

# Syndication Be seen

by virtually every internet shopper

The key to optimizing online sales  
is having products in front of shoppers  
when they are looking to buy

Zoovy Syndication helps sellers achieve this by transmitting their products to the most extensive list of marketplaces available. This helps merchants get their products in front of the highest number of shoppers and increasing their sales.

Zoovy Syndication provides an unmatched level of visibility by listing on every major marketplace on the web. From Amazon to eBay to Shopping.com, Zoovy users have access to the most popular auction and comparison shopping sites. This way they can reach out to the largest customer base possible.

Zoovy's unique approach to syndication is well suited for any growing online business, especially those that carry a large number of SKUs. It allows users to easily list thousands of products on multiple marketplaces simultaneously, in just minutes. The software can automatically list groups of products that are on a seller's website, and, as new products are added/removed from the website, the changes are automatically transmitted to the marketplaces. This effectively eliminates the need to individually manage which products are posted on which marketplace, thereby saving both marketing costs and the expense of additional staff.

## Increased Visibility

Sellers have access to the most extensive list of major marketplaces. It's easy for Zoovy merchants to list their products on the sites where shoppers actually buy.

## Dramatically Reduced Effort

- Zoovy Syndication users save time and effort exponentially.
- Instead of having to list each product on every marketplace, Zoovy Syndication eliminates this duplication and automatically lists the products from the user's website on the markets they chose.
- When sellers add new products to their website, the items are automatically added to their marketplace listings, keeping listings up to date.

## Reduce Cost & Expenses

- The Zoovy Syndication automation can replace at least one full time employee.
- Instead of assigning an employee to input thousands of listings, sellers can use Zoovy technology to automatically update listings.
- Advertising dollars are saved because products out of inventory are automatically removed from marketplaces.

## Growth Opportunities

- By listing on multiple markets at once, sellers can increase business and develop brand identity.
- The automation allows e-businesses to increase inventory without having to increase staff.
- Businesses can easily handle the resulting large amounts of orders using Zoovy software, which has built-in enterprise-class warehouse management, shipping, and order processing capabilities.

### **Flexibility**

- Zoovy Syndication users can set up varying pricing for each marketplace and their website.
- Sellers can offset marketing costs for certain marketplaces by increasing prices or entice new customers with lower prices.
- Sellers can also set up different shipping and promotions on each different marketplace.

### **Pricing**

- Zoovy provides automated pricing structures based on formulas, so sellers don't spend time figuring out the price of each product.
- Prices can be easily updated or modified by changing the variables.

### **Cross selling capabilities**

- E-businesses can gain loyal customers from various marketplaces as customers are brought to the seller's website to complete their sales.
- Once brought to the seller's website, customers can buy other products sold by that seller.

### **Reports**

- Sellers can assess their return on investment based on dozens of variables using the Zoovy Order Manager's advanced reporting features.
- Sellers can obtain reports based on variables such as marketplace, dollar amount, return customers, and number of items in the orders.

### **Compatibility**

- Only Zoovy Syndication is fully compatible with all major auction and comparison shopping sites.
- Zoovy is the only e-commerce provider that provides full compatibility with both eBay and Amazon, which collectively account for over 50% of all Internet sales.

### **Amazon**

Zoovy Syndication provides a unique and unmatched compatibility with Amazon.

- The Amazon Merchant program allows sellers to list products ranging from apparel, jewelry, home goods, electronics, auto and more.
- Users require approval from Amazon, making this an exclusive market.

### **Full Transparent Data Exchange**

- The Zoovy Syndication software allows users to seamlessly synchronize their website listings with Amazon, including product auctions by size, color, etc.
- Zoovy communicates to Amazon all required tracking numbers and imports and manages orders for the seller.
- This saves merchants the effort and cost involved in notifying Amazon about all of their shipping information.

The Zoovy Syndication provides e-businesses with unsurpassed visibility to increase customer base and sales while decreasing the enormous effort involved in listing products on different marketplaces.