

# Retail Ecommerce

From pureplay to  
international merchants.



Delivering compelling ecommerce solutions for retailers powered by the tradeit ecommerce platform.

## Retail Ecommerce Features



### Rich marketing & merchandising tools

Increase conversions, loyalty and customer satisfaction through offers, promotions and merchandising, tailored uniquely for them.



### Advanced content management

Take control of your sites with simple content management through tradeit's rich in-site editing tools, allowing non-technical users to create stunning pages.



### Personalised content

Deliver personalised content, offers, promotions, emails, adverts, and pricing throughout the customer journey, each and every time they visit your site.



### Online community

Engage with users through a host of community features from blogs, forums and online chat, to tradeit's very own on-site social commerce capabilities, enabling you to host your very own social network.



### Go global

Open up new markets and sell your products across the globe with fully internationalised capabilities including the support of multiple languages, currencies, warehouses, taxation systems, fulfilment types and much more...



### Engender loyalty

Automatically reward your best customers, keep them coming back time after time and turn them into advocates.



### Seamless integrations

Ensure seamless, two-way integrations with your supporting business systems such as ERP, Accounting, PSPs, CRM & WMS from leading vendors or completely bespoke, in-house systems.



### Responsive web design

Deliver seamless, personalised experiences to every user on any device with responsive design straight out of the box.



### Checkout

Fully customisable checkout based around your business requirements, industry sector or rules—helping to maximise conversions.

# Retail Ecommerce

Elevate your ecommerce site from a simple order-taking system to an intelligent, conversion-hungry machine capable of delivering seamless, personalised online experiences to all of your customers, across all digital channels, including web, mobile and social.



Whether you're a pureplay retailer or an international, online retailer with customers across the globe, our retail ecommerce solutions will drive growth across all of your channels. Designed to grow and scale in line with your business, we help merchants deliver class-leading retail ecommerce experiences, all driven by our award-winning ecommerce platform, tradeit, and complemented by our full range of ecommerce agency services from initial project consultation, design and build to continued development, hosting and support. With full control of CMS, PIM, Marketing, Merchandising and Order Management tradeit empowers retailers to take ownership of their ecommerce further increasing their ROI.

- Create unique and personalised online experiences for each of your customers.
- Gain full, in-house control of your site without the need for technical know-how or developer resources.
- Use tradeit's rich toolset to attract, engage, convert and re-engage your users.
- Increase conversions, loyalty and customer satisfaction through offers, promotions and merchandising tailored to them.
- Deliver the same experience across all devices with a responsive design optimised for multiple breakpoints.



*My team and I love the sites as we can do so much with them ourselves, instead of relying on a developer to make even simple changes.*

**Head of Ecommerce, Sass & Belle**

## Retail Customers

scribbler

sass & belle



GISELA  
GRAHAM  
LIMITED



**Call us**

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