



Multi-Stores with Unified Management

Zoovy's versatile platform can dramatically increase profits by helping merchants convert shoppers into buyers

Targeted niche stores talk directly to different customer segments and generate sales

Key

Benefits

- ▶ Wider Reach
- ▶ Boost Site Ranking
- ▶ Cross-selling and Marketing
- ▶ Wholesale Sites
- ▶ Online Shopping Malls
- ▶ Easy Product Addition and Updates

- Zoovy Stores allow e-businesses to create multiple stores which cater to specific customer demographics. Zoovy hosts an unlimited number of merchant domains. By highlighting different products on different websites, sellers increase their chances of converting shoppers to buyers. Options may also include varied pricing, shipping and promotional offers.

- 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 can have a different look and feel, category navigation, search options. 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 single 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. Most merchants use a shared shopping cart so it's easier to cross sell, market to customers, and manage sales information. 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 specialty 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.

SEO Targeted Sites

- Specialty sites attract customers that are ready to buy the niche items they sell. Without any extra cost Zoovy users can boost their site rankings with audience targeted SEO product listings.
- Individual sites can focus on a single product type or manufacturer. Your specialty site will rank higher when potential customers do a web search for the sites SEO key word.



Multi-Stores

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Wholesale Sites

Zoovy makes it easy to use a unified product database and inventory, so e-businesses can immediately start selling retail products to other businesses with a separate wholesale website. The merchant has the capability of offering varied pricing schedules and promotions based on the number of items purchased, amount spent, etc. These wholesale websites can be set up to have different payment methods and shipping options than your retail store, and the site can also feature a quick-order format to make re-ordering easy for repeat customers.

Online Shopping Mall Sites

Cross-selling is at its finest when you have an entire online shopping mall of specialty stores. Customers can use one shared shopping cart and buy from any of your stores with one quick, easy checkout.

Demographic Sites

The Zoovy Order Manager advanced reporting features can easily track the most profitable site designs, products or prices. E-businesses that sell a wide range of unassociated products can sell select categories of products on different specialty sites. All this while only maintaining one inclusive product database. Sites share a shopping cart for cross selling purposes. No matter which specialty site a customer purchases from their data can be sent to one main database for marketing purposes.

Secret Sites

Promotional websites are a great way for e-businesses to entice shoppers. You can offer incentives or discounts on items and shipping, all under a unique domain. The promotional specialty site pulls from the same product list and inventory as the main site, so maintenance is virtually effortless.

Diversify and Grow

The Zoovy Order Manager advanced reporting feature easily tracks the most profitable site designs, products or prices, in addition our platform allows merchants to maintain a single inclusive product database so e-businesses can efficiently sell a wide range of unassociated products on different specialty sites.

Cross Selling and Marketing

With Zoovy, it's easy to set up a shared shopping cart, and that makes it easier for customers to buy products from multiple sites.

Marketing can be sent to customers so they're always aware of products that may interest them, and with Zoovy Newsletter functionality you can easily communicate to specific demographics.



For Further Information about Multi-Stores visit: <http://webdoc.zoovy.com/doc/50705>

*This document is intended as a summary of possible configuration options which may not be available in all scenarios. Please refer to the online documentation for full product configuration details.