tech to offer one-to-one engagement with customers
	Lisa Orr LEAD DATA SCIENTIST, Urban Airship. "I build predictive data products for Urban Airship.	The next big thing in customer engagement will be being data-driven to the point of obsession. Customers want platforms to 'show them the data!' and they want the validation that what they're trying is working.
21	Artificial Intelligence	More than half of marketers using Al in their marketing efforts have realized business outcomes: 53% saw better content recognition and recommendations 52% had an increase in sales 51% had an increase in customer retention.
	Karen Pattani-Hason HEAD OF STRATEGIC PARTNERSHIPS, Tribal Scale. "I lead all strategic partnership strategy and engagement, from the major cloud providers to SaaS, AI, ML and similar organizations.	The next big thing is really an ongoing big thing: excellent customer service. It's about leveraging all available data to serve up excellent brand experiences, while tapping artificial intelligence and machine learning to anticipate and meet customer needs in real time. Brands should know the customer journey and be able to engage at the right time.
	Melanie Seibert SR. CONTENT STRATEGIST - WillowTree. "I analyze, plan and design the needed content touchpoints for mobile apps, websites and voice apps.	Digital marketers should stop treating marketing as separate from the product itself. Both are part of the same customer journey, so what we call 'marketing' and 'product' should be built in concert with one another
24	Customer Experience	52% of customers say they are likely to change brands if a company does not personalize its communication with them.
	Mike Stone, SVP OF MARKETING - URBAN AIRSHIP. "I lead the company's global market growth strategy, demand generation, sales enablement, communications and product marketing.	Marketers can't get too comfortable in thinking they know what their audiences want. Attitudes, preferences and expectations evolve incredibly quickly — that's why it's important to have a martech stack that helps you listen and respond to individual customer preferences, and contextualize your messaging strategy to meet customers where they are.
	Steve Tan DIRECTOR CUSTOMER SUCCESS, EMEA/APAC - Urban Airship "We help our customers reach their KPIs for engaging audiences and driving revenue."	Marketers need to keep working to break down silos between engagement channels. Having separate teams for different channels just doesn't make sense anymore. To meet customer expectations, delivering coordinated messages across channels will be critical."
27		

Sr.No.	Trigger / Type of Alert	Definition	Example
1	To create a Sense of Achievement	Let's face it - everyone loves the feeling of winning something. And one of the means to trigger that emotion is by wrapping it around an achievement. An achievement that is either accomplished or in sight. By tweaking your notification copy, you can help your subscribers live this feeling. Give your users reward points, cashbacks, vouchers, eBooks, guides in a way that makes them believe that they have achieved something big, something good.	Thoras Undecked no Codd Memberships ♥ ×  The codd of the code of the codd of
2	Urging Caution with appointment dynamics	Show them the loss they would have if they do not make a purchase before a predefined time. Warn them that once the sale is over the prices would be hiked. This makes them cautious and encourages them to convert before the time is up. Time based triggers are powerful tools to drive user actions. These triggers are often wrapped with certain benefits, thus driving the user to take a definite action. Leverage these time bound dynamics to reward user action and penalise inaction. Craft a message that convinces your users to come back to your website for more.	
3	Leveraging the law of attraction with self esteem	Behavioural momentum is a common strategy that is used to drive power users. Power users engage intensely on your website, making it easier for you to motivate them to buy. They are usually the first one's to buy, experiment and experience your products. You can intelligently target them by telling them what they want to hear. One of the best ways is applying the 'who knows it better than you' approach. It is all about empowering them and portraying them as an expert. The faith that you have in them, boosts their self-esteem and encourages them to make a purchase.	
4	Boost their courage	Hard selling is on a deathroll. Pulling with push messages is an art and is best done with gentle nudges; not hard shoves! Replace your bland messages with ones that gently nudge the user and you will find yourself learning the concept of moment marketing. Boost their courage and morale by helping them take one step at a time.	
5	Building Curiosity	We live in a world where noise dominates the signals. Some of world's best marketers practise the the cascading information theory. Like a waterfall, they fill in the users with one thing at a time. The best marketing campaigns are the ones that actually hold back some information to build curiosity and drive users to take that one step - to click on it. Luring them to click on your notification and live up to the hype that you created.	
6	Increasing expectations with the habit loop	The weekly flea market is one of the oldest marketing campaigns. It existed before the idea of marketing came into picture. Weekly flea market leverages two things to create a habit loop. Cue (Thursday), Routine (Going to Flea Market) and Reward (great deals). Put your rewards on a time schedule and build your narrative around it. This increases expectations that they have from you, as every week pases and they will start looking forward to new offers. Soon you will find yourself building a loyal audience.	
7	Amuse users with group offers	Groupon remains the fastest company to reach the 1Bn dollar valuation. They tapped into an innate human feeling - communal discovery. They were able to rally groups to shop together. Amuse users by giving out offers that can be availed by a group of people. Try and motivate users by tapping into their social nature. Drive your users and their friends to solve a problem, a challenge or to win something. This remains a core concept in triggering chain reactions thus driving virality.	

8	Building excitement with contingency plans	Marketers over the years have mastered creating sophisticated contingency plans. As users move from one stage to another, give them something to look forward to. A cash back offer excites users and encourages them to buy more. The fact that users have to spend more to avail an offer doesn't stand out as much as users receiving a cash back. You need to position yourself well to ace the communication.	
9	Make them envious	As a brand Apple has thrived by seeding this one emotion - Envy. Remember your friends saying - "If you don't have an iPhone, well, you don't have an iPhone"? The one thing Envy says to a customer is - you need to act NOW to stay competitive. Every now and then, marketers pull this one card and appeal to that innate emotion. Since users want to stay in the game, they automatically up their ante!	
10	Amaze users with special offers	Patagonia is a classic example of how pursuing a larger than life purpose brings your users together and attaches them to your brand like never before. It is famous for cause-driven marketing campaigns that has always amazed users. From asking people to buy less to asking them to not buy at all, they have broken every rule in the book - yet they have built a brand that people love to admire. Once users identify with your brand, your values, they are more likely to become your customers.	
11	Astonish and reassure	When certain products that the user wants to buy are not available, they might get frustrated and loyal users might even feel betrayed. However, the negative momentum that it induces can be overcome by assuring them that the product will soon be back with a better offer. This ensures that the user is informed about the products in their cart are out of stock, and also makes them cautious for the next time.	
12	Build enthusiasm	Rewards attract eyeballs. A golden opportunity to engage the users, build enthusiasm and lure them to make a purchase. Providing users with rewards on the basis of fixed number of actions following a definite scheduling often creates high engagement. This increases the chances of users completing the entire activity in the given time frame, to avail the offer.	
13	Making users feel anxious by tapping into urgency	Urgency backed by scarcity can produce the most staggering results. Marcus Taylor ramped up his sales by 332% by blending scarcity and urgency. Broadly speaking, you can either present a real urgency - by which you define a fixed time after which the sale ceases to exist or you could imply an urgency - in which you use words like 'Shop Now', 'Buy Today' etc. But it has been observed that real urgency converts users faster than implied urgency as it makes users anxious.	
14	Evoke fear to create pressure	Modern day advertising thrives on the idea of fear - present a risk or show the vulnerability to a risk and users would impulsively take an action. Fear combined with a possibility of regret in future creates an emotional state in a user. This encourages an increase in the shopping activity along with a reminder to redeem the reward points before they expire.	
15	Instill Greed	This approach is quite common in referral marketing, where users are asked to refer a friend to get certain benefits (referral bonus/ cashback) every time their friend takes a particular action. When users refer others, they not only encourage the referred friend to transact, but also make a purchase themselves. Referral offers provide opportunities to acquire new users and also increase sales.	

16	Ray Of Hope	This approach can be used by ecommerce marketers to create a sense of hope and anticipation amongst their users. As the winners are solely determined by chance, and not predefined by the actions they perform, it encourages users to try their luck. Since users have nothing to lose, lucky draws instills hope and pushes them to take the plunge every time. The winners can be announced to show them that the draws are genuine. Notifications like these maintain a high level of engagement throughout the process and helps a brand stimulate loyalty.
17	Delight them with exclusive offers	One way of showing your loyal customers that you adore them is by delighting them with exclusive offers. It could be cash back offers, discount coupons, special offers or reward points that are extended to some users for being loyal to your brand. The parameter to decide if the user is loyal or not might differ from one brand to another, but the practice of giving the users something in return for being loyal is what keeps them that way.
18	Create a sense of panic	Event based approach can be best understood in the case of cart abandonments. According to Baymard Institute, an average cart abandonment rate is 69.23%. When an item that is in an users cart is on sale, the user will be happy, but might get afraid that it might go out of stock. This fear makes them panic and encourages them to convert immediately. Retargeting users who place items in their cart but do not transact should be one of the priority campaigns for ecommerce as chances of a sale increases due to the higher intent. Users can be given a heads up if the items are selling fast to create an urgency and/or provided with discounts to encourage immediate purchases.
19	Cheer users with festive offers	Never miss out on an opportunity to lure users to your website on special occasions and festivals. Almost everyone would be shopping to gift their loved ones and/or splurge on themselves. This is the right time to throw in discounts and offers to encourage them to make a purchase from your website. Craft a message that not only highlights your product or the on-going offers that you have, but also has a sync with the occasion. Such communication will help your users relate better your message thus increasing the chances of high CTRs and subsequent sales.
20	Build confidence by boosting morale	Showing the user where they rank as a shopper is a brilliant approach to boost the level of user engagement. Labeling them as the 'top shoppers' and showing them that they have it in them to be better, motivates them to reach the next notch. Discounts have always know to be one of the best baits for luring users to make a purchase. Take advantage of this and encourage them to buy more.
21	Tempt them with attractive offers	The idea of getting something free is always tempting, especially if it is something that you choose. For instance - buy 2 at the price of 1! Getting a product absolutely for free with another product sparks that tiny smidge of surprised happiness which encourages users to make the transaction.
22	Spur purchase by backing their ego	Show them that they are the fashion divas when it comes to making the right fashion choice. Give them that feeling of ownership by establishing your brand in a manner that reflects their sense of style. This would help them relate better and make them feel that there are spending their money wisely.

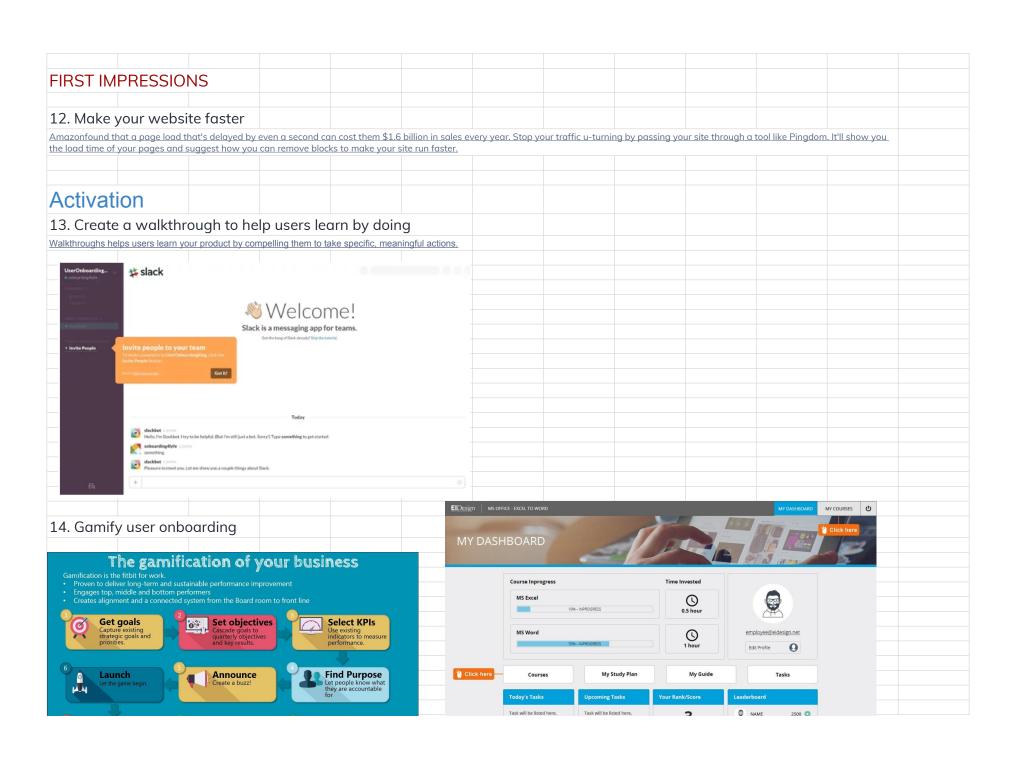
23	Make them proud of themselves	Create a sense of achievement and make them feel proud. Congratulate when they are successful in reaching a milestone and let them know that they are now eligible to spend those points. Make it look grand and let your notification reflect that. Celebrate their moment of glory and and create a stronger bond with them thus solidifying loyalty.	
24	Elate users by looking up to them	Taking feedback is always crucial as it helps you serve your users better. The process of taking feedback also lets your users feel that they are valued by your brand. It is recommended that you do this once in every while, in a consistent manner so that you know where you stand and what improvements can be brought in.	
25	Make users feel important	The idea behind taking reviews is to tell your users that their opinion matters. It is the easiest way to understand what your users think about your brand and use that information to motivate other users. Reviews help you understand their experience better thus enabling you to serve them even better in future. Not just that, it also gives your users the feeling of being valued by your brand.	
26	Take the users on a thrill ride	To be called as the number 1 shopper definitely has a thrill of its own. Plus, if you have amazing vouchers to giveaway, it's like a cherry on the top. Show users the benefit of becoming the number 1 shopper by explaining what is in store for them and encouraging them to strive towards the goal. Keep giving them hope and boost their morale.	
27	Urgent optimism	Make them feel happy by giving them something beyond those generic prizes that everyone else is offering. You need to lift your bars higher and offer users something that they have not come across. The surprise that they get with this extraordinary offer, would muster excitement and make them click on the notification. The offer should be so appealing that the users would go overboard just to avail it.	
28	Assuring users with real products	We are not denying that rewards points and cash backs are not a good way to encourage the users, but when you give out physical items, it further seals the level of assurance. Some users will be happier receiving a free (physical) item rather than receiving gift vouchers, cash backs or reward points. And to engage these users, you need to give this approach a spin.	
29	Awing them by catering interests	As a thumb rule, each push notification should provide users with something related to their interest to help them feel connected to your brand. They should feel that your messages, your offers have been especially crafted for them. Show them that you understand their individuality and appreciate that with personalized notifications.	
30	Making users feel appreciated	Welcome them and make them feel valued. Every e-commerce marketer should aim for creating the first touch point by sending out a welcome message to their users as soon as they become a part of the user base. This is the first opportunity for marketers to make the users feel that they are becoming a part of something bigger than just allowing to get notifications from a website. Sliding in an offer along with a greeting can make users convert the very first day!	

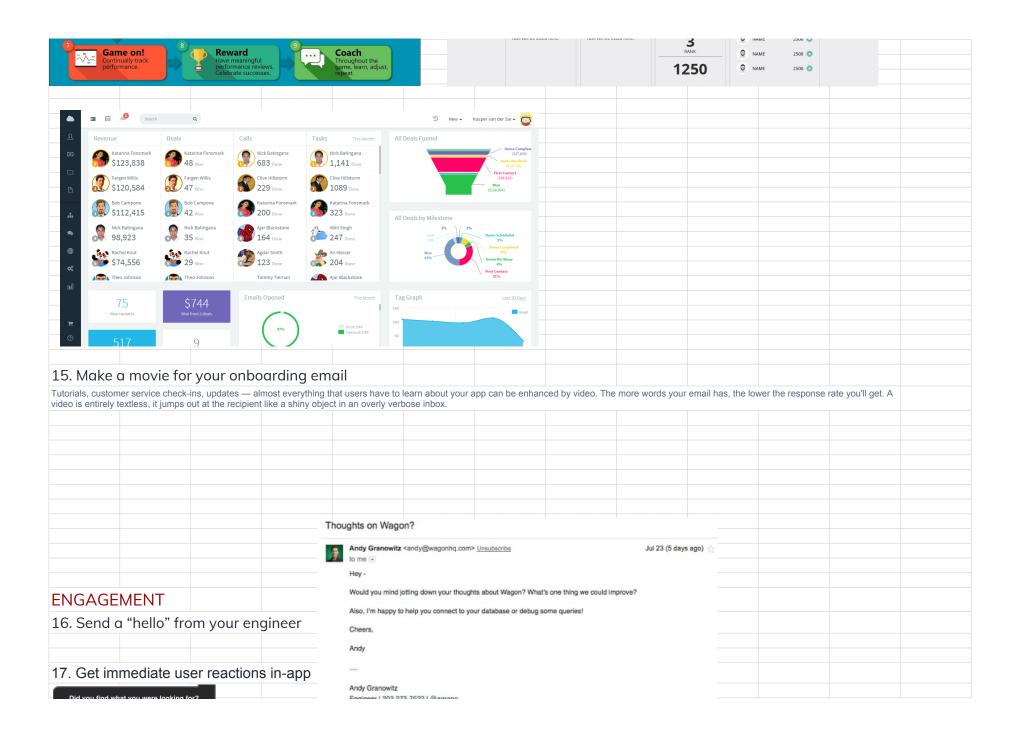
31	Alarm users with quantitative numbers	Every year abandon carts make e-commerce marketers lose around 64.45% of sales. Now in all fairness to this industry, a large portion of cart abandonments are simply a natural consequence of how users browse e-commerce sites. Many users will be window shopping, comparing prices, saving items for later, exploring gift options, etc but some of them just forget they have an item in their cart or have added something to their wish list. A quicker reminder would work like a charm here. Talking to users with numbers - showing them how many product are left alarms users and urges them to make a purchase. Retargeting these users an encouraging them to complete a purchase can help marketers reduce this loss by upto 50%.	
32	Impress them by providing them with choices	Who doesn't like choices? When you let your users decide for themselves, it gives them the feeling of being authoritative and decisive thus resulting in a boost of their confidence. When they'll be confident about the product they have chosen, they are more likely to make a purchase.	
33	Make them feel loved by pampering them	Don't take your users for granted. They are your potential customers, who will help you take your ecommerce store to the next level. Pamper them and show them that they are important. It's a give and take relationship. If you want their loyalty, you need to ensure that they feel valued. And you shouldn't miss out on any opportunity that helps you to do the same. Give them special discounts to show our gratitude towards them.	
34	Keep them updated to build trust	New collection on your website? Let shout-outs do the job for you. Tell users what's new - festive collection, superhero printed t-shirts, hiker shoes? No matter what it is, you need to inform your users as they cannot be expected to visit the website everyday. A notification announcing a new collection not only informs them and creates a sense of excitement, but also might bring them back to your site to view more.	
35	Assure them about their orders	It's always a happy moment for ecommerce marketers when their users make a purchase on their website. At this point, it is of utmost importance to not leave your users hanging out there without any idea about the delivery. Marketers need to ensure that they maintain the communication with their users even after the purchase has taken place. Smooth communication prepurchase and postpurchase leads to that ideal user experience everyone hopes for.	
36	Amuse them with location based targeting	With mobile internet becoming widely accessible, hyper local targeting plays a vital role in providing users with location based notifications. Sending a winter sale based notification users who are having their summers does not make sense. It has been observed that doing so opens new avenues to reach out to users with relevant updates and boosts conversion by 2x.	
37	Build faith by keeping users in the loop	Provide users with all the details they need to know. Transactional communication plays an important role in updating the users about everything that takes place post purchase. Users are usually really anxious while performing an online transaction. The users can be informed about a successful payment, order status, order delay or when they can expect delivery to keep them in the loop. This not only increases the trust they have in you, but also increases loyalty.	

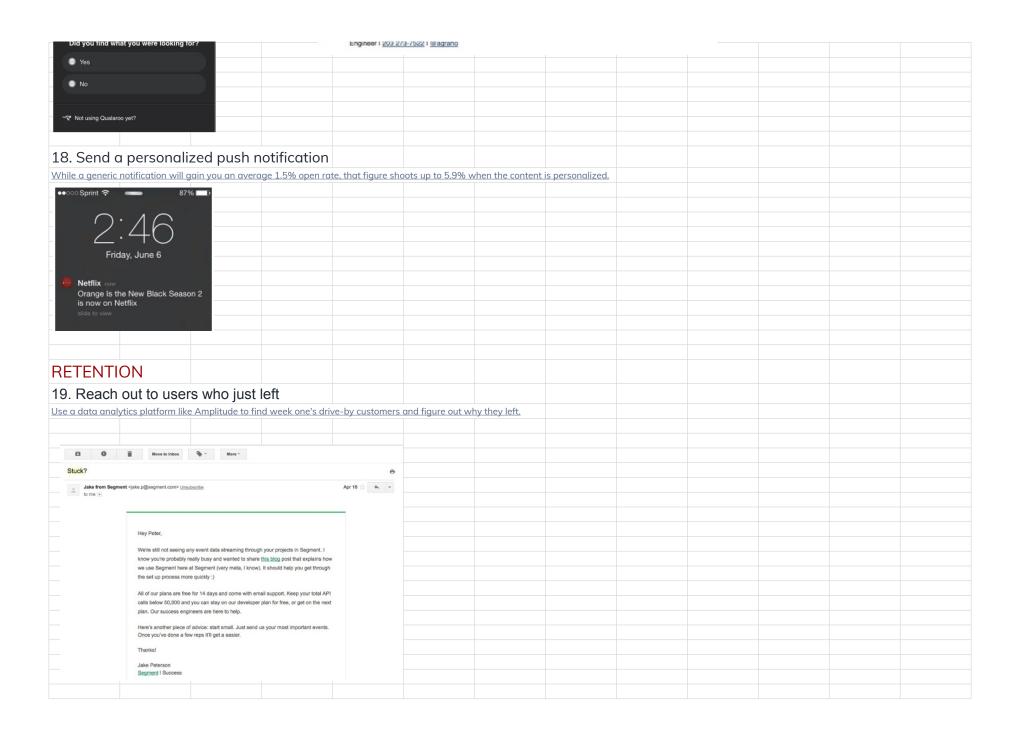
38	Make them adore you by giving them more	Have users added something to their cart or purchased something that can be paired with another product? Wonderful! Segment users to cross sell effectively. Send them attractive offers that would encourage them to buy another product. Offers like these helps you engage users and increase sales.	
39	Building suspense	Suspense encourages users to know more. Don't provide all the information in one go but rather make them curious to click on the notification. Let them find out what is in store and reveal it for themselves. Give out tit bits of information and lure them back to your website. The thirst to know more makes them visit your website.	
40	Social Fabric of Humans	The idea that our friends are purchasing from the same store helps us trust the brand and reduces the buying friction. Remember the days of shopping from your favorite mall with your best friends? Use notifications to trigger the same reaction - tell users about their friends who have been shopping and build trust with them.	
41	Please users with your concern	Craft your notifications in such a way that it reflects the love you have for them. Tell them what they should be doing or how they can prepare themselves for the monsoons by buying an umbrella or how they should take of their skin in the scorching summers. Again, not every notification needs to be about selling new stuff. Your concern helps you strengthens the bond they have with you. Once the trust is in place it is only a matter of time before your users decide to buy from you.	
second	I thought. A marketing backed up with emotions wo	w at them. It creates an instant connect and encourages users to convert without a ould make users transact without you sticking to them like a leech. The trick is to stir the use. Go ahead, fuel up your marketing campaigns with emotions, and set it on fire.	

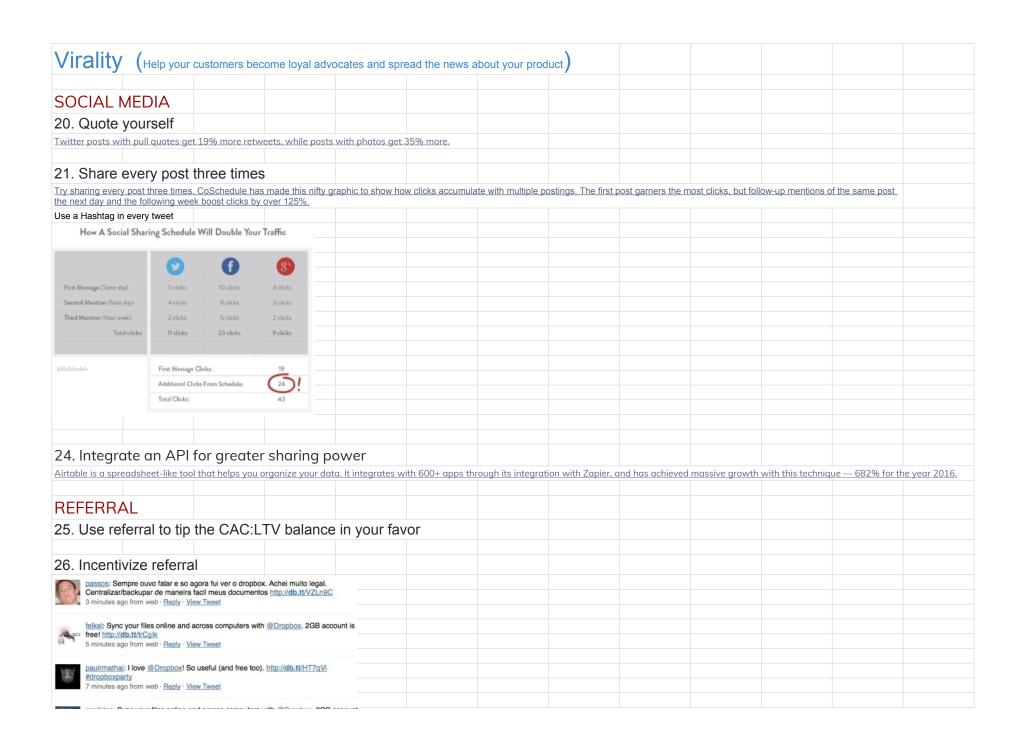
		PLG (	Overview					
Acquisition (Use growth hacking te	echniques to get the	e attention of more	ootential users	and bring them	into your app.			
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EMAIL		Matt Sornson						
1. Segment customers in your weld		to me						
Personalized emails improve click-through rates by 149	<u>%.</u>	Hi Phoebe,					C	
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2. Email influencers to build a gues	t nost networ	-k						
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3. Build a tool that delivers cra	zy value for <sup>.</sup>	free						
Clearbit built a free tool instead, as a standalone produ					our Gmail inbox, 100	% for free, and it's	easy for someone with no	
technical background to use. The tool was so successfu	il that, within the first	few months of launch,	it drove 100k que	ilitied leads.				
4. Provoke product envy with t	estimonial C	TΛc						
the reader progresses through the Zapier blog, a little p			A "Trv Zapier Too	av" and a testimo	onial from a co-foun	der. Users are used	to seeing reviews and	
testimonials, but this one is a surprise. It builds on this r testimonials that come from a specific sourcecan increa	ich piece of content a							
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We Do Our Best Work in Silence								
The ability to shut out the world around us can be beneficial, beyond the pure benefits of silence. Both thinking creatively and considering long-term								
decisions are skills that, according to psychologist Jonathan Smallwood, "allow								
us to generate novel solutions to problems," and to stick to our plans long enough to reach our goals.								
"it seems that the capacity to disengage from the outside world when the external environment is sufficiently benign reflects a skill set that is important								
to almost every human endeavor," says Smallwood. Put simply, these skills								
help us achieve success.  Smallwood isn't the only one who thinks getting away from the noise of the	A	ж						
world is a useful habit to build. French mathematician and philosopher Blaise Pascal believed humans should learn to be quiet more often, as expressed in								
his famous quote: "All the unhappiness of men arises from one simple fact:	"If we didn't get these ongoing notifications through Zapier, we'd miss important information on how patient funding is going							
that they cannot sit quietly in their chamber."  Derek Sivers, writer and founder of CDBaby, says spending time alone, away	It's saved us so much time.*  Grace Garey, co-founder of Watsi							
from the noise of the world, provides the best opportunity for creating new	Try Zapier Today							
work:								
6. Create an academy to jumpstart of	content market	ting						

We did this at Appcues with the User Onboarding Academy. It's a single page, with a title, a table of contents, and an evolving library of links and resources, categorized into topics like "Best Practices,"	
"Examples" and "Aha! Moments." As our CEO and co-founder Jonathan wrote, the Academy had a few key benefits:	
It's a vergraph on you don't need to keep up with a tireless blog schedule	
It's evergreen, so you don't need to keep up with a tireless blog schedule.  You can launch iteratively. Have some articles "coming soon" to gauge interest.	
If you treat it like a class, it lends itself heavily to an email subscription.	
If you deal trike a class, it lends itself nearly to all effull subscription.	
SEO	
7. Bundle short and long tail keywords	
Short tail. A short (often one word) phrase that yields generic information, like "pandas." The searcher wants to be inspired by findings rather than seeking a specific answer to a question.	
Long tail. A longer, more specific search. "Pandas eating habits," for example.	
8. Leverage your competitors' SEO	
Track your competitors' SEO activity with a tool. Ahrefs is a good one. You can track your domain's own rankings while also tracking your competitors. See whether they're getting more backlinks than	
you are and then do some digging to see why.	
9. Cross the 2000 word threshold	
He found that posts over 2000 words were actually more popular, because Google prefers "content-rich sites." The highest-ranking web page for each keyword has an average of 2,416 words.	
PAID	
10. Pull users into your app With super specific ads	
Find non-competitive ad opportunities to target users and drive them into specific pages in your app.	
Standard deep link flow	
Search for Seattle hotels, Search again Seattle hotels Seattle hotels Seattle hotels Seattle hotels Seattle hotels	
click ad the app is installed	
Google Indextrapes to the Section of	
The state of the s	
South Hold 0  Photo South	
Contract Contraction of the Cont	
Section of the sectio	
Branch link flow	
Search for Go to App Store	
Seattle hotels, only if the app isn't hotels click ad installed	
11. Purchase Facebook Ads for a month	









peptides: Sync your files online and across computers with @Dropbox. 2GB account is free! http://db.tt/WVHxP0 12 minutes ago from web · Repty · View Tweet			
Trailing 30 days (Apr 2010) : users sent 2.8 million direct referral invites			
xfilter: I love @Dropbox! So useful. http://db.tt/WX57CR 13 minutes ago from web · Repty · View Tweet			
27. Replace your review button with a shar	e button		

	OUR PRODUCT IS RIGHT PRODUCT OR NOT FOR PLG					
What is the RIGHT PRODUCT In the conventional context, the RIGHT PRODUCT is a demand-						
driven concept that can be loosely defined as a product with						
features and functions that meet a USER needs.						
Seller when started Using Platform? His first question will						
Seller when started Using Platform? His first question will be" Does this Product make my Life Easier?"						
EUNIMART Product Show the value to User that how much he is saving the money, time and value adding through our platform						
features						
WHAT PARAMETERS ARE REQUIRED TO MAKE SELLER " C Know the "User"	ONVENIENCE"					
	Prepare appropriate and clear descriptions of each and every product feature. So,					
Make Product features Easier and Comfortable to User	that user can understand easily to do the process					
Build the good Relationship with User	Help the seller when he face any problem in our product  So by understanding the painpoints of sellers, provide the training according to					
Understand and Solve the User Problems	particular features to make it easy.					
Know there feed back through surveys(NPS)	To understand the convenience of seller about our product, We can understand through feed back and by sending surveys through open ended questions					
Make Product Convenience to User	5					
If Seller Happy and Satisfied with above parameters						
Then, User Success Automatically generates and there is a chance to get more referrals						
WHERE WE ARE REDUCING "COST" TO SELLERS						
Conditions	Benefits					
The product "paywalls"	Eunimart is providing the Unlimited time access(Free Tier), can upload 100 SKU in the any 2 Marketplace channels					
	Eg., For Basic Plan Eunimart is charging 30\$ per month, it's approx 80% less than					
Marginal Costs of serving each user are low.  Eunimart Platform is offering preferred Logistics rate to ship user	one employee minimum salary.  where user can Save 20-40% of shipping rates when compared with his own					
products in multiple online international marketplaces.	logistics.					
Unit Economics(Revenues and Costs) on their daily usage and operation cost.	The fundamental Unit Economics are LTV and CPA.					
About LTV and CPA	LTV and CPA are the primary metrics, but they are really the outputs of many other secondary metrics, which are the things you can most easily measure					
About LIV and CPA	and influence.					
LTV(Life-Time Value)	CPA(Cost Per Acquisition)					
The amount of revenue a single user generates during the entire duration of their usage of your service.	How much it costs to acquire a user.					
LTV by finding ways to increase the amount of money each user	CPA can be tweaked by optimizing your virality or improving the effectiveness of					
spends, or by figuring out how to improve user retention.	your online advertising.					
WHAT IS THE "EFFICIENCY" SELLER IS GETTING THROUGH	OUR PRODUCT					
Condition	Benefits					
The "Highest Value Product" allows the user to achieve their daily tasks with more efficiency	EUNIMART is offering one single platform to manage end to end connecting Marketplaces, International Courier Partners, Payment Partners etc.					
	Through one master catalog sheet is enough for all the marketplaces, even					
	syncing can be done through one click for every marketplace  EUNIMART is providing the best eight logistic shipping partners to ship his					
	products across the globe with the competitive rates.					
	If seller got order from any Marketplace through EUNIMART, the particular logistic partner will come to his warehouse and ship that product to destination country.					
	Through Eunimart Software seller can manage and fulfill the orders of different					
	marketplaces.					
	Eunimart Platform efficiently manages the inventory at centralised and individual stocks of different marketplaces to manage and track of over selling unfulfilled					
	orders.  Create a Landing price selling price etc. You can either have single pricing for all					
	Create a Landing price, selling price etc. You can either have single pricing for all SKUs for online channels or you can bifurcate the pricing as per your market research considering variable parameter like logistics as logistics rates will not be					
	the same for all countries.					
PRODUCT TO MARKET						
Condition		TOOLS				
The product has features that allow the product to market, sell and onboard new users.	Users have a strong incentive to invite others to use the product and the user of the product can easily invite other users to use the product (viral potential)	Gamification, Emails, SMS, Push Notifications, Tutorials, Videos, Blogs through UPSHOT				
Chibotia new docto.	The product automatically communicates through nonproduct communication channels (for example email, push notifications, text, etc.) to deliver additional value	Videos, blogo tillough of orion				
	channels (for example email, push notifications, text, etc.) to deliver additional value and bring the user back into the product					
	The product monitors user behavior and makes ongoing recommendations to the					
	user to provide additional value					
ENGAGEMENT PROCESS						
Condition	Benefit	TOOLS				
Marketing aims to engage users with the product rather than engaging buyers with a sales team.	Users often discover the product when looking to solve a problem	Gamification, Emails, SMS, Push Notifications, Tutorials, Videos, Blogs through UPSHOT				
	Users have great places to learn and exchange ideas with other users and potential users (for example through content marketing, online forums, Meetups, online					
	training and so forth)					
	Users can connect with other users to exchange ideas from within the product					
NETWORK EFFECT						
NETWORK EFFECT Condition	Benefit	Value Added Services				
		Value Added Services Warehouse Management, Returns Management, LAAS, POS Solutions				

			,					
	If it's a platform, the more services you connect to it, the stronger the value	POS Solutions: Can keep a track of inventroy store for offline retailers						
	If it's a platform, the more services you connect to it, the stronger the value	Offilial retailers						
INTELLIGENCE								
Eunimart Multichannel Pvt Ltd has built a proprietary software platform which will enable all critical parameters of cross border								
ecosystem in one single place. It also comprises of 5 important operational tools required for day to day operations along with an								
Al based Business Intelligence Suite which would suggest								
important information for better business decisions and Branding strategies.								
Condition	Benefit							
	Front End(HTML, Java Script, JQuery), Back End(Python, Node JS), Database							
Technologies used in the EMPL Platform	(MySQL, Mongodb), Cloud Infrastructure(Amazon web service, Google Cloud							
Technologies used in the EMPL Platform	It will boost his ability to analyze the current buyer buying trends. Once he							
	understands what his consumers are buying, he can use that information to develop products to match the current trends and that drives to profits.							
Al based Business Intelligence Tool								
	BI contains different intelligence tools that will help merchants to enhance the different aspects that drives to generate sales.							
	Pricing intelligence-> This tool provides the user to manage different pricing for							
	different marketplaces based on TG like country, age group, fast-moving categories etc. recommended price which changes from Marketplace to Marketplace and also it							
	shows the factors that affects his pricing							
	Content Intelligence-> This tool provides him the suitable and catchy content to							
	create better understanding to the consumer and it also varies to Marketplace to marketplace. It also gives the score to the current keywords and also it gives the							
	recommended keywords and content.							
	Image Intelligence-> This tool provides the exact information about the quality of							
	image and it gives score based on the image quality and it explains the factors that affects the imaging so that he will change and upload suitable images which will							
	attract clients.							
	Predictive Sales-> This tool uses more computer algorithms which collects current							
	and historical data to predict the probability of future events. As the new information is available, it keeps updating its predictions accordingly. So, a merchant can easily							
	identify the upselling opportunities(Suggest the best marketplace and show the							
	traction of existing seller data to do more upsell)  Portfolio Analysis-> This tool helps to analyze the potential of products in market.	1						
	It gives merchants the complete overview on which product should be added and							
	removed according to the marketplace. So that he can add and remove his products accordingly and also he understands the seasonal traction.							
	Competitive Analysis-> This competition analysis tool gives them an exact							
	overview their key competitors and the top selling products based on Marketplace							
	channels.							
	Inventory Intelligence-> This gives the complete information and assortment analysis to optimise an inventory and factors that affects their inventory so that a							
	merchant can minimise the risk of out-of-stock situations and also he can predict the							
	overstock situations before it becomes the problem.							
	ACHIEVEMENT							
	The Paid product is something that builds on " Value of the Free Product."							
	,							
	WHY and HOW Eunimart can be a right fit for PLG?							
What is Product-Market-Fit?	How do we measure Right Product	Results of Right Product						
Firstly, the Right product/Product market fit is a word that is used								
to describe the point at which there is a large Marketplace Acceptance for the particular software.	Here are some good points to measure right product	Word Of Mouth starts to provide referrals.						
Once we have sufficient volume of real users(no matter whether	Tiere are some good points to measure right product	Trong of moder state to provide retends.						
they paid or free-tier user), who are using our product regularly,			1					
then we can gain some confidence that we have built the right product for the customer.	Look at the number of users who got access to the product.	The user starts signing up, Paying, gaining value and expanding.	1					
Why Right Product?	How many are using it(Daily, Weekly, Yearly)?	He should get addicted.	1					
Because until at the point you don't know whether or not we are			1					
building the product solves a real problem that a large real market has.	How many are turned into poid cellore?	NDC requite in 9.10(en en eur)	1					
iida.	How many are turned into paid sellers?	NPS results in 8-10(on an avg).  Tip: We can measure through effective survey	1					
		strategies(it should be sent after seller completed one						
		golden feature by asking some questions and then the survey should continue).	1					
"80% of SaaS companies failed in making the right product"	How many renewed your product?							
		What should we do once our platform						
Ponts to be considered in free tier/trial mode	How many have expanded their plans?	reaches the "Right Product" stage			What is the Benc	hmark?		
The application should be more innovative in the market(So that he may need to be more educated) as the benefits will save his								
ne may need to be more educated) as the benefits will save his cost and time.	LTV(Life Time Value)	We should keep adding more features like	1					
That is the reason most of the saas companies will provide free			1					
trial/tier so that they will pay if they got the initial value and also they can provide better feedback and we can also create good		More Marketplaces(Domestic and International which fits	1					
case studies.	How many sellers who got successful in their CBE business.	for all categories).						
Product- Market fit is when a product's Value proposition.		Other features like POS, Returns and warehouse						
distribution channels and customers need are in alignment	Also we can measure through revenue terms	management etc.						
	\$1k-\$5k MRR, it is not the real market fit.	We can also focus to acquire international sellers to promote their products in their country.	1					
	\$5k-\$10k, Moderately market fit.	Focussing on Retention, Expansion.	1					
	\$10K-\$20k, then it is the sweet spot of Market fit.	Focussing on Customer success.	1					
Examples								
Slack	Dropbox	1						
	First, they made a very famous explainer video and shared it on ranking news	1						
Every user counts in their strategy	aggregator of time.							
Being an enterprise organization, they redirected their path to	Result is their beta waitlist increased from 5,000 to 75,000 overnight							
on coor manager and team assets	A CONTRACTOR OF THE PROPERTY O							

nteractions, slack team turned customers to word of mouth	They started a Viral referral campaign. They rewarded an additional storage space to the users who shared the service on social media, Email or by having their friends sign up					
Feedback is their core asset						
This company grew from 15 million(when they started) daily active users to 4 million in the span of two years						
OBJE	CTIVES, GOALS AND ADVANTAGES OF EUNIMART'S PLATFORM					
<u>Objective</u>	Goals of eunimart	Advantage				
marketplaces, multiple countries	Onboard more Sellers	Cost-effective				
3	Increase the traffic	Secure				
	Convert more users into customers	Represent your business in the world.				
fledge selling.	Build a good will.	A huge amount of profit.				
Platform should provide the correct report to the sellers, so that they can analyze and target with a right market with right product with right cost.	Best customer service.	Efficiency.				
Seller Satisfaction-seller is the main part of Eunimarts business so it's very important to make your seller happy and satisfied. By providing quality product (platform), 24°7 customer support, best deals, offers you can make your seller happy. It is one of the main objectives of our platform.	Increase the number of reviews.					
Partners(DHL-E-commerce.India-Post.Delhivery.ups.fedex. aramex). Payment partners(Paypal.payoneer) in single dashboard that oplimizes your operation cost. Main objective is to create the opportunities for the sellers to sell in Cross Border without any problem and also to cut down the cost and increase the profit margin.						
	Reduce the number of churn .					
	Customer follow up					

	Visitors													
			iences who are looking to expand their b				Nur			Acquisition				
Source		Regional level period and Tie up with association to allow merchants to use Eurimant to use Eurimant Suite-free for 1 year	indirect contacts. Build relationship to execute the user general man promote referral program. No unfamiled Free Tierred approach.  Getting Branding in return	1. identify the Govt across states and categories and categories     2. Itendify the SPOC via Social 2. Itendify the SPOC via Social via Control of the	Email cadence about a potential tie-up with the association explaining the benefits about the potential tie-up with the association explaining the benefits about the potential of that category the association deals in cross border cross border and the potential cadences based on the response rate 4. In-person meet up with the SPDC up with the SPDC content of the sponse rate of the sponse rate and t	Link		Deliverables  1. Build content specifically for the te ups with association hand and inform them 4. Mention merchant hand hand hand hand hand hand hand hand	Incentivise to increase the visit to	- Provide and easy access to the platform - Making sure the message to visitors are simple and promising - Provide security and build frust	- Provide one step login to users - Get \$100 only for			
BTL	NA	NA	NA	NA	NA	NA								
Marketplace Chennel Partnership		who can take teh business ahead and can bring in huge GMV	basis. These channel pathers need to have under substitute listed for their whealte to promote extended the control of the control of the ecomence organically. Manage sellens funcyol our gladform (Referral share for smaller manketplaces) - Non-key accounts.  g. 4 frout bring 1000 merchants, will pay \$10 beside.	reminders to these branch consultants explaining the details of the channel path ensuing program and its benefits and the channel path ensuing program and its benefits.	Channel Partner events in co-			Relationship building planting to partner to Eunimart events partner to Eunimart events or the papers to channel partner via channel partner via channel introduce other Eunimart project that might interest them to grow their webnar and provide demo bushed to CPs						
	2018 91% of B2B video marketers consider video an important part of their marketing strategy.	product driven marketing to generate qualified audience to become user on the platform. Content quality and volume to growth with time to increase the acceptance and usage of the platform. It is also necessary to educate and inform the merchants about the	Bult content based on high seaffed seyveds, actual pariporals teels y merchants, exclaining actual pariporals teels y merchants, exclaining related requirement to simply the communication in order tool so, cleam should use blogs, videox, Casesludyi white paper use blogs, videox, Casesludyi white paper	Videos comercial Videos to be made targeting region and language - Videos to be promoted with second and language - Videos to be promoted with acceptance and to highly SEOed in Youtube - Videos to be distributed to retargeted leaks, social groups, extrageted leaks, social groups, extrageted leaks, social groups, extrageted leaks, social groups, extrageted leaks, excital groups, extrageted leaks, excital groups, extrageted leaks, excital groups, extrageted leaks, excital groups, and use it on different content.	Video newsletter campaign     Social media post and boost     Empower employees and Channel partners to promote videos			- Newsletter campaign provided visitor have shared info - Nuture visitors - Nuture visitors with pop up info & whitepaper - Proactive suggestion vis pop up based on visitor behaviour on - Ask Channel Partners to increase the number of sellers by sharing LMS courses						
	DemandGenReport/ Hubspot 47% of B2B buyers read 3-5 bloyers read 3-5 blog posts or content pieces prior to talking with a salesperson. Marketers with the top prioritize blogging efforts are 13x more likely to see positive ROI	crossborder ecosapce and how it has been simplified by Eunimart		Blogs be created based on industry specific highly searched highly searched higher to see the higher to see the higher to drive potential traffic - Underperforming blogs to be easily to be a search of the search		Link		Newstetter campaign provided visitor have shared info     Nuture visitors     Nuture visitors with pop up info & whitepaper     Proactive suggestion via pop up based on visitor behaviour on website						
Content				Case Studies  - Success stories to be build per categories, target region and success, and categories, target region and success, and categories, target region and success, and categories and categorie	ReaDefine firamework for success stories - Coordinate within the C			- Newslatter campaign proded visibr have shared visibr have shared with pop up info 8, whitepaper suggestion via pop up based on visitor up based on visitor vestate						

Social	companies are using social media to drive results. That's more than that's more than the companies search, and paid search, and paid search Nieu of ten B2B companies are using Linkedin	the brand image, trust via curated and engaging content. Audience to the exception of the exception of the existence and the value prop of a company via its social media engament.	Social media post should focus to educate the suderinces highlight the insights of CSE, evaluate is update recent economiero tends, provide leases of platform, employee engagement, company softwareness engagement, company softwarenesses engagement, company softwarenesses engagement.	the target and region in mind to be posted  posted  months and the most beginning to be  posted  poste											
Ads	Hootsuite 30% of B28 marketers think Facebook offers the highest digital ad ROI	To maximise the user court on the platform paid ask to be triggered on FB and Google. Ads will also be used to test new project to understand the demand and identify the challenges to convert		- Referrar program to be tested with smart budged of \$8 1000 on facebook for a week. Depending on the recurring expense as membry recurring the recurring expense as a membry recurring to the face of the recurring expense as a membry recurrence as a membry recurre				Targeted audience Impulse sign up	Provide specific landing page as per the ad communication and provide opportunity	- Get \$100 only for					
Ernail Campaigns	Wordstream Email is the third most influential source of information for B26 information for B26 B28 marketers sg B28 marketers sg wall is their most effective channel in terms of revenue generation.CTRs are 47% highes B28 mail campaigns than campaigns than campaigns		Roll out email campaigns to existing distributions and an through referral program and associations	cadence to - Referrals - Referrals - Associations - Existing seilers, new contacts	1. Cadence to existing contacts or product promotion - Done     2. Email Cadence to existing selens, new selens, contact of the cadence to existing selens, new selens, contact of the cadence of th										
					Hero Content (Specifics to be researched and studied properly) - Celebrity - Publication/Media - Govt Afffiliation - Awards								Success		Renewal

	I	ADOPTION STRATEGY FOR IN-APP	USER		
Adoption Technique	Δt what noint	Sample Messaging	Туре	Rewards	
Holiday Calendar	Auto-Listing	Mother's day is coming up in a month's time. Americans spend \$170 on an average to buy gifts for their mothers. Want to be a part of it. Resume your listing process and earn 20 reward points	1,7,00	30	
	Inventory Update	Thanksgiving is coming up in US in a months time. Make sure, you upload your inventory in synch with planned sales. Upload your inventory and make sure you decentralize it	Banner	10	
Banner Campaigns or Messaging	Pushing him to do the Catalog-Listing	Catologing is the first step in making your products go live? We have a very conveneient ready to upload single catalog that can be pushed directly into multiple marketplace as feed, hence saving time and costs. Why don't you give it a try?	Push notification, In- app message	30	
	Pushing him to price his products competitively	Our Pricing Calculator will allow you to identify the most competitive price for any product in any market and gives a comprehensive breakdown of costs to help you increase sales and plan ahead. Why don't you go ahead and price your products using our pricing calculator?	Banner	20	
	Pushing him to create Logistics Account	How many sales are lost due to high shipping costs? Don't give up on those customers. Create a carrier account with Eunimart and save 30-40% costs	Push notification, In- app message	20	
	Pushing him to create Logistics Account	Do you know certain products priced below a certain threshold are exempted from customs. Your product can be one of those. Why don't you open a carrier account with Eunimart and get this information?	Push notification, In- app message	20	
	Pushing him for New Marketplace Channel Registration	Already sell on Amazon? Consider expanding to several of the many countries where Amazon also has a local marketplace	Push notification, In- app message	20	
Learning Management System	Every Stage	LMS modules to be defined at each and every step right from onbaording to products going LIVE  At each and every step, webinars or tutorials should be available to learn the onboarding steps and then make practical application of the same.  Existing Seller can be provided ceritification for every level he/she completes. Once the seller completes a certain level of tasks, he/she can be awarded a Advanced Seller Certificate.	Push notification, In- app message		
		This certification can then be used to advocate Eunimart and can be used to help the newbie or newly onboarded seller to sign up on the platform and complete his journey.			
	e.g. Filling up KYC info and	Marketing will be responsible for the video content	Push		
	uploading documents	IEC - Need help in getting your IEC document. Please click here to learn how	notification, In- app message		
	e.g. Marketplace Account Creation - Existing Seller - Insert API Key	API Key - Tutorial video on how to get your Marketplace API	Push notification, In- app message		
Marketplace offers specific to Eunimart seller	All stages until the Products are Live on marketplace	Create Banners displaying specific offers that will be allowed for some marketplaces such as Bonanza to market their products if the products go live in these resp marketplace within a fixed period of time	Banner		
Platform feature benefits	Every Stage	These will be the golden features	In-app message		
	e.g. Auto-Listing	Did you know you just saved 25% costs with your 500 products uploads today.	In-app message		
	e.g. Shipping	Do you know you saved 20% of your cost with the shipment of your most recent order on our platform?	In-app message		

Trivia or Quiz		Conduct an in-app trivia or quiz at every step of the event to keep the momentum going. Objective is he will explore the platform better and complete the events			
	e.g. Logistics creation	Which carrrier will be the cheapest to ship from India to US for a package weighing 500 gms and having 25cms in LWH dimensions?      A. Fedex B. DHL ecommerce C. India Post  Your answer is correct. Eunimarts discounted Logistics rates come at a price approx 30% cheaper than the market rate. So why don't you create a logistics account with us			
	e.g. Marketplace registration	Do you know which is the Most Recommended Marketplace by EcommerceBytes Sellers for the period 2013-2018?      A. Amazon B. Bonanza C. Ebay  Your answer is correct. 60,000 independent sellers voted Bonanza as the most recommended marketplace to sell on. Eunimart has Bonanza on its platform. Create an account on Bonanza and get 20 reward points	In-app message		
Exit Intent Technology					

	VIRAL	ITY GROWTH				
SURVEY						
Target Audience	Objective	Where?	Reward			
Existing sellers	To get the messaging clear about the existing sellers impression about the product and accordingly streamline the message  - Product offering - Products Value Proposition	Externally (Not in-app)				
Questions to focus	on:					
	the product sold to you?					
•	e our platforms value? How does it resolve the pain points of your business?					
•	s unique value proposition?					
p. codott						
TAGLINES						
The Taglines should	talk about the overall value proposition of the business in a subtle way rather than	pushing the would-be us	sers to buy the pro	duct		
Tagline 1	Tagline 2	Tagline 3				
Sell Global, Its easy	Crossborder ecommerce simplified	Unified platform to man	age complete eco	mmerce across th	e globe	
BRANDING						
Key Drivers for Pro	duct Virality					
Low cost						
Reach						
Credibility						
Branding Activity	Details	Gamification	Remarks			
All Eunimart Invoices to have Eunimart Logo & Tagline	Invoices are typically looked at by CA's who must be having many other clients like the existing user. Logos with clear messagin on what we do adn help businesses will create a virality effect					
Shipping labels to have Eunimart logo & Tagline	By having our logo and taglines on shipping labels can give us branding us well. There will be virality among other sellers who ship products through these carriers					
Knowledge Based articles or videos	Our knowledge based articles at every step of users journey should have our branding to create the viral effect. Social Media share icons or materials can be shared on sellers website with our branding on the materials	Yes				
Social Sharing	At every step of the user journey, on completion of any task, a message should go out like "Hey . You have successfully created your Amazon account in just 5 min. Wasn't it easy?". Social Share experience on Linkedin, FB, Instagram	Yes				

Collaboration virality	Within the organization. For example, a person might be incharge only till the order fulfillment process. Once success is achieved till that stage, he can internally recommend other users on his company for example those who can interpret reports, AI better to use the platform. Use a share button to invite that particular user within the organization.	Yes			
Leaderboard Virality via Messaging	Hey, I have just got my first order on Eunimart and currently in top 5 in leader board. You can track my progress on give tracking link. Objective is to make the potential user sign up on Eunimart in addition to tracking his friends progress.	Yes			
Email Notification	Notifications that go through email in a users journey congratulating him on completing a process, getting rewarded and achieving cost savings of 25% should have Eunimart branding logo, a crisp consolidated tagline and a sign up link in the signature so that other users can check it out after the email is forwarded				
Self video recording	Users can become our brand ambassaors by recording video of the value proposition they have received through platform usage through the golden features. The recorded video with our branding done on it can then be shared with the peers who can sign up with us. Videos have a better impact than text, hence this strategy should pay off.	Yes			
Learning Management System	Advanced Certification for existing seller who can be an advocate and onboard new sellers from his peer group explaining the benefits of our platform and how he can use the certification to guide them in their journet				
Seller Referral	Ask for Referrals, Reward Both Parties	Yes			
	Referrals should typically come from users who have started to see some benefits from the usage of the platform.				
	Referrals should also come from users who have now become paid customers				
	Referral from Existing User				
	Create in-app banner campaigns typically at places where the user experiences value or where there is a golden feature				
	Banners should typically speak about the ease of usage, time and cost savings for each feature usage				
	For example: Costs savings during Catalog-listing process or Savings when using Logistics				
	Clicking the Banner Campaign will take the seller to the Seller Referral section under User Profile				
	New user referred with get 10 reward points. Existing user will receive 25 reward points only after the new referred user syncs his marketplace account				
	Referral from Paid Customer				
	Banner campaigns talks about the key summary of the value proposition Eunimart has brought about in terms of cost savings, increased sales, efficiency etc.				
	For example: Costs savings during Catalog-listing process or Savings when using Logistics				
	Clicking the Banner Campaign will take the seller to the Seller Referral section under User Profile				
	New user referred with get 10 reward points. Existing user will receive 25 reward points only after the new referred user syncs his marketplace account				
Celebrity Endorsement					

		VA	S SALES			
VAS Sales will be cross-selling done for	paid customers si	nce they have already benefitted from our platform.				
Warehouse Management through Platfo	rm					
Returns Management through Platform						
LaaS Local						
POS Solutions for offline retailers						
Supply Chain Al						
Al for Marketing						
Cloud-based POS Solutions						
Action completed	Target	Messaging				
Inventory upload against the resp sku	Existing User	Are you also looking to keep a track of your store inventory in real. Eunimart has the solution to this. Register for our Cloud Based POS solutions				
Warehouse Management through Plan	tform					
Action completed	Target	Messaging				
Order Fulfilled	Existing User	Hey, you have just saved 30% by signing up with Eunimart Partnered carrier. You can save additional 10% in storage costs by subscribing to our warehouse management system				
Delivery completed	Existing User	Hey, your order got delivered on Feb 20. Now you can deliver your orders faster by subscribing to our WMS				
Al for Marketing						
Action completed	Target	Messaging				
Products LIVE on Marketplace but not getting order	Existing User	Worried about not getting enough orders. Let us do all the marketing intelligence for you. Sit back and relax and register for our Al Marketing solutions				

	IN-APP USER ADOPTION METRICS			
	Details	Benchmark (TBD)		
Percentage of users that use a particular event or product feature	Percentage of users who competely finished user a particular feature on the platform This will be calculated for each of the events			
Number of steps or clicks it takes a customer to complete core product use cases	Number of steps or clicks it takes a user to complete using a specific platform feature. For example: Downloading the Catalog Template, Filling it, Uploading it, Correcting the errors if any and then uploading it back			
Average number of days it takes a newly signed-up prospect to fully onboard with the product	Avg number of days it takes a user to complete using a specific platform feature. For example: Downloading the Catalog Template, Filling it, Uploading it, Correcting the errors if any and then uploading it back			
Average time it takes for a user to complete core product	Avg number of days it takes a user to complete all the events ((Sign-up to Products Live on Marketplace)			
VIRALITY METRICS				
Advocacy Rate	Percentage of existing users or paid customers who have shared our message			
Share Rate	Average number of unique shares per user			
Referral Rate	Number of new users onboarding through referral / Total number of users			
VAS METRICS				
VAS Conversion %	(Number of paid customers who purchased any of the VAS such as POS, WM, RM, LaaS) / Total paid customers approached			

	SELLER LIFE-CYCLE								
Access to the platform Through link(https://app.eunimart.com/login)									
A Classical Professional Profes									
2. Signup process(By filling few details) Name			City	Brand	Type of Business	Click Signup			
Company Name Country									
Company Name Country Email Phone Number									
City									
He will get a verification email									
Change Password  2. Popup. "Welcome Message" including complete details of Account creation process(Mark tutorials, Videos and blogs  Outbound(Emails, SMS etc)	ketplaces, Payments, Logistics) with required								
Outbound(Emails, SMS etc)									
3. Account Creation									
For New Users	For Existing Users/Who are already selling in International								
Click Marketplace	For Existing Users(Who are already selling in International) Click Marketplace								
Click Register New and do the registration in the marketplace by filing the below details like 1. Required Countries for Marketplace 2. Seler Cetails 3. Bank Details Click Submit Request received to OB team -> They will create Seller Marketplace account	Click "Already have an account" - Fill required details like 1. A. Cappillo 2. Devid 4. Cort id Click Submit								
3. Bank Details Click Submit	3. Dev id 4. Cert id								
Request received to OB team> They will create Seller Marketplace account	Click Submit								
Click Payments	Click Payments								
Click Payoneer-> Signup(He should fill his personal details, contact details, security details	) Login with Userid and password Click Submit								
Click Logistics	Click Logistics								
Click on Logistics-> My logistics-> Select the carrier-> Registration-> Update-> update the de if you are new. Click Submit	Click Logistics etails Fill API Key								
	OHER GADNING	1							
<ol> <li>After Creating an New/Existing account for Marketplaces, Payments, Logistics(Individually message(Listing &amp; Live)</li> </ol>	or Completely), he should get a popup stating "Congrats message" and Next process								
Outbound(Emails, SMS etc)									
Live Process     He should fill the Master catalogue sheet, Pricing Sheet and Inventory management sheet by when seller completes all the below sub events     For New Selters.	downloading the empty sheets and filling the relevant details. Products will GO LIVE								
For New Sellers Listing process Pricing Process	Inventory For Existing sellers								
	ck on He can fill in another sheet in inventory  He can see his products in the								
below process 1. Click on Products-> Upload to Marketplace-> Select Category-	ck on He can fill in another sheet in inventory (Centralised and Decentralised) tab (Centralised and Decentralised and D								
Filing Nester Catalogue sheet by the below process 1.0 (files on Production below production below the production control to the production of the production production to the production below the production of the production below the production of the production below the production of the production will see any for the to do the funding calculator or the search production of the production that the production of the production that the production of the production that the production of the production production of the production that the production of the production that the production of the production that the production of the production that the production that the production of the production that the production	hat it des								
Transfer price, Eunimant- Marketplace+ payment gateway commissions, Logistics price).  the Marketplaces with only single format it!	at.								
Benefits: He can upload the sheet to all the Marketplaces with only single formal. It constituted for the constitute of the common attributes*. Relevant Marketplace attributes to that will sync be to particular marketplace. Once of the primary benefit for him is, his landing the will sync be the particular marketplace.	price ing								
		<u></u>							
While he uploading or syncing to the marketplace, error occurs with "Download error file" sh	neet in upload to marketplace due to wrong filling of links, Keywords etc.								
Click Upi	load								
, Land	6								
Platform (Marketplace)	Sinc								
Marketplace	e Sync								
In the mean time if he is getting any confusion in filling the sheets, he should get a popup w     better rates, how he can fill with best keywords and description etc	with required tutorials(regarding how he should select the best logistics carrier with								
petter rates, now he can fill with pest keywords and description ecc), short videos.  After Succesfully filling all the sheets, a popup should appear in the product stating "Congrats."									
5. Inventory & Order									
Inventory	Order								
Centralised Twentralised Twentralised Twentralised Twentralised Inventory for common stocks and during high season give more sales. This proper utilization of stock and manage the fear of overselling or unfulfilled orders.	ould								It will show the
give more sales. This proper unication of stock of and manage the fear of overselling or unfulfilled orders.									It will show the info of various logistic information of
Cital Controller a calcut CIVII a Undate	like Price, quantity, SKU, Invoice status, Tracking number etc.								carriers and
Click Decentralise > select SKU > Update inventory  Or Operation Sheet and update inventors > Description of Sheet and update inventors > Click Decentralise > select SKU > Update inventors or Or Skut Inventors > Click III	ntory Click Process -> Schedule Pickup								
Download Sheet and update inventory.> Download Sheet and update inventory.> Click <b>Upload</b> It is updated on particular Marketplaces									
It is updated on all the Marketplaces		1							
Logistics(LAAS)  He can track his shipping status by the process by	below								
Tracking 0.1. I racking No. 1. I racking									
Shipping from : Shipping to Package height(cms) :									
Planning Package (renif) (cms) : Package (width(cms) : Package (width(cms) : Package (width(cms) :									
Click Submit									
Shipping Partners									
Independent Shipping Marketplace Account Shipping									
He should update his profile details like name, company, gender, email, designation, mobile, country, cily, website, postal address(Min/Max 0/200 count.88). Select Carrier(He can select the carrier what can	of .								
designation, mobile, country, city, website, postal address(Min/Max:0/200 count 88). Select Carrier(He can select the carrier what can	mer								
Warehouse address(Min/Max:80/200 he should select according to marketplace, so the count:80).	nar ver								
Note: If it is clossing more thes it will enou.)									
show the centr to mention less than or equal to 3d duracters long.  Signment Historytic can see the adjuncters table as well when the order processed the binduit stip product the will create the stimpers of shippers of executive the stimpers of shippers of courters and countries sent, delivered time and delivery amount!	tory b the								
product he will create the shipment of shipper do receiver details and package details.	etais,								
It will show the info of various logistic information carriers and countries sent, delivered time and delivery amount	T GI								
6. Payments									
Seller can see the status of revenue of orders he received	'								
Estimated Revenues  By selecting channels he can check the revenue generating through the orders.  Salier can see the status of the backend calculated deduction like Logistic. My commission, Empl. Commission etc. of orders.	se l								
Seller can see the status of the backend calculation like Logistic, Mp commission, Empl	tion of								
Commission etc.of orders.	_								

ote: The same cyclic process	s goes on when we are introducing new Marketplaces, Logistics, Payment gateway partners or when he is upgrading new plan(Pro and Ad	vanced)				
r Features						
board						
display the monthly and dail	illy details of shipments, orders and their consolidated analysis					
He can open this feature w	when his orders are getting started					
rts						
	thical representation of your reports of each module from the Reports page. Draw important business analysis and take careful decisions based on the	e reports				
	when his product gone live					
siness intelligence)						
stands what his consumers	by "Bi(Business intelligence) tool". One of the main benefit of using BI is, it will boost his ability to analyze the current buyer buying trends. Once he sare buying, he can use that information to develop products to match the current trends and that drives to profits.					
ains different intelligence t	tools that will help merchants to enhance the different aspects that drives to generate sales. It has the below features					
	This tool provides him the recommended price which changes from Marketplace to Marketplace and also it shows the factors that affects					
ig Intelligence	his pricing and even he can see the pricing graph for his glance.					
	This tool provides him the suitable and catchy content to create better understanding to the consumer and it also varies to Marketplace					
nt Intelligence	to marketplace. It also gives the score to the current keywords and also it gives the recommended keywords and content.					
	This tool provides the exact information about the quality of image and it gives score based on the image quality and it explains the					
e Intelligence	factors that affects the imaging so that he will change and upload suitable images which will attract clients.					
	This tool uses more computer algorithms which collects current and historical data to predict the probability of future events. As the new					
ctive Sales	information is available, it keeps updating its predictions accordingly. So, a merchant can easily identify the upselling opportunities.					
	This tool helps to analyze the potential of products in market. It gives merchants the complete overview on which product should be					
olio Analysis	added and removed according to the marketplace. So that he can add and remove his products accordingly and also he understands the					
	seasonal traction.					
	For a brand, the primary goal for them is analyzing their competitors is to find out the strengths and weaknesses of their competition, so					
	that the brand can make smart decisions about their own marketing strategies and fight with the threats from their competition. This					
etitive Analysis	competition analysis tool gives them an exact overview their key competitors and the top selling products based on Marketplace					
	channels.					
	This gives the complete information and assortment analysis to optimise an inventory and factors that affects their inventory so that a					
itory Intelligence	merchant can minimise the risk of out-of-stock situations and also he can predict the overstock situations before it becomes the problem.					
	He can also understand the demand of his products on seasonal basis.					
	trying to complete, A popup should appear that redirects to the particular tool and a tutorial or a video so that he can apply in his account					

	PLG Strategy	: Seller Journey	Process along	with Ga	mification and also what kind of Mess	age sellers	should get to see o	n Platform Screen		
Sales	Process						onouna got to occ o			
op U	Jp Message Planning				Register through the link					
Samif	fication: Rewards Planning									
					Email Verification					
					Login					
					Login					
					Once Login welcome msg will blink in the screen					
					Thank you for signing up with us. Please					
					collect your rewards on top right corner.					
					Are you a Existing Seller or New Seller?					
			/	New		Existing				
							Steps	Messages	Actions	
								Please update your profile to continue	Redirect to Seller Profile page	
						Step 1	Profie Fill Up			
								Thanks for filling up your profile. Your account is ready to take off. Please click on the Marketplace Sync Button	Redirect to Marketplace Page	
						Step 1	Sync your Marketplace Account	Next steps will follow from C32	Highlight the "Register MP" Button	
	Main Event Total Score	Main Event	Sub Event	Sub Event Rewards	Messaging	Time Period	Expiry	Any Tutorial message pop up		
A	30	Profile Fill Up	Profile	10	Your profile is ready. Please upload the documents.	24 HR	You have to complete your profile with in nect 24 Hrs in	Helpdesk msg pop up do you need any help. Example: Hey, you don't have IEC/GST etc		
			KYC Upload	20	Please checkout the next process at Dashboard to start selling. Good Luck.!		order to get the Rewards	copy? Please find the detail below.		
					Redirect to Progress Bar, where seller can see the list of Tasks he/she needs to do.					
					Natification Districtory Tales are to the Naut Lavel					
					Notification Blink Bar: Take me to the Next Level					
В	40	Marketplace Account	Marketplace	20/MP	Pop Up message box, Showing ARROW SIGN to	24 HR	48 Hrs from starting time			
		Creation	•	20///	Register on the Marketplaces	J	To The home clarting time			
			Uploading Doc Insert API							
			sorr/u i							
С	20	Payment Creation	Upload Payoneer	20	Pop Up message box, Showing ARROW SIGN to	24 HR	48 Hrs from starting time	Create your Payoneer Account		
-	20	. ay.nont oredaon	Account	20	Register on Payoneer accounts.	J"\	nom starting time	State year rayoned recount		
			Create DHL		Pop Up message box, Showing ARROW SIGN to	1				
D	20	Logistic creation	Account	20	Register on Logistics accounts.	7-14 days	15 Days from Starting time	Create your Logistic Account		
			Download Category Template	10		3 Days	5 Days from starting time	Video, Tutorial(how to fill and upload file)		
			Fill the template	40	Pop Up message box, Showing ARROW SIGN to					
E	100	Cataloging	Upload file	10	CLICK ON THE DOWNLOAD BUTTON and then					
			Error Correction- > Yes	40	follow the next process.					
			Error Correction-	0						
					D. H					
F	50	Pricing	Upload Pricing	50	Pop Up message box, Showing ARROW SIGN to do the PRICING.	2 Days	3 Days from Starting time	Video, Tutorial(how to do the pricing)		
G	10	Syncing products in Marketplaces (Push &		10	Pop up message box, showing Your Catalog is succesfully synced with the Marketplace.	1 Day	2 Days from starting time			
		Pull)								
								l		

						•				
	50	Live on MP		50	Oh Wow! Congratulations! Your products are now live in the Marketplace.	2 Days	3 Days from Starting time			
					live iii the Marketplace.	1				
			If any order cancel, that		Congratulations Buddy! You cracked your 1st Order					
	10	1st order	should be	10	from Amazon					
			captured							
			Choosing the				2 days of the date of order			
			Courier Partner	200	It's time to celebrate! Your 1st order sucessfully	2 Days	recieved			
	200	1st Fullfilment	while fullfiling		shipped.					
				100		3 Days	3 days of the date of order recieved			
							recieved			
_										
	500	1st 100 Order Fullfilment		500	You have reached your 1st Milestone. Many more to					
					go. Congratulations.	1				
	1000	1st 500 Order Fullfilment		1000	You have reached your 2nd Milestone. Many more to go. Congratulations.					
					go. Congratulations.	1				
					1					
		There is a posibility for fronce they cross <b>H</b> or <b>I</b> or	ee sellers to convert	t into paid	l					
		they go live they can buy	the software and th	en they can	l					
		use the rewards points a	s cash to adjust with	the '						
		Platform Subscription Pa	yment							
		Only Reaching 500 and 1	1000 Reward Points	, seller can						
		get 500 & 1000 as in e-w features in Eunimart Plat	rallet to use further t	to buy						
т		leatures in Eurimiant i lat	Before Trial Perio	od Endo		1	After Trial Period Ends On	ce they subscribe paid version		
H			Delote Illai Felic	ou Liius	Your trial Period is going to end within next 7 days.	1	Arter Thai Feriou Liius On	l ley subscribe paid version		
7	7 days before ending of Trial Pe	eriod we need to send ema	ils		Kindly update your payment information to continue selling cross border.		In Product Notifications	Thanks for Subscribing with us.		
L						1		Dear		
L								Congratulations! You have made an		
L								excellent choice by Subscribing to sell Cross Border with Eunimart.		
ı										
L							Email Notifications	We truly care about our Customers and		
L								appreciate your business. We are absolutely dedicated to our Customer Satisfaction. If		
ı								you have any issues at all, we will work with		
ı								you untill you are completely satisfied.		
ı								Thank you.		
L										
L							SMS notification	Thanks for Subscribing with us. Your Subscription will end Date We wish		
						I		you a happy journey with us.		
П					Your trial Period is going to end within next 3 days.	1				
ŀ	3 days before ending of Trial Pe	eriod we need to send ema	ils		Kindly update your payment information to continue					
3	,				selling cross border.	1				
3										
3										
3	,									
					Your trial Period is going to end tomorrow. Kindly					
	1 day before ending of Trial Per	iod we need to send emails	s		update your payment information to continue selling					
		iod we need to send emails	S		Your trial Period is going to end tomorrow. Kindly update your payment information to continue selling cross border.					
		iod we need to send emails	s		update your payment information to continue selling					
		iod we need to send emails		t Prograce P	update your payment information to continue selling cross border.			Need to add the Egaturas in Sallor Profile		
1	1 day before ending of Trial Per		Account	t Progress B	update your payment information to continue selling cross border.			Need to add this Features in Seller Profile		
			Account	t Progress B	update your payment information to continue selling cross border.			Link your Facebook	Claim your rewards	10
1	1 day before ending of Trial Per	e these quests and become	Account e the Euniguru	-	update your payment information to continue selling cross border.			Link your Facebook Link your Linkedin	Claim your rewards Claim your rewards	10
1	1 day before ending of Trial Per Welcome to Eunimart, Complete	e these quests and become	Account e the Euniguru	Completed	update your payment information to continue selling cross border.			Link your Facebook Link your Linkedin Link your Google	Claim your rewards Claim your rewards Claim your rewards	10 10
1	1 day before ending of Trial Per	e these quests and become	Account e the Euniguru	-	update your payment information to continue selling cross border.			Link your Facebook Link your Linkedin	Claim your rewards Claim your rewards	10 10
1	1 day before ending of Trial Per Welcome to Eunimart, Complete	e these quests and become	Account e the Euniguru	Completed	update your payment information to continue selling cross border.			Link your Facebook Link your Linkedin Link your Google	Claim your rewards Claim your rewards Claim your rewards	10 10 10 10
1	1 day before ending of Trial Per Welcome to Eunimart, Complete Step 1 Step 2	e these quests and become 10 Rewards 11 Rewards	Account e the Euniguru	Completed Completed	update your payment information to continue selling cross border.			Link your Facebook Link your Linkedin Link your Google Link your Twitter	Claim your rewards	10 10 10
1	1 day before ending of Trial Per Welcome to Eunimart, Complete Step 1 Step 2 Step 3	e these quests and become 10 Rewards 11 Rewards 12 Rewards	Account e the Euniguru	Completed Completed	update your payment information to continue selling cross border.			Link your Facebook Link your Linkedin Link your Google Link your Twitter Link your Youtube	Claim your rewards	10 10 10

rofile Strength	Intermediate		125/1000						
			120/1000						
0	50	500	1000						
inish next to get rewarded with	100 Points : SHOW THE NI	EXT STEP							
Rewards Details	click the button and get to	see the details							
xample: 10 rewards equal to	10 Rupees. And he can us	se this money to I	buy our anoth	er tools or features					
vents	Sub-Events								
eller Register									
eller Email Verification									
eller Login at our platform									
<u> </u>									
rofile Fill Up	Perosonal Information								
	-								
vnc vour Marketplace Account									
or Existing Seller)									
larketplace Account Creation									
For new Seller)									
ogistic creation									
	_								
ataloging									
	Error Correction-> No								
	Update new pricing								
yncing products in									
iaincipiaces (Fusii & Full)									
ive on MP									
IVE OII IVIF									
	If any order cancel that								
st order	should be captured								
	Choosing the Courier Partner while fullfiling								
st Fullfilment	Seller Warehouse within 1 day								
	Order Dispatching from								
	Seller Warehouse within 2 day								
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	inish next to get rewarded with ewards Details  kample: 10 rewards equal to so he can share the money to rents eller Register eller Email Verification eller Login at our platform offile Fill Up  ync your Marketplace Account or Existing Seller) arketplace Account Creation or new Seller) editions etaloging icing yncing products in arketplaces (Push & Pull) we on MP	ewards Details  click the button and get to click the butt	inish next to get rewarded with 100 Points: SHOW THE NEXT STEP  ewards Details  click the button and get to see the details  click the button and get to see the see t	inish next to get rewarded with 100 Points : SHOW THE NEXT STEP  ewards Details  click the button and get to see the details  click the button and get to see the set of the sea to see the details  click the button and get to see the sea to see the details  click the button and get to see th	consists next to get rewarded with 100 Points : SHOW THE NEXT STEP    Sewards Details	inish next to get rewarded with 100 Points : SHOW THE NEXT STEP  dick the button and get to see the details  click the button and get to see the details  click the putton and get to see the details  click the putton and get to see the details  click the putton and get to see the details  click the putton of the putton of the state of the sta	nish next to get rewarded with 100 Points : SHOW THE NEXT STEP  covardS Details  click the button and get to see the details  click the button and get to see the details  click the button and get to see the details  click the button and get to see the details  click the button and get to see the details  click the button and get to see the details  control or the properties of the proper	meth next to get rewanded with 100 Points: SHOW THE NEXT STEP  executed Cealing  click the button and get to see the details  camples: 10 rewards equal to 10 Rupees. And he can use this money to buy our another tools or features  so he can ahive the money to refer someone or transfer into bank.  The state of the sta	inch neet to get recorded with 100 Points: SHOW THE MEXT STEP  Account to Extra the Lotton and get to see the cotatils  account to 18 Reposes. And the care use this money to buy our another tools or features  to the case that the hondry to refer someone of busher into beta.  Account to extra the care use this money to beta your another tools or features  to the Grapher  Actor  Actor

	UNLIMITED TIME	LIMITED A	ACCESS																									
f	Association BTL																											
ition from	Marketplace		Cat the Femal	Unlimited			Limitation						1st Pick up within			1at 100th Outer		1st 500th Order		1st 1000th								
ferent urces	Channel Partnership	Sign up	Got the Email Free Tier Verification	Unlimited Time Acess to the Platform but limited	Marketplac F e Sign up U	Partner Sign	2 Logistics Account Sign up	Catalog Upload	Platform Listing Syno	Inventory Update	Pricing M Update S	MP Listing 1st Sync Orde	within Scheduling Time	1st Succesfull Order Shipment	1st 100th Order	Successfull Shipment	1st 500th Order	Successfull Shipment	1st 1000th Order	Order Successfull Shipment	TO BE CONTINUED							
ŀ	Social Media			limited									Time							Опринен								
	Paid Ads Email Campaign																					As this is a Free Tier Plan	, we will					
								to upload more														As this is a Free Tier Plan not ask him to pay upfront to uproade and all. What do, we will send sellers is popo up notifications also sellers success and what the benefits after takin premium plan. So if they advantage of the premiu then the sellers can ch whether to take trial perio Paid Tier Plan or no Paid Tier Plan or no	t money we can emails.					
					to acess	n soure more	to access more please upgrade 10	SKU's and to sell in more Marketolace														popo up notifications abor sellers success and what	ut other will be					
					please pupgrade u	please pagrade p	to access more please upgrade	Please upgrade to Premium	е												TOTAL POINTS	premium plan. So if they advantage of the premiu	g the like the m plan					
	Rewards Points	10			10	10	10	10	10	10	10	10 50	50	50	100	100	130	130	150	150	1000	then the sellers can ch whether to take trial perio	oose d of the					
					etc. the sales will give a cal	person will get a If to convert it int	dd more no of Market an email and accordi to Paid.	ngly salesperson	1												1 Rewards Point = 1 Rupees	Paid Hei Fiall Of IIC	*					
																					Only can withdraw when reach 1000 Points, so be/she	1						
																					can withdraw or transfer to Bank							
																					Account							
al Perioc	LIMITED TIME	E ACESS TO	PLATFORM	- ALL FEATU	RES ACCES	\$																						
- [	Association BTL																											1
Ī	Marketplace			Limited Time Acess		No	lo Limitation																					
on from rent roes	Channel Partnership	Sign up	Got the Free Tier Access On	Time Acess to the Platform for every	Marketplac e Sign up	Payment Partner Sign Up	Logistics Account Sign up	Catalog Upload	Platform Listing Sync	Inventory Update	Pricing N Update S	MP Listing 1st Sync Orde	1st Pick up within Scheduling	1st Succesfull Order Shipment	1st 100th Order	1st 100th Order Successfull Shipment	1st 500th Order	1st 500th Order Successfull Shipment	1st 1000th Order	1st 1000th Order Successfull Shipment		Trial Period for 30 da	ys					
		L	Access on	every features	Lig. up	h	J		g cylic	1		, _ Gide	Time			anipment		onipment		Shipment				Subscription				
	Social Media Paid Ads																				They will complete is finished, they will	e the Journey till N Coloumn ill definitely try to upgrade to getting orders	and since the trial pe see from where they	30\$ riod 2100				
	Email Campaign																											
	Rewards Points				10 Per Marketpli		10	10	10	Per Week	Per Week	10		50	100	100	130	130	150	15	0 100	0		1000				
	Timeline to finish each	ne bonus	1 '	1 1	2	2	2 3	3 5	10	3	4 7	20 : 25 :	0								1 Rewards Point =	1 Rupees		Payment Amou	4			
																					Only can withdraw		For first ren they can sa	erwal we d will hey Can Save 1000 Rs				
																					Points, so he/she can withdraw or		1000 Rs an same thing continue	will				
																					transfer to Bank Account		happen till t get orders	hey Can Save 1000 Rs				
			Eunimart SaaS P	ricing																								
	Operation Level Pricing Plans			Den	Advan	Camina Carri																						
		In \$	in INR In \$	In INR	In \$	In INR																						
	Pricing	30 Billed Anu Inclusive of	2100 50 nuually, Billed f all Taxes Inclusive	3500 Anuually, e of all Taxes	70 Billed Anuuall all T	4900 ly, Inclusive of Jaxes																						
	Total SKUS International	250	70																									
	International Marketplace Channels Logistics Carriers			1000		000																						
ires	Payment Partner	s 3	3	6 3		8																						
res	Total Yearly Cost	2	2	3		8 6 1																						
	Payment Partner Total Yearly Cost	2	2	3		8 6 1 59850	Bepefits																					
	Total Yearly Cost	2	2	3		8 6 1 59850	Benefits Manage your entire Product List from																					
	Payment Partner Total Yearly Cost  Product Management	360\$	2 25650.00 600\$	6 3 1 42750	840\$	8 6 1 1 59850	Manage your entire Product List from One single module for Multiple Sales																					
	Total Yearly Cost	2	2 25650.00 600\$	3	840\$	8 6 1 1 59850	Manage your entire Product List from One single module for Multiple Sales																					
	Total Yearly Cost  Product Management	360\$	2 25650.00 600\$	6 3 1 42750	840\$	8 6 1 1 59850	Manage your entire Product List from One single module for Multiple Sales																					
	Total Yearly Cost	360\$	2 2 25650.00 600S	6 3 1 42750	840\$ Y	8 6 1 1 59850 'res	Manage your entire Product List from One single module for Multiple Sales Channels Keep your entire Inventory Centralized and update the same across multiple sales channels on a real time scenario.																					
-	Total Yearly Cost  Product Management  Centralized Inventory Management	2 1 360\$ 2	2 2 25650.00 600S	6 3 1 42750	840\$ Y	8 6 1 1 59850 'res	Manage your entire Product List from One single module for Multiple Sales Channels Keep your entire Inventory Centralized and update the same across multiple sales channels on a real time scenario.																					
	Total Yearly Cost  Product Management  Centralized Inventory	2 1 360\$ 2	25660.00 6006	6 3 1 42750	840\$ Y	8 6 1 1 59850	Manage your entire Product List from One single module for Multiple Sales Channels Keep your entire Inventory Centralized and update the same across multiple sales channels on a real time scenario. Based on Season or High Volumes De- Centralize your inventory for specific Sales Channels.																					
	Total Yearly Cost  Product Management  Centralized Inventory Management	2 2 1 360\$ 1:	25660.00 6006	6 3 1 1 42750 Yes	840\$ Y	8 6 1 1 59850	Manage your entire Product List from One single module for Multiple Sales Channels Keep your entire Inventory Centralized and update the same across multiple sales channels on a real time scenario. Based on Season or High Volumes De- Centralize your inventory for specific Sales Channels.																					
tional Module	Total Yearly Cost  Product Management  Centralized Inventory Management  De-Centralized Inventory Management	2 2 1 3605 2 2 4 1 Yes	2 2 2 25650.00 6005	6 3 1 1 42780 Yes	840\$ Y	8 6 1 1 59850	Manage your entire Product List from One single module for Multiple Sales Channels Keep your entire Inventory Centralized and update the same across multiple sales channels on a real time scenario. Based on Season or High Volumes De- Centralize your inventory for specific Sales Channels.																					
	Total Yearly Cost  Product Management  Centralized Inventory Management	2 2 1 360\$ 1:	2 2 2 25650.00 6005	6 3 1 1 42750 Yes	840\$ Y	8 6 1 1 1 59850	Manage your entire Product List from One single module for Multiple Sales channels on a real time scenario. Based on Season or High Volumes Decentralize your inventory for specific Sales Channels Price your products for productive Sales Channels Price your products for productive Sales Channels Price your products for the Sales Channels Price your products for the Sales Channels Price your products for the Sales Channels Sales Channels Finicipy Category, Productive Sales Channels Munderation Manage all your Manage all your Manage all your for Multiple Sales Sales Channels Sales																					
	Total Yearly Cost  Product Management  Centralized Inventory Management  De-Centralized Inventory Management	2 2 1 3605 2 2 4 1 Yes	2 2 2 25650.00 6005	6 3 1 1 42780 Yes	840\$ Y	8 6 1 1 1 59850	Manage your entire Product List from One single module for Multiple Sales channels on a real time scenario. Based on Season or High Volumes Decentralize your inventory for specific Sales Channels Price your products for productive Sales Channels Price your products for productive Sales Channels Price your products for the Sales Channels Price your products for the Sales Channels Price your products for the Sales Channels Sales Channels Finicipy Category, Productive Sales Channels Munderation Manage all your Manage all your Manage all your for Multiple Sales Sales Channels Sales																					
	Total Yearly Cost  Product Management  Centralized Inventory Management  De-Centralized Inventory Management	2 2 1 3605 2 2 4 1 Yes	2 2 2 25650.00 6005	6 3 1 1 42780 Yes	840\$ Y	8 6 1 1 1 59850	Manage your entire Product List from One single module for Multiple Sales channels on a real time scenario. Based on Season or High Volumes Decentralize your inventory for specific Sales Channels Price your products for productive for productive sales for the Sales Channels Price your products for the Sales Channels Frice your products for the Sales Channels Frice your products for the Sales Channels Frice your products for the Sales Channels for the Sales Channels for the Sales Channels for the Sales Channels for the Sales for the Sa																					
	Total Yearly Cost  Product Management  Centralized Inventory Management  De Centralized Inventory Management  Pricing Management	2 2 1 3605 2 2 4 1 Yes	25650.00 6005	6 3 1 1 42780 Yes	840\$ Y	8 6 1 1 1 59850	Manage your entire Product List from One single module for Multiple Sales channels on a real time scenario. Based on Season or High Volumes Decentralize your inventory for specific Sales Channels Price your products for productive for productive sales for the Sales Channels Price your products for the Sales Channels Frice your products for the Sales Channels Frice your products for the Sales Channels Frice your products for the Sales Channels for the Sales Channels for the Sales Channels for the Sales Channels for the Sales for the Sa																					
	Total Yearly Cost  Product Management  Centralized Inventory Management  De-Centralized Inventory Management	2 2 1 1 360\$ 2 1 Yes	25650.00 6005	6 3 4 42750 Yes	840\$ Y	8 6 1 1 1 59850	Manage your entire Product List from Product List from Growth Product List from L																					
	Total Yearly Cost  Product Management  Centralized Inventory Management  De Centralized Inventory Management  Pricing Management	2 2 1 1 360\$ 2 1 Yes	25650.00 6005	6 3 4 42750 Yes	840\$ Y	8 6 1 1 1 59850	Manage your entire Product List from Product List from Growth Product List from L																					
	Total Yearly Cost  Product Management  Centralized Inventory Management  De Centralized Inventory Management  Pricing Management	2 2 1 1 360\$ 2 1 Yes	25650.00 6005	6 3 4 42750 Yes	840\$ Y	8 6 1 1 1 59850	Manage your entire Product List from Product List from Gr. Manage and Gr. Manage																					
	Total Yearly Cost  Product Management  Centralized Inventory Management  De Centralized Inventory Management  Pricing Management  Order Management	2 2 3 3005   1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	25650.00 6005	6 3 3 1 1 1 42750 Yes Yes Yes Yes	Y Y Y Y	8 6 6 1 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	Manage your entire Protocol List from Protocol List from The Protoco																					
	Total Yearly Cost  Product Management  Centralized Inventory Management  De Centralized Inventory Management  Pricing Management	2 2 1 1 360\$ 2 1 Yes	25650.00 6005	6 3 4 42750 Yes	Y Y Y Y	8 6 6 7 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	Manage your entire Product Last from Product Last from Product Last from Last Last Last Last Last Last Last Last																					
ional Module	Total Yearly Cost  Product Management  Centralized Inventory Management  De Centralized Inventory Management  Pricing Management  Order Management	2 2 3 3005   1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	25650.00 6005	6 3 3 1 1 1 42750 Yes Yes Yes Yes	Y Y Y Y	8 6 6 7 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	Manage your entire Product Last from Product Last from Product Last from Last Last Last Last Last Last Last Last																					
	Total Yearly Cost  Product Management  Centralized Inventory Management  De Centralized Inventory Management  Pricing Management  Order Management	2   2   1	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	6 3 3 1 42750	Y Y Y Y	8 6 6 1 1 56600 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Manuage your entire Product Last from Product Last from Product Last from Last Last Last Last Last Last Last Last																					
onal	Total Yearly Cost  Product Management  Centralized Inventory Management  De Centralized Inventory Management  Pricing Management  Order Management	2 2 3 3005   1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	6 3 3 1 1 1 42750 Yes Yes Yes Yes	Y Y Y Y	8 6 6 7 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	Manage your entire Product List from Product List from Product List from List List List List List List List List																					

					Plan and set up your logistics from this module. Identify	
					your weights (volumetric) for your products.	
	Logistics Planning	Yes	Yes	Yes	products.	
					This module gives	
					This module gives you information of a tentative estimation	
					of your Transfer Price once an order	
					has been placed. However the final	
					transfer price might yary slightly keeping	
					transfer price might vary slightly keeping foreign exchange of the actual day of	
	Estimated Revenues	Yes	Yes	Yes	payment in mind. This module give a	
yments Is Module					detailed view of your	
					payments also showing you the deductions at	
					various sources like marketplace	
					commission, logistics, payment	
					gateway charges, currency conversion	
					charges and other	
	Statement of Accounts	Yes	Yes	Yes	charges and other charges if any with exact transfer price.	
_					Datailed seconds of	
					Detailed reports of your orders. You can filter them by	
	Orders Reports	Yes	Yes	Yes	region, marketplace etc	
	Orders Reports	165	105	105	Detailed Report of	
					your multiple marketplaces.	
	Marketplace Reports	Yes	Yes	Yes	average and low performing marketplace	
					Understand your best products and	
	Top Product Analysis				analyse them if similar prodcuts to be aded or not.	
ports lodule	Top Product Analysis Report	Yes	Yes	Yes	be aded or not.	
odule					Get detailed report on your inventory	
	Inventory Report	Yes	Yes	Yes	across all the channels.  Get reports on your	
					shipping, best	
	Shipping Report	Yes	Yes	Yes	Get detailed reports with respect to your	
					with respect to your	
					payments from	
	Payments Report	Yes	Yes	Yes	payments from different marketplaces.	
	Payments Report	Yes	Yes	Yes	payments from different marketplaces.	
	Payments Report	Yes	Yes	Yes	payments from different marketplaces.	
					payments from different marketplaces. Understand the average selling price of your products and do	
	Payments Report  Average Selling Price Report	Yes Yes	Yes Yes	Yes	payments from different marketplaces. Understand the average selling price of your products and do your pricing accurately.	
	Average Selling Price Report				payments from different marketplaces. Understand the average selling price of your products and do your pricing accurately.	
User nagement	Average Selling Price Report				payments from different marketplaces. Understand the average selling price of your products and do your pricing accurately. Manage multiple users or employees who will manage your cross border	
User agement	Average Selling Price Report				payments from different marketplaces. Understand the average selling price of your products and do your pricing accurately.	
User nagement	Average Selling Price Report	Yes	Yes	Yes	payments from different marketplaces. Understand the average selling price of your products and do your pricing accurately.  Manage multiple users or employees who will manage your cross border ecommerce portfolio.	
	Average Selling Price Report  Total Users	Yes	Yes	Yes	payments from different marketplaces. Understand the average selling price of your products and do your pricing accurately.  Manage multiple users or employees who will manage your cross border ecommerce portfolio.	
	Average Selling Price Report  Total Users	Yes	Yes	Yes	payments from different markelplaces. Understand the average selling price of your products and do products and do successful to the Manage multiple users or employees who will manage your cross broder ecross touche Access the knowlege base or Platform usage	
	Average Selling Price Report  Total Users	Yes	Yes	Yes	payments from different markelplaces. Understand the average selling price of your products and do products and do successful to the Manage multiple users or employees who will manage your cross broder ecross touche for the control of the Access the knowlege base or Platform usage	
	Average Selling Price Report  Total Users	Yes	Yes	Yes	payments from different marketplaces. Understand the average selling price of your products and do your pricing accurately.  Manage multiple users or employees who will manage your cross border ecommerce portfolio.	
owledge ase and atform age Guide	Average Selling Price Report  Total Users	Yes Coming Scon	Yes Coming Soon	Yes Coming Soon	payments from different as different as Understand the severage soling price of your products and do your pricing accurately.  Manage multiple accurately your cross border ecommerce portfolio.  Access the knowlege base or Platform usage guide that will help you further to gain unther knowledge platform better.	
owledge ase and atform age Guide	Average Selling Price Report  Total Users	Yes Coming Scon	Yes Coming Soon	Yes Coming Soon	payments from different as different as Understand the severage soling price of your products and do your pricing accurately.  Manage multiple accurately your cross border ecommerce portfolio.  Access the knowlege base or Platform usage guide that will help you further to gain unther knowledge platform better.	
wledge se and tform se Guide	Average Selling Price Report  Total Users	Yes Coming Scon	Yes Coming Soon	Yes Coming Soon	psyments from makelplaces. Understand the average selling average selling average selling products and do yout princing accountedly.  Manage multiple users or employees two will manage you commerce portfolio.  Manage multiple users or employees users or employees grown on the product of the	
vledge e and tform e Guide	Average Selling Price Report  Total Users	Yes  Coming Scon	Yes Coming Soon Yes	Yes Coming Soon	psyments from makelplaces. Understand the average selling average selling average selling products and do yout princing accountedly.  Manage multiple users or employees two will manage you commerce portfolio.  Manage multiple users or employees users or employees grown on the product of the	
wledge se and tform se Guide	Average Selling Price Report  Total Users	Yes Coming Scon	Yes Coming Soon	Yes  Coming Soon  Yes	esyments from marketplaces. Understand the marketplaces. Understand the price of your products and do price of your products and do accurately.  Manage multiple who will manage who will manage your cross boder operation.  Access the interest to produce the product of products of products and products of products of product	
wledge se and etform ge Guide	Average Selling Price Report  Total Users	Yes  Coming Scon	Yes Coming Soon Yes	Yes  Coming Soon  Yes	esyments from marketplaces. Understand the marketplaces. Understand the price of your products and do price of your products and do accurately.  Manage multiple who will manage who will manage your cross boder operation.  Access the interest to produce the product of products of products and products of products of product	
wiedge se and atform ge Guide sebstore grations hopify, agento)	Average Selling Price Report  Total Users	Yes  Coming Scon	Yes Coming Soon Yes	Yes  Coming Soon  Yes	esyments from marketplaces. Understand the marketplaces. Understand the price of your products and do price of your products and do accurately.  Manage multiple who will manage who will manage your cross boder operation.  Access the interest to produce the product of products of products and products of products of product	
rledge e and form e Guide store ations spify, gento)	Average Selling Price Report  Total Users	Yes  Coming Scon	Yes Coming Soon Yes	Yes  Coming Soon  Yes	psyments from marketplaces. Understand the average selling average selling average selling products and do your princip accounting. Manage multiple users or employees users or employees your cross border ecommerce portfolio.  Access the nowledge base or Platform usage your cross border ecommerce portfolio. Access the nowledge base or Platform usage your district to gain further to point further to paid further to produce the platform better. Shopping or Magenton and manage the option of the platform better. This is a menual first and you will be using 3rd partners of Europathers of Eu	
wledge se and ifform ge Guide bstore grations sopify, gento)	Average Selling Price Report  Total Users	Yes  Coming Soon  Yes  Coming Soon	Yes  Coming Soon  Yes  Coming Soon	Yes  Coming Scon  Yes  Coming Scon	esyments from marketplaces. Understand the support of the support	
wiedge se and atform ge Guide obstore grations hopify, agento)	Average Salling Price Regions  Total Users	Yes  Coming Scon	Yes Coming Soon Yes	Yes  Coming Soon  Yes	psyments from marketplaces. Understand the average selling average selling average selling products and do your princip accounting. Manage multiple users or employees users or employees your cross border ecommerce portfolio.  Access the nowledge base or Platform usage your cross border ecommerce portfolio. Access the nowledge base or Platform usage your district to gain further to point further to paid further to produce the platform better. Shopping or Magenton and manage the option of the platform better. This is a menual first and you will be using 3rd partners of Europathers of Eu	
owledge se and atform ge Guide obstore grations hopify, agento)	Average Salling Price Regions  Total Users	Yes  Coming Soon  Yes  Coming Soon	Yes  Coming Soon  Yes  Coming Soon	Yes  Coming Scon  Yes  Coming Scon	psyments from marketplaces. Understand the average selling weeps selling average selling products and do your pricing account of the products and do your pricing account of the products and do your pricing account of the products and the products of	
wiedge se and tform je Guide bstore grations iopify, gento)	Average Salling Price Regions  Total Users	Yes  Coming Soon  Yes  Coming Soon	Yes  Coming Soon  Yes  Coming Soon	Yes  Coming Scon  Yes  Coming Scon	psyments from marketplaces. Understand the average selling weeps selling average selling products and do your pricing account of the products and do your pricing account of the products and do your pricing account of the products and the products of	
ledge and form Guide store ations pify, ento)	Average Salling Price Regions  Total Users	Yes  Coming Soon  Yes  Coming Soon	Yes  Coming Soon  Yes  Coming Soon	Yes  Coming Scon  Yes  Coming Scon	esyments from marketplaces. Understand the support of the support	

USP's of Eunimart			
	Logistics, Marketplaces, Orders and Fulfilment wi	II address the issues faced by the Merchants while they s	tart selling globally
	ta through the media like Cookies, Emails, SMS / Wh		and a sum of growth of the
	TUTORIALS/ VIDEOS SHOULD POP- UP	MESSAGE	
Documents- KYC	Aadhar, Voter ID, GST, Pan Card-submit	Keep Mandatory this documents	
	Passport, IEC, Reg no.	Keep Optional because some sellers won't have the IEC Document. <b>Message</b> - "Upload your Listings and find the link of IEC to register and get the document with in 15 days.	
SYNC Account	IF YES	SUCCESS. <b>Message</b> - "Benefit that he got NEXT Procedure with use (Tutorial, Video, Blogs)"	
	IF NO	Email notification with detailed report(Tutorial, Video, Blogs)	
What are the best marketplaces to sell my product	? (Dashboard)		
What is the best category to sell?	(Dashboard)		
How does the payments work out for Eunimart?	(when he is doing the process on payment related works)		
Who are your cross border logistic partners?	(Logistics Shipping Partners))		
, , , , , , , , , , , , , , , , , , , ,			
Once we get the order how it will be dispatched to country? Who will take care the customs clearance	overseas e? (Orders)		
What are the charges included in my selling price? be any change in MRP?	Will there (Update Pricing)		
How I can see logistic rates of Eunimart	(Logistic Planning)		
Tion 1 our occ regions rates of Eurimant	(Logistio Fianning)		
Can you give me some references of Indian comp are working with your company and scaled up their That have got on board with you in some of your in markets?	r business.		
What are the Documents Required?	(KYC documents)		
what are the Documents Required?	(KTC documents)		
What are the charges applicable for listing in any			

	How the complete report for GST filling goes on if discount given on products?	(Promotion/sales pricing)		
	Provide the Solutions through the Tutorials/Videos by LMS			
	Condition	LMS	If he Skips to watch video	Message
EG.,	Suppose he opened the Tutorial/Video to know the Logistics Rate	Incentive to user to watch the video	Directly send the page to Logistics Planning	POP- Up the Message according to "after he skip the page"
	*** Same Process applicable for the above parameters.			

Should POP-UP the Survey/Ratings	form after an every "C	SOLDEN FEATURES"				
Using Gate we can utilize	the Colden Feature	e for Uncelling				
Marketplace	the Golden Feature					
ogistics SKU's	2	To Upgrade, Please checkout ou Premium Version				
nformation about what to sell	Up to 100 BI Tools	To Upgrade, Please checkout ou Premium Version	r			
		To Upgrade, Please checkout ou	r			
Information about in which marketplace to sell at what price	e Pricing Intelligence	To Upgrade, Please checkout ou Premium Version	,			
About Competition Market	Competetion Analys					
How much business they can generate	e Predictive Sales	To Upgrade, Please checkout ou Premium Version				
Vant to do proise Calculation	Pricing Calculator	Upsell				
	Value Adding for fo					
isting	He can upload th A new person car	e sheet to all the Marketplaces with list 50-100 SKU's per day. New pr	only single format. erson will charge at	It consists of the common attributes+ Re least 10-15,000/- per month.	levant Marketplace attributes so that it wi nimart is saving 10 times of his actual cos	sync to the
	-> A protessional ca	n list 500 SKU'S per day. Professio	nal person will cha	rge atleast 20-25,000/- per month. So Eu	nimart is saving 10 times of his actual cos	t.
ricing	Seller can get a pric	ing calculator so that it will we easy	for him to do the la	anding price(Includes Transfer price, Eun	mart+ Marketplace+ payment gateway or	mmissions, I
ogistics					any seller can save 25%-30% costs in shi	
ogistics	Cumult is provide	g manage sumand and Express to		AL CALENDAR - 2019	my sciel can save 25%-55% costs in sin	aping.
Month	Date	Promotion Name	Relevant for	Suggested category to focus	Products to Focus	Region
February	2/14/2019	Valentines Day	All	Home & Decor, Clothing, Health &	Jewellery, Clothing, Soft toys, Photo frames, Beauty Products, Watches, Re & White color preffered	
redically	2/14/2015	valentines Day	Au .	Beauty	Home&Decor Lightening Products	
February	2/5/2019	Chinese New Year Eve	Lazada, Linio	Home&Decor	Tableware, Decorative items, Paper Sk Lantern, Speakers, Paper-cut window grilles, lanterns and dog toys, Red colo	y China
					product	
					Home&Decor, Lightening Products, Tableware, Decorative items, Paper Si	y
February	2/16/2019	Chinese New Year Eve/Spring Festival	Lazada, Linio	Home&Decor	Home&Decor, Lightening Products, Tableware, Decorative items, Paper Si Lantern, Speakers,Paper-cut window grilles, lanterns and dog toys, Red colo product	China
March	3/8/2019	Intl. Womens Day	All	Clothing, Health & Beauty, Jewellery	Lingerie, footwear, bag, clothes, make up kit &products, perfume, Jewellery, Bracelet Necklace, Stole, Saree,	Global
		0.45%		Managar .	vvatches	Global
March	4/19/2019	Good Friday	USA Amazon Wieh	Clothing	Black dress, Black Men's suit,	(religious )
April April	4/1/2019 4/21/2019	April Fool day Easter Sunday	Amazon,Wish, Bonanza,Ebay USA	Clothing, Kids Toys	Draggag Tour dolla	USA Global
April	4/21/2019	Easter Sunday	USA		Dresses, Toys, dolls, home decor, gardening tools, and kitchen gardents. Linguise footware	Giobal
May	5/12/2019	Mothers Day	All	Clothing, Health & Beauty, Jewellery, Home & Kitchen Appliances	home decor; gardening tools, and kitchen gadgets, Lingerie, footwear, bag, clothes, make up kit &products, perfume, Jewellery, Bracelet Necklace Stole, Saree, Watches	Multiple
			Lazada,			Multiple
May	5/5/2019	Ramdan Begins	Lazada, Amazon, Wadi, Souq, Zilingo, Ebay	Clothing, Fashion Accessories,	perfume, clothing, Muslimwear, Kurta Payjama	(religious
	0410045		Lazada,	District Francis	perfume, clothing, Muslimwear, Kurta	Multiple (religious
June	6/4/2019	Ramdan Ends	Souq, Zilingo, Ebay	Clothing, Fashion Accessories,	Payjama	(religious
June	6/16/2019	Fathers day	All	Clothing, Electronics, Automotive	clothing, electronic items, Automotive accessories, trimmer, shaving kit,	Multiple
				accessories	accessories, trimmer, shaving kit, Sporting goods, An electronic gadget, such as a tablet	
July	7/4/2019	Independence Day	Amazon,Wish, Bonanza,Ebay		smart mini speaker Pressure Control	USA
luly	7/16/2019	Amazon Prime Day	Amazon	Electronics, Home&Kitchen Appliance	smart mini speaker, Pressure Cooker, Softtoys, Playstation, Instant Pot, Rechargeable Batteries, Smartphones,	Global
ugust	8/4/2019	Friendshipday	All	Home&decor	laptops, iPhone charging cable Friendship band, show pieces, Photo frames, photo albums, Cards,	Global
October	10/14/2019	Columbus Day	Amazon,Wish, Bonanza,Ebay		frames, photo albums, Cards,	USA
October	10/31/2019	Halloween		Clothings, Home&Decor	Costumes, Candles, Makeup/Face Pain	
October	4-8	Durga Puja	All	All	stericis, Decorations	
					Lightening, Crackles, Home & Decor products, Gadgets, Ethnic Wear, Sarger, Javelland Capitals	
			Lazada,	Fashion&Accessories, Home&Decor,	products, Gadgets, Ethnic Wear, Sarees, Jewellery Casuals Formal and Dress Boots	
October	26-27	Diwali	Amazon, Wish, Bonanza, Ebay	Electronics, Home&Kitchen Appliances Jewellery	, Sandals Flip flops Totes	India
					Sports Fashion	
N	********	Plant Friday		Firefred	Women's small leather goods	Malavsia
November	11/29/2019	Black Friday		Electronics		Malaysia , USA
November December	11/28/2019	Thanksgiving Free Shipping Day	Amazon,Wish, Bonanza,Ebay All			USA Global
December	12/2/2019	Cyber Monday	USA			
December December	12/23/2019 12/24/2019	Christmas Eve Christmas Day/New year Eve	All All			Global
December	12/26/2019	Boxing Day	Amazon, Ebay Amazon Wish	Sports&Accessories		UK
December	12/26/2019	Kwanzaa Begins	Amazon,Wish, Bonanza,Ebay	Home&Decor, Lightening Producte		USA
January	01-01-2019	New Years Day	All	Home&Decor, Lightening Products, Tableware, Decorative items, Paper Sk Lantern, Speakers,	у	Global
Month	Events 6	Evento ve Merch				
Month December February October November March Agril May June	6 4	Events vs. Month		Janu 7.79	iary	
October	4	4		7.79	•	
March	2 2			Deco	ember	
April May	2	Even 2		30.8		
June	2	0 4 4 6		A A A A		

July	2 April again chair a	The spill of the s	
August			mber
January	1	Month 7.79	
Total Events	28		
Target Month to upsell BI Tools and F	Features Should be in below. Preparation and Target s	should be one week back from the original date	
December			
February			
October			
November			
What sellers will look for			What features we can upsell
Information about what to sell			BI Tools
Information about in which marketplace t	to sell at what price		Pricing Intelligence
About Competition Market			Competetion Analysis Tool
How much business they can generate	·		Predictive Sales
	The Benefit Chart		
Factors	Without Platform	With Eunimart Platform	
	In General seller don't have one single platform to Integrate with Marketplace, Logistics & Payment Partner	Eunimart is offering one single platform to manage end to	
Technology	for International Marketplace to manage end to end	end connecting Marketplaces, International Courier Partners, Payment Partners etc.	
	easily.	ratulets, rayment ratulets etc.	
	Seller may or may not be having staff to manage	Eunimart is offering only 30\$ per month(Basic Plan), It's	
Cost Saving	without software, If they have more than 2-3 staff who manage Online Marketplaces, charge atleast 10,000 rs	equal to 5 months of your one employee minimum salary.	
ĺ	per month. So there is fixed cost involve.	[Saving 80%]	
	Seller by own can not manage more than 3-4	Through Eunimart platform sellers can manage as much	
Bandwidth	Marketplaces without using any single platform or software	as they want, whether it's Marketplaces or Payment	
	sortware	Gateway or Logistics Partners.	
Report	Without Platform seller needs to do manual calculations	Sellers can generate reports from Platform itself. Example: Sales report, Order Report, Payment Report,	
	to generate report of Sales, Orders etc	Logistics Report etc.	
Pricing calculator	Seller don't have Pricing calculator for doing the best	Eunimart platform have inbuilt Pricing Calculator which	
	competitive price for the products.	can save sellers time and cost both.	1
Preferred Logistics rate	Seller may or may not be having Logistics tie up, if they have also, charges won't be less than Eunimart		
reterred Logistics rate	Partnership.	where you can Save 20-30% of your actual selling price.	
Order Management	Seller have to do manually for different different	Through Eunimart platform sellers can manage and	
	marketplaces	generate report for the same.	
Inventory management	Seller have to do manually for different different marketplaces	Through Eunimart platform sellers can manage and generate report for the same.	
		In Eunimart platform you can track the orders combinely	1
Shipping & Tracking	and also high error may occur.	of every marketplaces.	
		Di tonio nee hale nellam to take wise desirios about	
	Seller definitely doesn't have any Business Intelligence		
	Seller definitely doesn't have any Business Intelligence Tools to Observe and analysis of the sales.	Selling and Branding Strategy	
Business Intelligence Tools	Seller definitely doesn't have any Business Intelligence Tools to Observe and analysis of the sales. Manually Competition analysis is diffcult & time taking	Selling and Branding Strategy  Using tools sellers can actually analyze the competition in	
Business Intelligence Tools  Competition Analysis Tools	Tools to Observe and analysis of the sales.	Selling and Branding Strategy Using tools sellers can actually analyze the competition in the Market	
Business Intelligence Tools	Tools to Observe and analysis of the sales.	Selling and Branding Strategy  Using tools sellers can actually analyze the competition in	

Presenting By: Aditya		Success M	<b>l</b> leasurement			
Employee Suc	ess	Customer	Success	Eunim	art Sucess	
Factors	KPI's	Factors	KPI's	Factors	KPI's	
Career Development Opportunities	Demo given per day	Increasing no of Marketplaces	NPS ( Net Promoter Score)	Financial Statement	Conversion % of Leads	
Flexibility of work hours	Demo given per Week	Cost Leadership	CSAT (Customer Satisfaction Score)	Customer Satisfaction		Sales to New Customers
Fair Pay Structure	Demo given per month	Training Programe to educate them	CES (Customer Effort Score)	Performance Review	Sales Indicator	Sales to Existing Customers
Learning Culture	% Conversion	Ease of Use of Platform	Churn (Customer Churn, MRR, Net MRR)	Market Tastemaker		Profit per Sale
Transparency	Total Paid Account	Increased efficiency	Revenue Growth	Efficiency	Net Income Ratio/Profit	
Cultural Diversity		Increased Profit Margin		Word of Mouth Refferals	Customer Increase Percentage (New, Repeat & Referrals)	
Autonomy	Above is for BD & we	Reduced Logistics Rate		Team Happiness	Average New Customer Joining	
Inspiration to Motivation	need to set for the other Departments KPI's	Payment Commission Decrease	Customer Success Benchmark	Brand recognition	Churn Rate	
Communication	_ 550.0		Customer Churn = <10%	Quality of life	CAC	
Employee Recognition			MRR Churn = <1%	Strategic Alignment		
			Net MRR Churn = Negative (-)	Employee Growth		
			NPS = Atleast 50%	Factors Depends On Sellers	Retention by CST	Sales Churn
			CSAT = 80%	More Customer, More data		
				Better Analysis		
				Better Target Market		
				Increase in Order Number	5000	500
				GMV Value	2500000	
				More Commission		
				Less Churn		
				Less CAC		
				Indian Market Acquisition		
				Overseas Market Acquisition		
NPS ( Net Score Promoter) =	Net Promoter or Net Prom	noter Score is a management tool that ca	an be used to gauge the loyalty of a firm	's customer relationships. It ser	rves as an alternative to traditional	
Promoters % - Detractors %	customer satisfaction rese	earch and is claimed to be correlated with	h revenue growth.			
	0-6	Detractors	100			
	7 & 8	Passives	80			
	9 & 10	Promoters	20	10		
CSAT ( Customer Satisfaction Score)	·	sed on a scale of 0 to 100 percent, with a	score of 100 representing total custome	er satisfaction		
	Very Unsatisfied					
	Unsatisfied					
	Neutral					
	Satisfied					
	Very Satisfied					
Customer Churn	No. of Custom	ers you lost in a given month				

Presenting By: Aditya	Success Measurement	
Customer Churn	No of Customers you had at the end of Previous Month	
MRR Churn	Revenue lost from customer churn & downselling in a given month	
WICK CHUIT	Revenue you had at the end of the Previous month	
Net MRR Churn	Revenue lost from Customer Churn & Downselling - Expansion Revenue in a given month	
Net with Gham	Revenue you had at the end of Previous Month	
Revenue Growth	New Revenue from upsells & cross sells in a given month	
Revenue Growth	Revenue you had at the end of the previous month	

											_							
			Welc	ome to the C	ustomer Service	e Metrics												
	This worksheet contains	pre-made cal	culator templa	tes for you to	determine you	r key customer s	service, suppo	ort, and satisfac	ction metrics.									
	Net Promoter Score (NPS)																	
Cu	stomer Satisfaction Score (CS.	AT)																
	Customer Effort Score (CES)																	
	Customer Retention Rate																	
	Revenue Churn																	
	First Contact Resolution																	
	Average Ticket Time Renewals																	
	Renewais																	
Net Prom	oter Score (NPS)																	
Tiet I Tolli		score is a metr	ic that calculates	how likely a cr	istomer is to recom	nmend your comp	any or product 1	Count the number	er of promoters	nassives and é	detractors you							
	NPS, short for net promoter have, and enter those number	ers in the cells b	elow (i.e. if 12 re	spondents gave	you a 10 and 30 ga	ave you a 9, you w	ould have 42 pro	omoters). The per	rcentage of detr	actors is subtra	acted from the							
What is NPS?	percentage of prom	oters to give an	NPS. Anything a	bove zero is go	od, while anything	below zero sugges	sts you need to m	nake improvemen	its for a better o	customer experi	ience.							
How to Get Data	To get the raw da	ta, send out a su	rvey to existing o	ustomers, aski	ng them to rate ho	w likely they woul	d be to recomme	end your product	or service to a	friend or collea	gue.							
	Promoter (9 & 10)	9																
	Passive (7 & 8) Detractor (0-6)	8																
	Total Responses	23																
	NPS Score	13																
Custom	er Satisfaction S	core (CS	AT)															
Custom				. h h		Established			date CEAT will	Ui- the	Jahalad asil I							
What is CSAT?	Similar to NPS, customer sat	istaction score	you run	a survey from	1-5, 1-7, etc., leave	the cells outside th	he range of the so	cale blank	id the CSAT wil	ii appear iii tiie	labeled cell. I	1						
How to Get Data																		
Data			Run a survey :	asking custome	rs how satisfied the	ney are on a sale fro	om 1 to up to 10.											
		Number of																
	Score	Responses																
	1	2																
	2	5																
	3	4																
	5	5																
	6	9																
	7	5																
	8	3																
	9	4																
	10	1																
	CSAT	5.4																
	CSAT	57.4																
Custom	er Effort Score (	CES)																
	Customer effort score (CES) suggest customers take a lon	is a metric to sh	ow how much eff	fort was requir	ed from customers	to solve a problem	n and/or find inf	formation they're	looking for. A	low CES might	t e							
What is CES?	suggest customers take a lon	d time to find th	e recources they	need, indicatin	g your company n	nay need a knowler	dge base for easy	y problem-solvin	g documentatio	n to be stored.								
low to Get Data	You can pror	npt CES survey	s on customer tra	aining/documer	itation pages, after	r support phone ca	alls, on chatbots,	or in customer s	upport emails.									
		Number of																
	Score	Responses																
	Very Difficult	0																
	Difficult Neither	4																
	Simple	5																
	Very Simple	3																
	Total	12																
	CSAT	3.9																
Custom	or Detention Det	0																
	er Retention Rat	.c																
What is Retention	Retention rate is a metric us	ed to see how m	any customers be	ave stopped cor	ning to your busin	ess or have cancel	led their member	rship, subscriptic	on, or patronage	e. A low churn								
Rate?	Retention rate is a metric us		rate is good - t	hat means you'	re keeping most of	your clients and	customers happy	r	, p.a.romage									
How to Get																		
Data	Choose a specific period of ti	ne – one year, o	ne montn, an tim	ie, etc. – and be	consistent in enter	ing the metrics fro	om that time for	accuracy.			-							
	Customers at the Start of the																	
	Period	5	(0	Customers at E	nd of Period - Cus	stomers Acquired I	During Period)/(	(Customers at Sta	art of Period)*1	00	1							
	Customers at the End of the Period	12																
	New Customers Acquired in																	
	the Period	1	F	or Ex: You have	44 customers, you	gain 12 new custo	omers, and 13 cus	stomers churn										
	Customer Retention Rate	7	(	(43-12)/44) x 10	10 = 70%													

Revenu	e Chrun														
What is Revenue	Ciruii														
Churn?	Revenue churn reveals how	much revenue was lost in	a given period. For su	ibscription-based co	mpanies, this is an impor	tant metric to calculate.									
Data	Choose a specific period of t	ime – one year, one mon	th, all time, etc. – and b	oe consistent in enter	ing the metrics from tha	t time for accuracy.									
	Starting MRR or ARR	S 100.00		Man M. J. n	urring Revenue Custome	Church Annual Church	Data - (November -		North and Contain	ers at End of Year) / Number	- 6 C	-f.V			
	Ending MRR or ARR	S -		ARR - Anually Recu	rring Revenue										
	Total New ARR Total Revenue Churn	\$ 100.00			Revenue	Churn Rate Monthly Rever	nue Churn Rate =	[(MRR at Start of Month - Mf	R at End of Month)	- MRR in Upgrades during Mo	inth] / MRR at Start of	Month			
	Note: If the number above is in p	parentheses, that's good! It	shows you had a negative	churn, meaning your re	venue actually grew.										
Firet C	ontact Resolution	n													
	First Contact Resolution Ra	te highlights how often s	upport cases are closed	l on their first attem	pt. If a case is not resolve	ed quickly, or if a custome	needs to revisit	the problem,							
What is FCR? low to Get Dat	it could have Choose the amount of ticket					ible should be a top priori stent in entering the metric		for accuracy.							
	Total Tickets Closed, Including Those Reopened	7													
	Total Tickets Reopened Total Incidents, Including	2													
	Resolved, Reopened, and Unresolved	5													
	First Contact Resolution Rate	1													
Average	Ticket Time														
What is	Average ticket time looks at the most important metric														
Average Ticket Time?	customer service work diff	ferent hours. Below, choo	ose the time frame that olved in a given time p	works best to accur	ately gauge how many ti	ekets are									
Full Time Employees	Daily Number of Tickets Resolved	p. 7		Weekly Number of Tickets R	3.4		Annually Number of Tick	32							
Limpioyees	Number of Employees Resolv			Number of Employe	22		Number of Em	45							
	Daily Hours Worked by Each	E 9		Weekly Hours Work	23		Weekly Hours	32							
	Total Hours Worked	54		Total Hours Worke	736		Total Hours W	1440							
	Average Ticket Time	462.8571429 minute	s	Average Ticket Tin	1298.823529 minutes		Average Ticke	2700 minutes							
Part Time	Daily			Weekly			Annually								
Employees	Number of Tickets Resolved	T( 20		Number of Tickets R	500		Number of Tick	2300							
	Total Support Labor Hours on	8		Total Support Labor	3		Total Support I	40000							
	Average Ticket Time	24 minute	s	Average Ticket Tin	0.36 minutes		Average Ticke	1043.478261 minutes							

Violation (Monthly	Trigger	Flag	Email Content:	No. of Warnings	Action Taken									
Reset) Cancellation by	Every	Warning Email to Seller	Dear Seller,	2 Warning email will be	Account on									
Seller before Item is Shipped	Cancellation		Your order #<0000> has been cancelled by you. This amounts to a negative score under Seller Performance Index. In order to avoid cancellations in future, please make	sent if there are 2 consequent	Hold till they give POA									
			under Seller Performance Index. In order to avoid cancellations in future, please make sure that you update your inventory regularly and there are no cancellations furture.	cancellations in a month										
			Please note if you are cancelling 2 orders consequently your account will be put on hold.											
			Best Regards, Eunimart Team											
End of 1st Month	>20%	PIP(1) - Only Top 2 Marketplaces switched ON, Cancellation	Dear Seller,	3 Warning emails will be	PIP(2) - Only Top 1									
		ON, Cancellation Tarnets 10% during PIP	Your cancellation percentage is greater than 20%. In order to assist you to perform better, we have included you in our Performance Improvement Program PIP (1) for this month. Only the top 2 markelplaces will remain open for you. Your cancellation percentage target for this month is < 10%.	Serie .	Marketplace switched ON,									
		Target<10% during PIP period of 1 month	month. Only the top 2 marketplaces will remain open for you. Your cancellation percentage target for this month is < 10%.		Cancellation Target<1%									
			Best Regards, Eunimart Team		Cancellation Target<1% during PIP period of 1									
End of 2nd Month	PIP(1) Target	Congratulations Email to	Dear Seller,		month									
	Achieved	Seller	Congratulations! You have achieved your target for cancellation percentage of less than 20%. You have been promoted from PIP (1) to your normal plan. All marketplaces are											
			open for you.											
			Best Regards, Eunimart Team											
End of 2nd Month	PIP(1) Target Failed	PIP(2) - Only Top 1 Marketplace switched	Dear Seller,											
		ON, Cancellation Target<10% during PIP period of 1 month	Unfortunately, you have not been able to reduce your cancellation percentage to less than 10% in PIP(1). You have been placed in PIP (2). Only 1 marketplace will be open											
		period of 1 month	for you where your performance is the highest. Your cancellation percentage target remains < 10% for this month. You will remain in PIP (2) as long as you do not achieve											
			Undrumately, you have not been able to reduce your cancellation percentage to less have 10% in PIPI, You have been placed in PIPI (2) 10% I marketplace will be open for you where your performance is the highest. Your cancellation percentage target remains < 10% for this month. You will remain in PIPI (2) as long as you do not achieve your target. If your cancellation percentage exceed 20%, your account will be desctivated.											
			Best Regards, Eunimart Team											
End of 3rd Month	PIP(2) Target Achieved	Congratulations Email to Seller	Door Pollor											
			Congratulations! You have achieved your target for cancellations of less than 20%. You have been promoted from PIP (1) to your normal plan. All Marketplaces will be open for you to sell.											
			Best Regards, Eunimart Team											
End of 3rd/4th/5th	PIP(2) Target Failed	Seller Remains in PIP(2 indefinitely as long as 1% Cancellations 5%	Dear Seller, You have failed to achieve cancellations of less than 1% of your orders. You will											
			You have tailed to achieve cancelsations or less than 1% or gour trorest. You account in a foremain in PIP(2) as long as you do not achieve your target. Your account in all the markeplaces is liable to be deactivated if the cancellation percentage goes above 5% in any month.											
			Best Regards, Eunimart Team											
End of 4th/5th/6th	Cancellations >5% post PIP	Seller Deactivated on all Platforms	Dear Seller,											
Month	(2)		Your account with all Marketplaces is deactivated as your cancellations rate is greater than 5%.											
			Best Regards, Eunimart Team											
Colleg Eudfilment	Even	Warning Email to Seller												
Seller Fulfillment Time from "New" to "Ready to	Violation of >2 days	Walling Ellian to Seller												
Ship"			Your order #<000> has not been attended for greater than 48hours. This amounts to a negative score under your Selter Performance Index. In order to avoid cancellation of orders by the marketplace in future, kindly make sure that you dispatch your product within 48hours.											
End of 1st Month	No. letter e	DIDIAN CONTROL	Best Regards, Eunimart Team Dear Seller.											
End of 1st Month	>10% of orders	PIP(1) - Only Top 2 Marketplaces switched ON Eufflment												
	Giocis	Marketplaces switched ON, Fulfillment Target<5% of orders during 5PP period of 1	Your fulfilliment time is more than 48 hrs for greater than 10% of your orders. In order to assist you to perform better, we have included you in our Performance Improvement Program PIPI/1 for this moth. Only the Top 2 Marketplaces will be open for you. Your Fulfillment time target for this month would be less than 48 hrs for less than 5% of your order.											
		month	Fullfillment time target for this month would be less than 48 hrs for less than 5% of your orders.											
			Best Regards, Eunimart Team											
End of 2nd Month	PIP(1) Target	Congratulations Email to	Dear Seller,											
	Achieved	Seller	Congratulations! You have achieved your target for Fullfillment time of less than 48 hrs for less than 5% of your orders. You have been promoted from PIP (1) to your normal											
			plan. All Markteplaces will be open for you to sell.											
			Best Regards, Eunimart Team											
End of 2nd Month	PIP(1) Target Failed	PIP(2) - Only Top 1 Marketplace switched ON, Fulfillment Target<5% of orders during PIP period of 1	Deat Seller,											
		ON, Fulfillment Target<5% of orders	You have not been able to reduce your fulfillment time of less than 48 hrs for less than 5% of your orders in PIP(1). You have been placed in PIP(2). Chiy 1 Marketplace will be open for your stess where your performance is the best. Your fulfillment target remains 5% of your orders for his month. You will remain in PIP(2) as long as you do not achieve your target. If your fulfillment target of 48 hrs exceeds 10% of your orders, your account.											
		during PIP period of 1 month	open for your sales where your performance is the best. Your fulfillment target remains 5% of your orders for this month. You will remain in PIP(2) as long as you do not achieve											
			will be deactivated.											
	<u>L_</u>		Best Regards, Eunimart Team	<u></u>										
End of 3rd Month	PIP(2) Target Achieved	Congratulations Email to Seller												
			Congratulations! You have achieved your target for fullfillment time of less than 48 hrs for less than 5% of your orders. You have been promoted from PIP (2) to your normal plan. All Marketplaces will be open for you to sell.											
End of	DID(2) Tour	Sallar Damoino in Direct	Best Regards, Eunimart Team Dear Seller.											
End of 3rd/4th/5th Month	PIP(2) Target Failed	5% <fulfillment< th=""><th>You have failed to achieve fullfillment time of less than 5% of your orders. You will</th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th></fulfillment<>	You have failed to achieve fullfillment time of less than 5% of your orders. You will											
		Violation<20%	continue to remain in PIP(2) as long as you do not achieve your larget. Your account in all the markeplaces is liable to be deactivated if the fulfillment time target of less than 48 hours breaches for more 20% of your orders in any month.											
5-4-6	E-IEII-	Defendance of the	Best Regards, Eunimart Team											
End of 4th/5th/6th	Fulfillment Violation > 20% of	Seller Deactivated on all Platforms	Dear Seller,  Your account with all Markatologue is dearthicated as your fulfillment time tarnet of lace.											
	orders		Your account with all Marketplaces is deactivated as your fullfillment time target of less than 48 hrs is breached for more than 20% of your orders .											
			Best Regards, Eunimart Team											
Stock not	Every Time	Warning Email to Seller	Dear Seller,											
Updated	Every Time Quantity < 5	Warning Email to Seller to Update Inventory and Quantity > 20												
			quantity regularly.											
			Best Regards, Eunimart Team											

Quality	Whenever in BI any seller score content score < 2	acording to the suggestions	Deats Selet.  We have noticed that your content is not upto the mark. It is recommended to update the way of the pair visibility. Please update your content immediately to CTA-Link for BI Tool for content Beat Regards, Euriminat Team.	3 warning in a month							
Removing credit card/ or any bank details with pending payments	Removing card details/ bank details	You cannot remove your card details/ Bank details	POP UP Message	_	Cannot remove card details						
ncrease or lecrease the pricing more than 10%	Comparing old price with new price	the products more than 30%	Dear Seller,  We have noticed that your have tried to increase or decrease price more than 30%. It is not recommended as it effects your account.  Best Regards, Euriminat Team		Warning email and avoiding the seller to update						
gistics partner hile shipping th		You have selected a different logistics partner. This may incur you loss	POP UP	1 Warning	***						

		CS - PAIN POIN	TS					
Pain Points while using	When they need help	How to help	Actions to encourge	Get feedback				
platform	when they need help	liow to help	Actions to encourge	Get reeuback				
KYC-Update	While uploding and submitting the DOC	Pop up on how to get the required doc and why these DOC are required	-	-				
SYNC Existing Account	While Inserting the API Keys	Video Tutorial and PDF's	Reward Points and Helps the user to get started ASAP	How easy was it to understand and finish the account sync process?				
				Very Easy				
				Easy Hard Very Hard				
				and a text box for additional comments				
Which is the Ideal Marketplace to start with?	While Registering Marketplace	Video Tutorial and Blogs		Was the video tutorial and Webinar usefull? Yes or No				
Payment Account Registering	While Creating Payment Account	Video Tutorial or PDF or Contact CX Support Team	Reward Points or In App benifits	How easy was it to understand and finish the account creation/link process?				
				Very Easy Easy Hard				
				Very Hard				
Catalan Caratian	Mark the City of the constraint	Maria Tarana da Antonio	De la de la de la de la decida decida de la decida decida decida de la decida decida de la decida decida decida de la decida de la decida decida decida de la decida decida de la decida de la decida de la decida de	and a text box for additional comments				
Catalog Creation	While filling the product details in the catalog	Video Tutorial and webinar	Reward Points or In App benifits	Was the video tutorial and Webinar usefull? Yes or No				
Error Correction	After Uploading catalog on the platform	Error file and Contact CX Success Team	Reward Points or In App benifits	CX Success Feedback Rating				
Identifying which logistics partner to use for which Marketplace	While deciding the price or planning a shipment	Webinar or Help Page	-					
Updating price/Re- pricing	While updating price/re- pricing of uploaded products	Video Tutorial and webinar	Reward Points or In App benifits	Was the video tutorial and Webinar usefull? Yes or No				
Sync to Marketplace	If the sync process has failed	Contact Customer Success Team	Reward Points or In App benifits	CX Success Feedback Rating				
Managing Inventory	Understanding Centralized and Decentralized Inventory. Updating the latest inventory.	Video Tutorial and Help Page						
ividing inventory	opading the latest inventory.	Video Tatoriai and Ticip Tage						

Pain Points while using platform	/hen they need help	How to help	Actions to encourge	Get feedback						
	App Notifications or Popup's		Actions taken if the step has not	·						
	/ith a welcome message, Profi		Follow up Emails and In-App Notif	fications to finish the process(Surpri	se gift will be Emails for Notifi	cations same as F	acebook			
		After Filling the Profile and KYC								
Sy	ync the products from Existing	After Filling the Profile and KYC			Notification for	viewing the store	on Marketplace	once the products	are live	
		After 24 hrs of pulling back the prod	ucts							
		ate the payments account and link it			Notification for	checking the prod	ucts with errors			
		After adding new Marketplace								
	ync the uploaded Products				D	ha lilba at a cita	the constant of	-11		
	end a notifications after Sync p				keward points s	hould be given to	tne completed a	ctions		
		after products get uploaded success	rully							
	dd logistics partners									
		send this 24hr after products have g	one live							
	otification for any upcoming p	after using the Bi								
	eceived payments									
15	st of every month, check the re	eports								
	pload products to Platform									
	reate Marketplace Account									
	reate Logistics Account									
	ew Feature Notification									
	rder Notification									
	roduct Upload notification									
	Vebinar notification									
VV	veninai IIUtiiitatiuii									
Α.	summany should be shown to	r the costs that they have saved by de	ping an operational activity on the plat	form						
	reward to the people who sta		Sing an operational activity off the plat	dom.						

			CUSTOMER SURVEY	rs									
	Software and App Feedba	ick			Custom	ner Satisfaction	Survey			First Feedback S	urvey		
How likely is it that you	would recommend this company	to a friend or coll	eague?	How likely is it t	that you would red	commend this co	ompany to a friend o	r colleague?		How would you	rate your overal	I experience?	1
Not At All Likely		Extremely Likely	1	Not At All Likely	1		Extremely Likely						
										How satisfied a	e you with the a	ccount setup proc	
										Extremely satisf	Not so satisfied	ı	
How satisfied are you w	vith th reliability of this software?			Overall, how sa	tisfied or dissatisfi	fied are you with	our company?			Very satisfied	Not at all satisf	ied	
Extremely satisfied	Not so satisfied			Very Satisfied	Somewhat dissa	itisfied				Somewhat satis	fied		
Very satisfied	Not at all satisfied			Somewhat satis	f Very Satisfied								
Somewhat satisfied				Neither Satisfie	d nor dissatisfied					How easy was it	to Navigate thre	ough the Platform	?
How satisfied are you w	vith the look and feel of this softwa	are?		Which of the fo	llowing words you	u use to describe	our products? Selec	t all that apply.					
Extremely satisfied	Not so satisfied			Reliable	Overpriced								
Very satisfied	Not at all satisfied			High Quality	Impractical								
Somewhat satisfied				Useful	Ineffective								
				Unique	Poor Quality								
How satisfied are you w	vith the ability to manage all the N	larketplaces at or	ne place?	Good Value for	r Unreliable								
Extremely satisfied	Not so satisfied												
Very satisfied	Not at all satisfied				r products meet y	our needs?							
Somewhat satisfied				Extremely Well	Not so well								
				Very Well	Not at all well								
Dou you have any thou	ghts on how to improve this softw	are?		Somewhat well									
					rate the quality o	of the products?							
				Very high qualit	1								
				High quality	Very low quality	/							
	Customer Success			Neither high no	t low quality								
Cust	tomer Success as 4 main KPIs	•											
				How would you	rate the value for	r money of the pr	r						
Increase activation or	Reduce Churn Customer happ	Word of Mouth		Excellent	Below Average								
				Above average	Poor								
Track revenue/LTV ald	feature reques	t		Average									
proactively engaging of							r concerns about ou	r products?					
					Not so responsiv	_							
problems outside of y	d .				Not at all respon	nsive							
				Somewhat resp	Not applicable	1							
MEASURE:- Track the	9												
					you been a custon	mer of our compa	al						
Talk to your customer	4			This is my first p	<u> </u>	1							
					3 or more years								
				Six months to a	I have't made a	purchase yet							
				_	ou to purchase an	ny of our product	ts						
				Extremely Likely		1							
				Very Likely	Not at all likely	1							
				Somewhat Likel	ly	1							
				Do you have an	y other comments	s, questions, or C	-						

		STORIES OF SUCCESSFUL PLG COMPANIES		
Company	Area of Business	PLG Strategy Adopted	Objective of the PLG Strategy	Achievement
Dropbox	File-Hosting Service Provider that provides cloud storage	Dropbox reduced the onboarding process to a mere 6-steps  Dropbox implemented a 2-sided referral program for a compelling product, that rewarded both sides for completing the desired task; registering for Dropbox  Since the product offered storage space in the cloud, Dropship decided to reward people with 500 MB of more free space not only for referring their friends but also for accepting an invitation	Increase User Registrations for its product	Dropbox managed to double its user base every 3 months, resulting in their users sending 2.8M invites in April 2010. It achieved a 3900% user growth in 15 months
Intercom	Customer Messaging Platform	Implemented their branding across:  1. Intercom branding links were provided on their product Educate, a knowledge base product where users and their customers can create their own help content  2. Intercom logo and link in a chat window of their Acquire product, live chat that leads to email capture  3. Resolve, a Intercoms ticket support tool customer answers a support ticket with their customers => Reply-to address contains Intercom domain => Some percentage of support ticket creators navigate to Intercom and start a free trial	Product Virality for increased user base	Intercom has 100,000 monthly active users, ranging from startups to small businesses to midsized and larger tech companies. It caters to 17,000 companies
Slack	Team collaboration tool and services provider	1. Slack came up with a simple yet brilliant onboarding process. They provided all the training, tutorials, and resources the customer needs to get the rest of his or her team on board  All new users who login for the first time are instantly taken through a tutorial with What Next steps?  2. At any point of the users journey, Slack wanted the user to get a complete experience of their product without getting a sales tone pitch nor pushing the user to upgrade the plan to paid  3. Slack added gates at the following points and converted them to paid users:  - Chat history that stops after 10,000 messages - File storage that stops after 5GB - App integrations that stop after 10 apps	Conversion for majority from Free Trial to Paid	Slack has 1.25+ million paid users. Their trial to paid conversion rate is 30%.

[1] Marketing Responsibility