

Multi stores & domain hosting

convert shoppers to buyers.

Targeted niche stores talk directly to
your customers and generate more sales.

Zoovy Multi stores allow e-businesses to target multiple customer demographics using an unlimited number of domains—at no extra charge. By highlighting different products on different websites, sellers increase their chances of converting shoppers to buyers.

With targeted websites, shoppers go directly to that site with the intention of buying those specific products. Each site has its own search engine ranking, which can be used to create niche sites that cater to a specific type of buyer. Each store may have a different look and feel, navigation, and search options to target a specific demographic and may also include varied pricing, shipping and promotional offers.

However, product inventory, images, descriptions, and other details are shared across all sites, making it easy for employees to add new products and update existing ones.

By using a unified product database and inventory, Zoovy users can create a new store in just a few minutes. Sellers can create as many sites as they like, utilizing the hundreds of website templates provided by Zoovy. Users also have the option to use a shared shopping cart so it's easier to cross sell and market to customers. Zoovy multi stores are ideal for e-businesses that sell a broad range of products or those that want to try out different pricing strategies without affecting the sales of their primary site.

Target Multiple Audiences

- Each site can focus on a unique customer demographic with a specialized product listing and unique appearance and navigation.
- E-businesses can increase the conversion of shoppers to buyers by speaking directly to the needs of specific audiences.
- Different specialty websites can use different pricing, shipping and promotions to increase conversion of certain customer demographics.
- The Zoovy Order Manager advanced reporting features can easily track the most profitable site designs, products or prices – no matter how you want to cut it, the data is available.

Boost Site Ranking

- Without any extra cost Zoovy users can boost their site rankings with specialized product listings.
- Individual sites can focus on single product categories or manufacturers so customers can easily find those products when they search for them.
- Multi stores attract customers that are ready to buy the specific items they sell.

Quick and Easy Set Up

- E-businesses save time and money with the quick and easy to use technology.
- Using a unified product database and inventory, new sites can be set up with just a few clicks of the mouse.
- With over 400 Zoovy templates and customizable options to choose from users don't have to outsource or hire a new employee to create and manage the sites.
- Zoovy also has an impressive professional design team who can tailor a custom website to any specifications for a minimal fee.
- Websites feature cutting edge Web 2.0/ AJAX technologies that are more user friendly for the seller and customer.

Cross Selling and Marketing

- Targeted websites can bring customers to the merchant's other web stores, increasing the visibility of their other products.
- By using one shared shopping cart it is easier for customers to buy products from multiple sites.
- Marketing can be sent to customers from each site informing them of the additional products available from the business.
- Targeted marketing can be sent to specific demographics using the Zoovy Newsletter function.

Examples of Using Multi Stores

Wholesale Websites

- E-businesses can start selling their products to other businesses for resale with a separate wholesale website.
- Using a unified product database and inventory, merchants can easily start selling their products in bulk.
- The wholesale website can use different pricing, payment methods and shipping.
- The merchant can offer varied pricing schedules and promotions based on the number of items purchased, amount spent, etc.
- The wholesale site can feature a quick order format providing easy reordering for repeat customers.

Online Shopping Malls

- Cross selling is at its finest with an entire online shopping mall of multi stores.
- Customers can use one shared shopping cart for the entire mall so they can buy from the different stores with one quick and easy checkout.
- E-businesses can run several different specialty websites broken up by product category.
- Individual sites can be broken up by manufacturer so customers that search for a specific item are more likely to find it on that site.
- All of the stores can follow a consistent image with variations to increase brand identity.
- See www.GreatShopz.com for an example.

Businesses with Diverse Products

- E-businesses that sell a wide range of unconnected products can sell their products based on categories on different sites.
- Each site can use different pricing, shipping and promotions.
- While maintaining one inclusive site, each of the sites can pull from the unified product database and inventory to various unique sites.
- Each site can carry its own distinct image and feel, choosing from the hundreds of Zoovy templates and customizable options.
- Customer data can be sent to one main database for marketing purposes.
- Sites can share shopping carts for cross selling purposes.

Promotional Sites

- E-businesses can entice their shoppers to become buyers with promotional websites.
- The site can offer discounted items, shipping discounts or incentives under a unique domain.
- The promotional site can pull from the same product list and inventory as the main site for easy creation and maintenance.
- The domain can be temporary to limit the amount of items purchased at the discounted prices.
- When combined with the Zoovy newsletter feature, sellers can limit the number of times a customer uses the site.

Zoovy Multi Stores allow e-businesses to reach a large and loyal customer base with almost no additional effort or cost. This user friendly system makes it easy for sellers to grow their businesses and achieve dramatically higher profits.