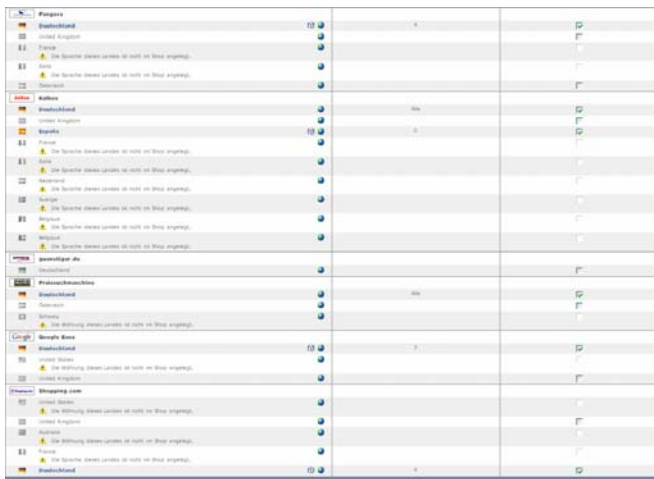


## E-marketing with ePages 5

The range of products being offered on the internet is unmanageable. This is why marketing is given a special role here. ePages 5 comes with a wide range of marketing tools that are child's play to use in the back office of your ePages store. This makes it faster and more powerful compared to the competition. Read on here about ePages 5 support for product marketing.

### Acquire customers

ePages 5 supports sales via **eBay**, **Kelkoo**, **Pangora**, **Shopping.com** and **Google Base**. For more information, refer to the “Multichannel sales with ePages 5” sheet.



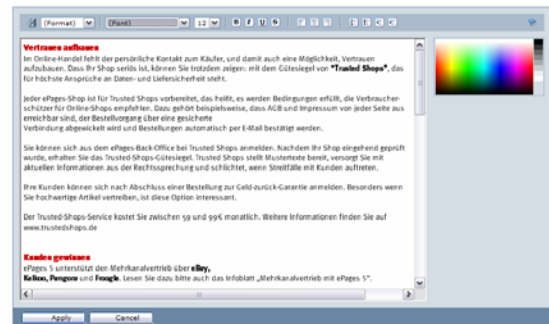
The “Tell-a-Friend” feature adds to the options for multi-channel sales. Your customers recommend a product to friends and acquaintances – directly from within your store. A beneficial side-effect: Mouth-to-mouth propaganda is more credible than the most expensive advertising campaign.

### Retain customers

A truism of marketing: It is more effective to retain customers than to acquire new ones. ePages 5 offers you the following options for turning first-time buyers into loyal patrons.

- **Newsletter:** You create your newsletter with much effort and the mailing list is also put together in a few minutes. Customize the newsletter for specific groups, for instance, to send a newsletter with a coupon only to those customers with transactions of

more than €200 in the last quarter. In the newsletter you can include links to products in your store. You use product images in your newsletter for a better visual appearance and give your customers a first impression of the product right away. You use the built-in editor to design your newsletter.



- **Price discounts:** Split your customers into customer groups and assign discounts to them. You can use the discount classes feature to offer price reductions for customers buying more than a certain quantity of a product.
- **Coupons:** You generate coupons for a fixed amount or give a percentage discount on the next purchase. The validity of the coupon can be set at your discretion. You can set an expiry date, for example, or only accept the first 20 of 100 coupons. It is also possible to generate coupons manually to then have them printed on flyers or in magazines.

### More turnover through clever product presentation

In traditional retail, items on sale receive a prominent place in the store, usually at the entrance or at the check-out counters. You can do the same thing in your online store.

- **Items on sale in the promotional section:** Present your sales items in their own area on your store's home page to provide them maximum exposure.
- **Manual cross-selling and cross-selling of accessories:** Provide your customers product recommendations and suggestions for accessories. Offer a accessory for that wind-proof jacket, for instance.



- **Automatic cross-selling:** When a customer is interested in an item, he is shown which products other customers bought in addition ("Customers who bought this item also bought...").

**Product bundles:** Bundle products into sets and give a percentage discount over individual purchase, e.g. training shoes and headband together in a set for a 20% savings.

### More convenience when shopping online

You customers want to feel well-informed. Make it simple for your customers to find their way around by providing all important information online. ePages 5 offers the following options for this:

- **Customer account:** Registered customers can manage delivery and invoicing addresses, create shopping lists, get the status of current orders, view completed orders and much more. Thanks to being able to address customers by name, the customer account also makes a valuable contribution to customer relations.
- **Product comparison:** In your back office you set the products that can be compared with one another. In the storefront your customers select different items

and specific features of these are clearly contrasted on one page. Product comparison makes sense for products that have many quantifiable distinguishing features, such as digital cameras, television sets, etc.

- **Product slide show:** You upload a few photos for a product and have them displayed in sequence in the storefront. Your customer can view the product from every angle.

### Measure Success



What city do your customers live in? What pages did they visit before coming to your store? Are there any places

where an unusually high number of customers have left your store? What times of the day are the peak visiting times? **etracker** makes your online activities controllable and shows you the places to optimize in your store.

etracker offers its services in two types of packages: "basic" for standalone web sites and "advanced" for online stores. In addition to information on customers and click paths, the "advanced" variation provides profit analyses for different advertising formats such as banners, newsletters and Google™ AdWords.

Costs for the etracker service start at €1.29 for web sites and €100 per month for professional sellers. ePages customers who register from the ePages back office can use the following features, among others, for free:

- Visitor statistics per hour, day, week, month and year
- Visitor technical equipment (operating system, screen resolution, colors, browser, JavaScript)
- Daily statistics report
- Number of impressions per page

For more information visit [www.etracker.com](http://www.etracker.com)