

# Marketing & Merchandising

Attract, convert, engage and re-engage more customers



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Use **tradeit's** cutting-edge marketing & merchandising capabilities to effectively segment, attract, engage, convert and re-engage customers across multiple channels, by personalising promotions, products, recommendations, content and pricing. **tradeit's** marketing & merchandising tools deliver the highest possible ROI, dramatically increasing the effectiveness of your ecommerce channels, resulting in a rapid uplift in conversion rates and average order values. The Marketing & Merchandising capabilities include:



## Promotions Engine

Manage offers, discounts & coupons with full reporting.



## Conditional Components

Deliver, personalised conditional content to your users.



## Search & Navigation

Control on-site search, sorting, facets & navigation.



## Recommendations

Merchandise up-sells & cross-sells across your site.



## Email Marketing

Run automated, targeted campaigns to user based on their actions.



## SEO Tools

Organise your SEO output and manage any redirects.



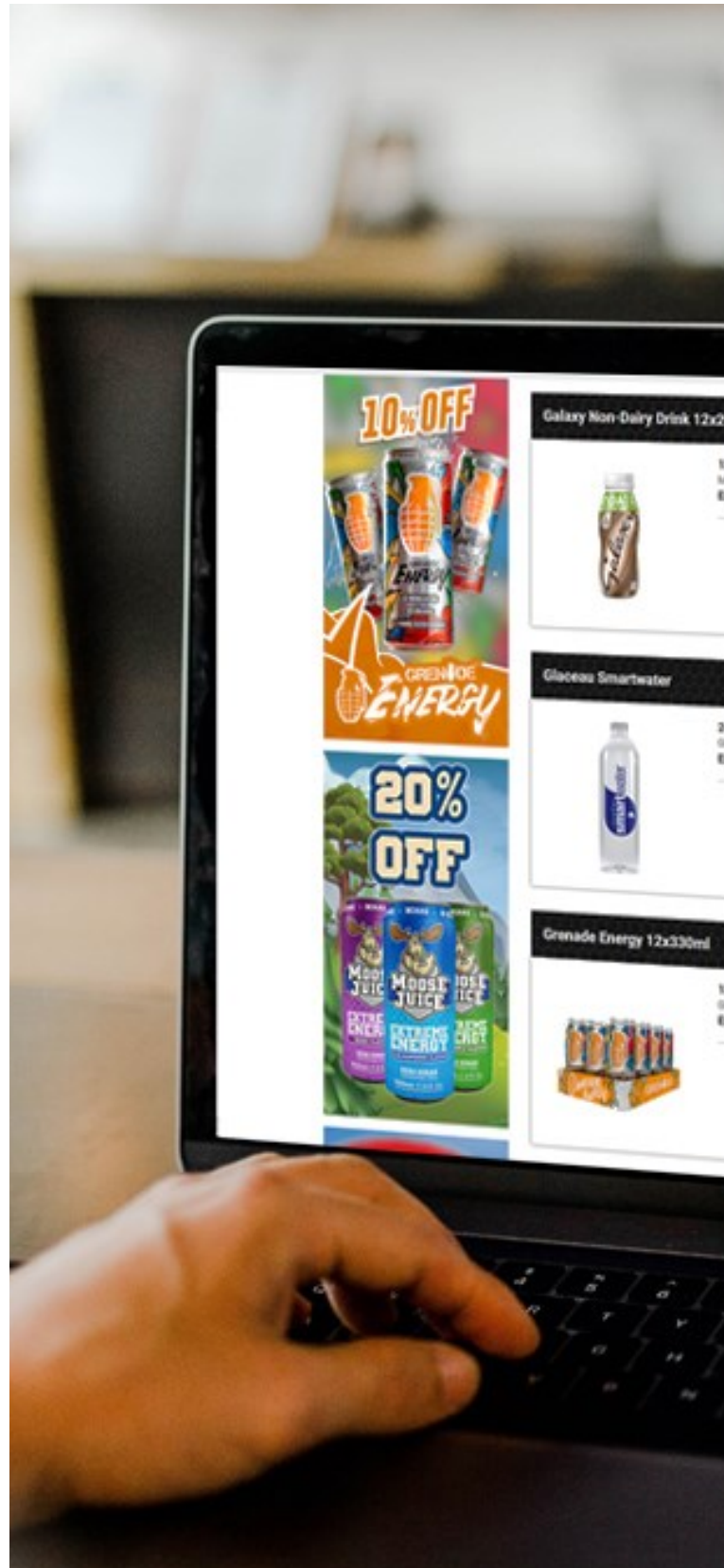
## Loyalty Scheme

Retain and reward your best customers with built-in loyalty scheme options.



## Gifting

Deliver class-leading gifting & fulfilment options to your users.



# Marketing & Merchandising

Attract, convert, engage and re-engage more customers



Traditional ecommerce systems distribute the same, generic content to all their users across all channels, regardless of who they are, where they came from and how they interact with your website. **tradeit's** marketing & merchandising tools enable you to enhance every stage of the user's journey by personalising it and increasing the relevance of what is displayed or offered to them, from the initial segmentation and attraction, through to re-engagement and analysis.

In combination with **tradeit's** powerful CMS you can choose the right place and method to engage with your customers - on specific product pages, templates, through email, on special landing pages, or within search results. Then, using conditional components, you can personalise what content you display to them based on profiling and segmentation, or via their actions, helping you to make the most of your conversion opportunities, attract & retain customers, and ultimately increase sales.



## Segment

Create and populate customer segments based on profiles you create (demographics, order history, wish lists etc...) for targeted and personalised promotions, emails, products, pricing, content, and more.



## Attract

Ensure your site is found by optimising all of the on-page content for search engines and taking control of all link management and redirects.



## Engage

Utilise the emails, promotions engine, conditional components (in **tradeit's** CMS), on-site search and recommendations to grab user's attention and begin to engage.



## Convert

Deliver personalised offers and content based on user profile & on-site actions, alongside your own campaigns. Automate content delivery through conditional components, recommendations and promotions engine.



## Re-Engage

Automated options help ensure that your marketing has apt timing and relevance, including triggered email campaigns based on events and user actions, and recommendations populated using pre-defined metrics.



## Analyse

Understand the effectiveness of offers, perfect your promotional strategies, and hone your re-engagement techniques using **tradeit's** offer analytics and reporting capability.

# Promotions Engine



Drive promotional and personalisation strategies forward

**tradeit's** flexible rules-based ecommerce promotions engine provides you with an advanced out-of-the-box tool set to help you convert and re-engage more customers, driving more revenue. The highly configurable rules based offers engine is capable of handling even the most complex promotions empowering ecommerce teams to drive promotional, personalisation & behavioural merchandising strategies forward.



## Coupons

Generate single- or multi-use coupon codes for individual customers, or site wide, and link them to specific discounts and offers. Insert them into an email template or export them for use with a third party ESP, or for use in printed marketing.



## Product bundles

Pre-configure product bundles by grouping items together at a discounted rate. Includes the ability for users to select different product variations within the same bundle such as size, colour, flavour or use tradeit's bundle builder for completely bespoke options.



## Restrictions

Discounts can apply to all customers or be restricted to specific customers, segments, or customers with a specific coupon code. You can also define whether the offer is for certain products, product segments, product categories, brand(s) or all products, and include or exclude them accordingly.



## Campaign reporting

Understand the effectiveness of promotions and offers and identify those which perform well using tradeit's dedicated promotion reporting capabilities. Report on ecommerce promotions and offers breaking down the total revenue generated from orders against each promotion or offer.



## Automate time & date of offers

Create and schedule promotions to auto trigger by selecting specific start and end dates. Expiry countdowns can also be displayed on offers to create urgency and drive sales.



## Auto-triggered promotions

Offers can be auto-triggered based on specific user actions such as completing a product review, recommending a friend, or by visiting a specific URL.



## Session-specific offers

Trigger session specific offers for customers arriving on site from a specific URL. This could be a PPC, affiliate, social media or another online channel.

## Available Discounts & Promotions

- % off an order
- % off a product
- % off delivery
- £, \$ or Euro off an order
- £, \$ or Euro off a product(s)
- £, \$ or Euro off delivery
- Fixed priced product
- Fixed priced delivery
- Fixed reward point credit
- Free shipping
- Free product(s)
- Free gift/sample
- Promotional bundles (3 for 2 etc...)
- Product bundles
- Coupons (single & multi-use)
- Buy X get Y free
- Get cheapest free
- Tiered spend & save discount

# Conditional Components

Personalised content made simple.



Personalisation is the holy grail for ecommerce sites and the brands who are thriving and growing insert relevance and context into every single customer visit. Using conditional components, tradeit gives you the ability to treat each of your customers like a somebody you know intimately, each and every time they visit. You can personalise whatever content you display to them based on almost forty different rules & conditions, helping you to make the most of your conversion opportunities, attract & retain customers, and increase sales.



## Basket

Define what is displayed around the basket (value, value range, contents, offers, nearly applied offers, delivery costs).



## User

Display content dependent on the user (logged in, not logged in, is x, is a member of segment x, uses price list x, has not seen content before).



## Location

Alternate what's shown around the user's location (channel, language, invoice country, delivery country).



## Search

Match content around search term (matches, contains, starts with, ends with).



## Referrer

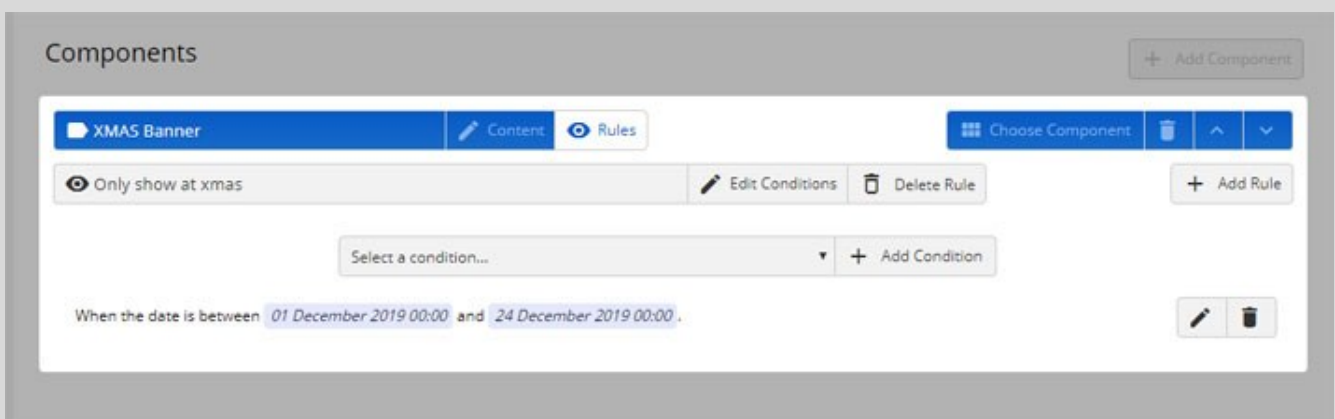
Personalise what is displayed around the referral point/where the user hit the site from (affiliate, email campaign, social media, other query string).



## Date

Alternate Show what is displayed around the date (start, end, time).

## Conditional Components



From tradeit version 7.0.1. onwards the advertising system is now part of in-site editing within the CMS, and controlled using conditional components. The same great functionality remains, but it's now even more user friendly.

# Search & Navigation

Connect users with what they want, quickly and easily



## On-Site Search

Understand your users' intent and connect them with what they are looking for as quickly as possible.



### Fuzzy Search

Everybody makes mistakes. tradeit's search tool caters for spelling errors or typos and still delivers the same results. For multiple search passes, fuzziness can be applied to some and not others thus promoting exact matches above fuzzy matches for example.



### Intelligent ranking

Every product is scored against up to six key metrics and ranked accordingly meaning your most popular products, and thus those most likely to sell, are higher up the search results automatically.



### Rankings boost

Boost products within the rankings by weighting the importance of each of the six metrics giving you scope to affect the order in which products appear based on what is most important to your business.



### Pin products

Pin items to the top of the search results based on certain definable criteria like NEW, IN STOCK, IN SEASON, BRAND, ON OFFER, PRODUCT SEGMENT or any other attribute you want. Even combine and order them.



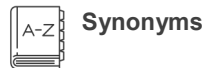
### Aggregated, weighted search passes

Conduct multiple search passes in one and weight the importance of each to promote exact matches or those based on fields that you deem more important (i.e. product name), over those deemed less important.



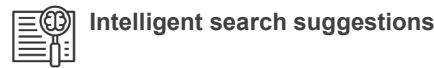
### Catch all variations

People don't think or speak the same. Our algorithmic stemmer caters for variations of words and inflections automatically. For example a search for "mothers day", would also return results for "mother's day" and "mothering Sunday".



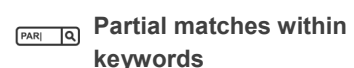
### Synonyms

Cater for user differences, colloquialisms and brand names by building a list of synonyms (including one-way options) based on your product set. A search for "laptop" should also return "MacBook" and "netbook" for example, but a search for "MacBook" wouldn't return all laptops as it's more specific.



### Intelligent search suggestions

Show suggestions based on indexed products, rather than previous users' searches, meaning results are delivered immediately and with more logic - our search tool doesn't rely on a history of previous searches to build its intelligence.



### Partial matches within keywords

Match anywhere within a keyword rather than just the start, meaning more matches are returned. For example a search for "phone" would return "iPhone" and "smartphone" as well.



### Product & content search

Display both product and non-product content in the search results, including blog articles, videos, information pages & more.



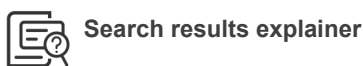
### More consistent results

Get more consistent results with the removal of stop words like "i", "to" and "the".



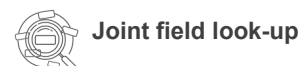
### Recommended Categories

Display matching categories, alongside product and content matches, directly in the search results.



### Search results explainer

Upon administrator login, merchants can see why products are ranking where they do against any search term and display scoring against each criteria that is defining that ranking in each instance.



### Joint field look-up

This enables merchants to *combine* multiple search fields against any search pass to ensure that they return the most accurate matches. For instance, 'Product Name' + 'Colour'.



### Boost rank by product segment

Alongside being able to boost products by metrics, merchants can boost or moderate an entire product segment's ranking. Product segments can be defined by the merchant and contain any items they want.



### Split content results

Output different results for content and blog articles so they are clearly shown separately in your search results.



### Priority search passes

Configure multiple search passes to be 'boosted' and thus executed before other search passes.

# Search & Navigation

Connect users with what they want, quickly and easily



## Sorting & Sort Options

Enable your customers to determine and fine-tune how items are displayed using standard, customised, or data-driven sort options..



### Simple, flexible & customisable

Show common options like A-Z, Price, Product Name etc... as well as completely customisable options based on merchant-specific attributes. All sort options can display in both ascending and descending order. Have sort options on category and/or search results pages and apply different options to both if you wish.



### Real-time, behavioural data

Populate sort options with categories based on real-time, behavioural data driven by metrics such as best sellers, in-stock, product rating, rank, on sale, new etc...



### Category-specific

Deliver sort options relevant to the category of products being displayed so users can sort products by attributes that are most important, (i.e. screen size for TV's).



### Easy comparison

Help your users decide exactly which product is right using the product comparison tool meaning you can directly contrast items with the same/similar criteria.



### Displaying results/categories

Choose from:

**Paging** (decide the number of products that appear on each page)

**Lazy Loading** (Show all items on a single page that is populated as the users scrolls down. Define what percentage of on-screen items to scroll through before loading more)

**Infinite Scrolling** (Content on a single page but it's populated when the scroll bar reaches bottom of the page).



### 2-Dimensional sorting

Configure two-dimensional sorting so NEW items may appear followed by items according to their rank (calculated automatically using tradeit's built-in metrics).



### Drag-and-drop merchandising

Make any manual merchandising simple using the built-in drag-and-drop tools to populate your category pages at the click of a mouse.

## Facets & Filters

Leverage metadata fields/values to provide users with visible options for clarifying, refining and expanding their search queries.



### Multi-tick Facets

Allow customers to sort, apply and remove filters on their search results, category or product listing pages using multi-tick facets for both product and content pages.



### Different display options

Highlight selected values using inline, breadbox or breadcrumb options.



### Multi and single selections

Cater for both multi-selection facets like price (between x and y) as well as single selection facets like brand or colour.



### Accuracy and relevance

Pre-select facets so results are already pre-filtered (i.e. pre-select and display only those items available using an 'in stock' facet for example).

# Recommendations

Guide customers towards more of the products they want



Use recommendations to help guide your customers towards more of the products that they want by displaying relevant cross-sells and up-sells across your ecommerce site(s), even automate the process using sophisticated pre-defined metrics combined with our conditional components.



## Maximise sales

Maximise sales by displaying relevant product cross-sells & up-sells and take merchandising control over product relationships & ordering of cross-sell / up-sell products.



## Recommendations based on metrics

Provide recommendations based on product metrics (see below). Choose the metric to display recommendations from, then decide how many products to show, any category restrictions necessary, and a targeted product.



## Cross-sell and up-sell

Use a combination of more than one recommendation type on product pages such as similar and complimentary products like 'You may also like...', 'Customers also bought...', 'Recently viewed...' and 'Complete the look...' on the same page.



## Weighted recommendations

Use weighted recommendations to 'boost' products with an additional weighting to push them higher in the recommendations than they would otherwise appear.



## Customisable display

Choose which of the sort options to use for your recommendations and select which categories to show the products from, how many products to display, and the order they should display in.



## Driven by sort options

Automatically populate your cross-sell / up-sells based on the sort options (both those standard to the platform and unique ones based on attributes defined by you), including the pre-defined metrics.

## Behavioural Merchandising

Provide cross-sells and up-sells based on live data via the recommendations component. Metrics are stored against products which are ranked against each other across a range of metrics, including:

- Top Rated Products — rank by average rating
- Top Reviewed Products — rank by how many times they have been reviewed
- Top Selling Product — rank by how many times they have been sold
- Top Selling Products By Value — rank by how much they have been sold for
- Product Bought Together — ranked by how many times they were previously bought with the current product

- Best Product Deals — ranked by the difference between the was price and current price
- Top Added To Basket — ranked by how many times they have been added to the basket
- Top Viewed Products — rank by how many times they have been viewed
- Customers' Past Purchases — ranked by the number of times bought by a registered customer
- Inspired By Wish List — ranked by how many times they have been bought with products in the customer's wish list



# Email Marketing



Communicate with users before, during and after their journey

**tradeit** incorporates email marketing functionality that helps merchants to effectively communicate with their customers. It enables marketers to create email marketing campaigns, execute them and then analyse the results in-house. It also allows you to edit and update work flow emails using the in-site editing tools, plus take your email marketing and personalisation a stage further by introducing triggered email campaigns to individuals or customer segments.



## Bulk emails

Simple email builder gives you full control over imagery, layout, content and links. Manage email lists and customer segments to help target your audience, as well as monitoring bounce backs and unsubscribe requests automatically.



## Workflow emails

Manage automated responses, such as registration, order confirmation, or delivery notification. Edit content via layouts using in-site editing with built-in HTML inliner and minifier.



## Automated, triggered email

Automatically trigger email communications to your customers based on their action, or inaction, with definable conditions ensuring only those customers you want to target are reached.



## Reporting

Measure and report on response, conversion and click-through rates allowing you to continually hone and improve your email communications.

## Triggered Emails

Re-engage with customers using tradeit's triggered email functionality with merchant-definable events such as customer registration, ordering, login, creating a basket and many more.

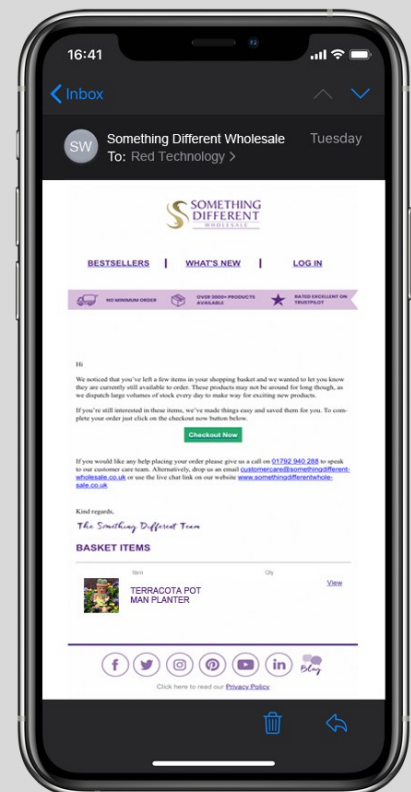
The power of **tradeit** enables personalised email campaigns to be sent based on user actions or events that the merchant can define, such as a customer placing their first order, or creating a basket.

Once those events or actions are decided, conditions can also be applied such as how long to wait before sending the email, or to only send it if the basket isn't converted into an order.

Not only that, who receives the email can also be precisely determined so it can be sent to only new customers, or exclude certain segments for instance.

Which products or product segments, brands, countries, or channels the events or actions are valid for can also be configured.

Set the campaigns up, and emails are automatically sent each time without any further work.

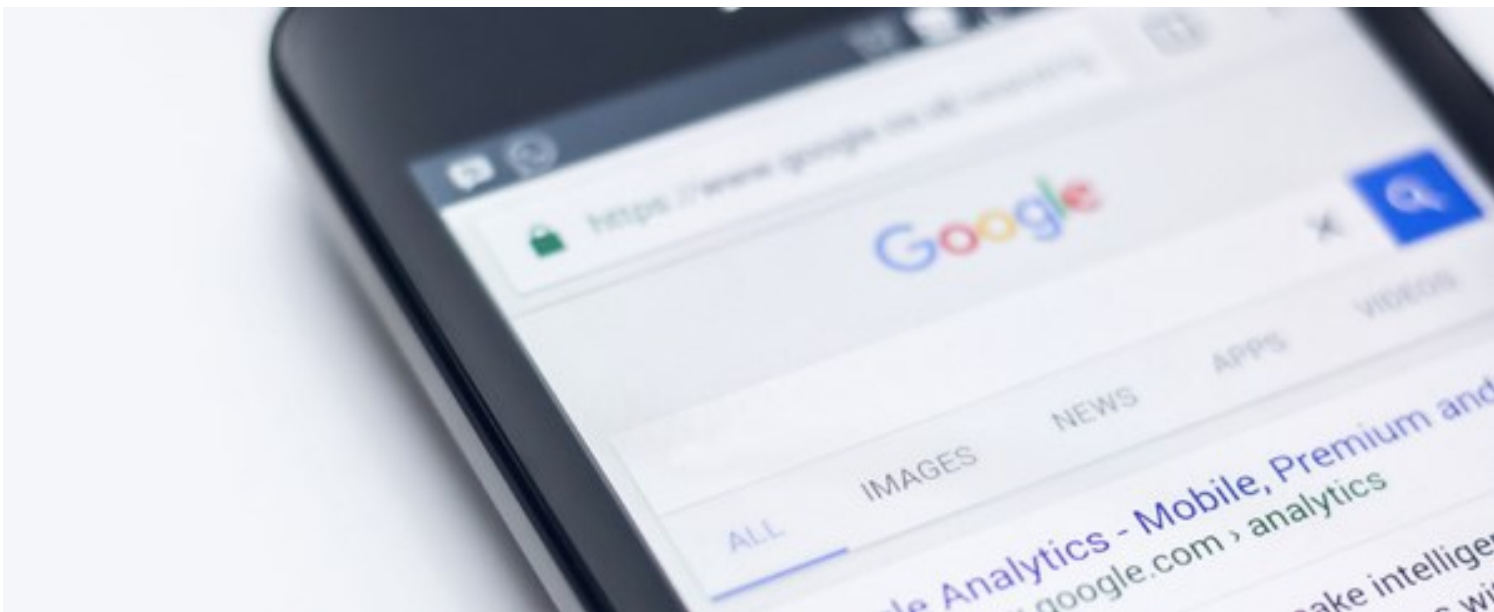


# SEO Tools



Outrank the competition with full control over on-page elements

**tradeit** is designed for optimum SEO performance and flexibility, helping you out rank your competitors. The simple interface provides you with full control over all of your on-page elements, URL structures, rich snippets, schema.org and twitter cards, as well as complete management of all links and re-directs ensuring your site can be found by both search engines and users alike.



## Designed for SEO

Full control over all on-page elements such as page title, meta page title, meta tag keywords, meta description, h1-h6 etc... with proper output of image tags and similar.



## Consistency

Control the formatting of keyword rich URLs, create vanity URLs for marketing, and ensure they are always output consistently with a choice of separate domain names or sub folders for different territories.



## Canonical tagging

Automatic canonical tags for product pages so they can be assigned to multiple categories.



## Redirects

Setup and manage all your redirects, whether permanent or temporary. Redirects can be handled individually or imported/exported en masse for bulk changes. Also supports wildcard redirects.

# Loyalty Scheme

Retain and reward your best customers



The value of loyal customers cannot be overstated so customer retention should be a key factor to the success of your online store. **tradeit** features a completely integrated loyalty points scheme meaning you can automatically reward your best customers, keep them coming back time after time and turn them into advocates. By offering loyalty points against all items you can drive users to add more to their basket each time they shop, driving up AOV and revenue.



## Reward your customers

Increase customer engagement and engender loyalty with no effort on their part. No convoluted membership, sign up or complex terms and conditions.



## User-friendly points system

Points are automatically applied to a user's account every time they spend and can be debited during checkout for full or part payment of an order.



## Promotional opportunity

Run special promotions such as double loyalty points for a certain amount of time or to a certain segment of customers, or credit customers with bonus points on their birthday.



## Simple payment

Points can be used as part-payment on orders. Users can define how many of their saved points to use on any subsequent order.



## Spend and save

Set spend & save targets for customers to incentivise them to spend more than in a previous time period by defining a percentage increase to reach. Rewards for reaching the target are merchant definable including discount off their next order, free loyalty points, or an upgrade to the next tier of any membership giving them better pricing, or a better service. Balances, targets, discounts etc... are all displayed in their my account.



## Flexible setup

Merchant definable and flexible options enable you to determine value of points for collection and their redemption value, as well as whether points are earned against orders/part orders paid for with existing points. The merchant can also define how long points are valid for.



## Simple interface

Points value is displayed against each product, and the basket value during checkout. Users can then redeem any saved points on purchases. Account balance is displayed in the user's My Account and on the payment page where it can be fully or partially redeemed.



## Easy Management

Using **tradeit**'s Call Centre/ MOTO tools you can manually add or remove points from a user's account enabling you to offer credits for service issues, or debit points if items are returned. Points can be redeemed against any future orders.

**NOTE: Orders are still output with actual value rather than discounted rate (making accountancy much easier).**

# Gifting

Deliver class-leading gifting services



Deliver a class-leading gifting and fulfilment experience with **tradeit's** built-in gifting capabilities. Enhance your online or omni-channel gifting capabilities with the services customers now want and expect.



## Gift Wrapping

Offer different wrapping and packaging types including bags, boxes, hampers, wrapping paper, bows, different patterns, styles etc....



## Personalised messaging

Append personalised messages to every item, group of items or on a basket level.



## Gift Cards

Offer e-gift cards with the ability to check balances, top-up online and send as gifts.



## Scheduled Delivery

Allow customers to specify delivery dates for gift arrivals, send items anonymously (ideal for Valentine's) and mark items to only be opened on a certain date.



## Reminder Service

Enable customers to set up gift buying reminders and trigger an email before event.



## Payment

Use as part or full payment method for online orders.

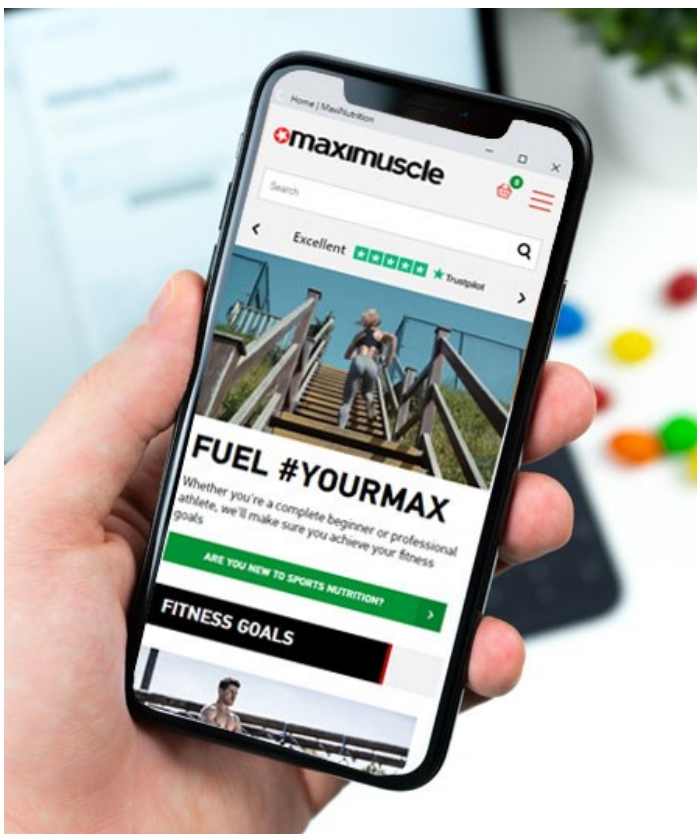


## Gift Lists

Allow users to create and distribute gift lists which can be purchased against.

# Why Red Technology?

We deliver world-class ecommerce solutions by combining the power of our award-winning ecommerce platform **tradeit** and our range of complementary ecommerce services. We forge long-term partnerships through consultation, design, development and support of your ecommerce eco-system, meaning you can focus on growth through products, marketing, merchandising and customer service.



## Award-Winning Solutions

We have over 15 years' experience of delivering best-in-class ecommerce solutions for our customers that are recognised and rewarded across the industry.



## Class-Leading Platform

The **tradeit** ecommerce platform offers ultimate scalability and flexibility, coupled with strong multichannel capabilities, rich functionality and a clear roadmap for platform innovation.



## Expert Integrators

Seamlessly joining together your critical business systems for improved efficiency and ease of management. We're ecommerce integration experts.



## Comprehensive Support

We pride ourselves on providing 24/7/365 responsive support services for both your ecommerce site and your hosting environment.

**Call us**

01865 880 800

**Email us**

info@redtechnology.com

**Visit us online**

www.redtechnology.com