



## Marketing & Merchandising

The ultimate suite of ecommerce merchandising tools



Promotions  
Engine



Advertising  
System



Search &  
Navigation



Recommendations



Email  
Marketing



SEO  
Tools



Loyalty  
Scheme



## Marketing & Merchandising

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. The tradeit platform'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 complete, built-in suite of tools includes: A class-leading promotions engine, built-in advertising system to distribute content, control over on-site search, facets, sorting and navigation, a metrics-driven recommendations engine, integrated email marketing system featuring configurable triggered emails, SEO tools with link management, plus full reporting.

### The benefits

- ☑ Class-leading system featuring extensive toolset that empowers ecommerce teams to drive promotional, personalisation & merchandising strategies.
- ☑ Automation capabilities, meaning offers, adverts and emails can be created and then triggered via events or user actions.
- ☑ Completely closed-loop system that doesn't rely on third-party add-ons or apps that hinder site speed and performance.
- ☑ Low-cost and effective way of delivering your online marketing.
- ☑ Easy segmentation of users meaning personalisation of content, promotions and more can be delivered on an individual user/user group level if required.
- ☑ Full suite of reports enables you to fully evaluate the effectiveness of all promotions to see which are the most and least successful, and tweak them going forward.
- ☑ Boost sales and attract new customers with hundreds of different, configurable offers, promotions and bundles.

**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 **tradeit** you can choose the right place and method to engage with your customers - on specific product pages, page templates, through email, on special landing pages or within search results. Then personalise what you display to them based on your own customer profiling and segmentation, or via their actions, helping you to make the most of your conversion opportunities, attracting & retaining customers, and ultimately increasing sales.

## Take control and personalise the customer lifecycle

### 01 Segment

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

### 02 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.

### 03 Engage

Utilise the emails, promotions engine, advertising system, on-site search and recommendations to grab user's attention and begin to engage.

### 04 Convert

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

### 05 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.

### 06 Analyse

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





# Promotions Engine

**tradeit's flexible rules-based ecommerce promotions engine provides merchants with an advanced, out-of-the-box tool set to help them engage and re-engage more customers, increasing conversion rates and ultimately driving more revenue.**

The highly-configurable system empowers ecommerce teams to drive promotional, personalisation & behavioural merchandising strategies forward, giving them complete control over all offer conditions including: start/end dates, minimum spends, product/customer/brand and channel exclusions, offer usage, channels and referring source (email campaign, PPC, Social media, Affiliate etc...).

## Features

- ☑ Highly-configurable system capable of handling even the most complex, layered and targeted promotions, with hundreds of combinations.
- ☑ Restrict or apply offers to certain customers, products, brands, product groups, categories or channels.
- ☑ Create single- or multi-use coupon codes for individual users, or site-wide, and link them to offers or discounts, or insert them into an email campaign and distribute.
- ☑ Trigger session-specific offers for users arriving from a particular source such as email, PPC, affiliate, social media or other referring online channel.
- ☑ Understand the impact of all promotions and offers and identify which are most effective. Break down total revenue generated from orders against each particular promotion or offer, to determine the most successful.
- ☑ Create offers or discounts based on the value, contents or other promotions already applied to a user's basket.
- ☑ Duplicate existing offers and quickly tweak to create similar new ones, saving time and effort.

*"Red provided all the functionality that we needed at a competitive price. The promotions engine was a big draw for us."*

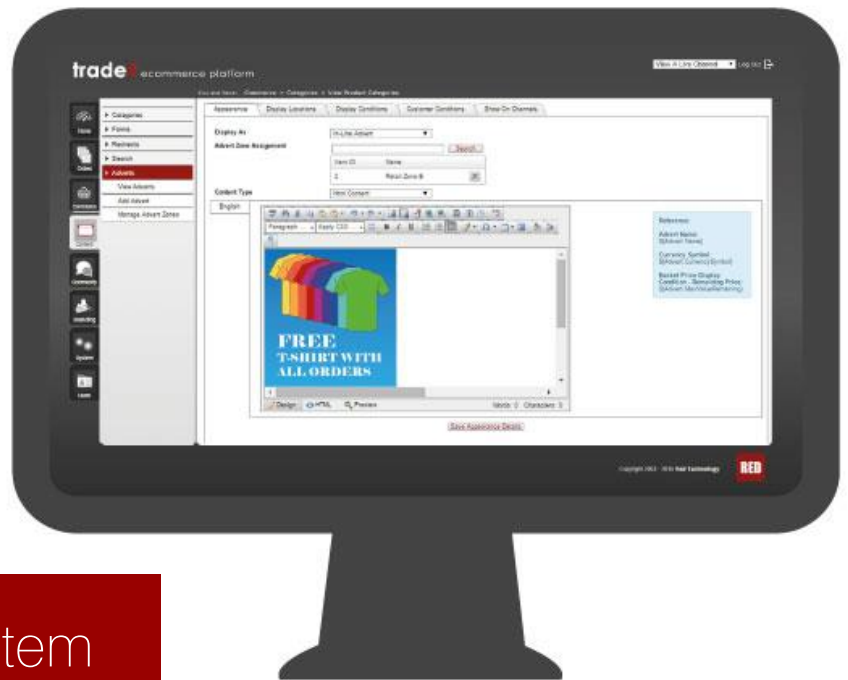
Online Manager, Morphy Richards



## Available Offers

tradeit features numerous offer and discount types including:

- % off an order
- % off a product(s)
- £, \$ or € off an order
- £, \$ or € off a product(s)
- Fixed price product
- Free product(s)
- Free shipping
- Get cheapest free
- Bundles (e.g. BOGOF, 3 for £10)
- Coupons
- Buy X get Y free
- Buy X get Y half price
- Buy X get cheapest half price
- Free gift/sample
- Tiered spend and save discounts



## Advertising System

By using tradeit's built-in advertising system in combination with the platform's promotions engine, online retailers can effectively communicate and merchandise their offers across their online store(s). tradeit's advertising system gives marketers the control and freedom to communicate and deliver relevant promotions and products to their customers throughout their shopping experience, including personalising what is displayed to them at any given time.

*"We can now duplicate nearly all of our store offers onto the website which has helped greatly."*

Website Manager, Capital Hair & Beauty

**NOTE:** The advertising system can also be used to manage paid advertising placements across your website(s).

It enables you to leverage content from across your business and populate 'advertising zones' on your website with any type of content including products, images, videos, Flash objects and HTML.

## Features

- Control which adverts are displayed, on which pages, at which breakpoints (different devices) and to whom. Use carousels to display multiple adverts in the same zone and define which order they appear in.
- Personalise the display of adverts based on user conditions such as what they search for, what they add to their basket, where they come from (email, PPC, social media etc...), whether they meet the criteria of an offer, and many more.
- Expose customers to promotional and informational messaging and product cross-sells & up-sells throughout their entire online journey.
- Display adverts across user sessions, even when customers are not logged-in. Configure how long to remember users for.
- Click-through reporting for adverts/results which can be used to profile users and create new customer groups.
- Use responsive images to populate advertising zones at different breakpoints. Use the same or completely different adverts for different devices.

# Create and configure adverts

Creating and configuring adverts in **tradeit** is easy. There are a number of ways and conditions by which personalised content can be delivered.



## On-site Search Terms

Different adverts can be displayed based on what a customer searches for using the website's search tool. Use the analytical tools to find out what the most popular searches are and start creating adverts to display against those.



## Basket Contents

Create adverts that display to customers based on the products that are in their basket. It's an effective way of upselling by offering particular promotions that a customer will be eligible for if they add additional products to their basket. Alternatively, you can take the opportunity to promote related products or promotions based on their basket contents.



## Basket Offers

Display or hide adverts from customers based on whether an offer is applied to their basket. For example, if an advert displays 'Free delivery if you spend over £50', once a user has added more than the threshold value to their basket, the merchant may then remove the advert or change it to display a different one.



## Time & Date

Trigger adverts to display to customers based on the date or even the time of day. Ideal if you sell seasonal products, as well as for campaigns based on the exact time of day like 'flash sales'.



## Gift/Wish Lists

Display adverts to customers based on the contents of their gift or wish list(s). If you already know that a user is interested in a certain product or products, then tailor adverts and promotions towards them by using their gift or wish list information once they have logged in.



## Specific Customer Groups

Display adverts to specific customer groups. Groups can be created on the fly, you can have as many groups as you like, and an individual customer can exist within multiple groups. Users can also be remembered between sessions, so even if they are not logged in, personalised content can be displayed to them when they return to the site.



## Basket Value

Create adverts based on the value of the user's basket. Set a minimum and maximum basket value to trigger the display or removal of adverts. This can be a very effective way of upselling by encouraging users to increase their spend by displaying messages such as 'spend another £x to qualify for FREE delivery'. The text can be dynamically generated to display on your adverts, but change to a different advert, or removed completely, once the threshold has been reached.



## Geographic Targeting

Adverts can be configured to display to customers based on the country they are browsing your site from. For instance, a retailer may offer promotions that are specific to events/holidays unique to that country (i.e. Thanksgiving in the US).



## Channels, Domains & Devices

Create different adverts and offers for different brand sites or tailor promotions towards mobile users. Different adverts can be based on the various breakpoints your website is displayed at.



## Referrals

Display different adverts to users based on how they reached your site. For instance whether they have come from PPC campaigns, Email, Affiliates etc...



## Search & Navigation

**Take control over your facets, handle synonyms and misspellings for your on-site search, and set options for processing different search queries in different ways. All of this helps to ensure a better experience for customers, helping them find what they want and fast.**

With the right ecommerce platform, on-site search is one of the areas where merchants can significantly improve conversions and ultimately revenue.

### Features

- ✓ Vendor maintained dictionary for handling mis-spellings, synonyms, alternative and related terms.
- ✓ Choose which fields to match, in which order of priority and whether they should be full or partial matches.
- ✓ Aggregate results from products, blogs, forums and content pages across your entire site.
- ✓ Standard and merchant-definable sort options based on any product attribute they have defined.
- ✓ Merchandise your search results with the triggering of hero products or adverts.
- ✓ Customise no results pages with suggested products.
- ✓ Multi-faceted search allows customers to sort, apply and remove filters on search results.
- ✓ Display results using paging or lazy loading.
- ✓ Scalable architecture flexes to cope with peak query volume.

*"Utilising the combinations of navigation, search, sorting etc... to find and order what they want, means customers are now able to whiz around the site with ease."*

Ecommerce Manager, Horizon Hobby

## Drag-and-drop merchandising



To help with the easy merchandising of your product category pages, **tradeit** features a simple and easy drag-and-drop system meaning you can display your products exactly how you want with the click of the mouse. There's even a holding area to store products whilst you decide where to place them.

Try and shift overstocked or sale items by positioning them at the top of the page, or get your best sellers straight in front of your customer's eyes, it couldn't be simpler. It's a merchandiser's dream!



## Recommendations

Utilise recommendations to help guide your customers towards more of the products that they want, or superior versions of items they may be looking at, by displaying relevant cross-sells and up-sells across your ecommerce site(s). You can even automate the process using **tradeit's** pre-defined metrics combined with the advertising system.

*"The flexibility **tradeit** has given us has been a great success and we are seeing rewards in greater profitability and efficiency."*

Ecommerce Manager, F. Hinds

Using **tradeit** to merchandise recommendations can help enhance the experience for your customers and lead to an increase in sales, conversion rates and average order value.

## Features

- ☑ Automate recommendations using pre-defined metrics based on real-time data, or use merchant defined metrics to populate all cross-sells and up-sells.
- ☑ Use a combination of recommendation types on a single page such as similar and complimentary products.
- ☑ Control what, when, where, what order and to whom product recommendations are displayed.
- ☑ Use different sort options or metrics to populate different recommendations on different product pages, or use the same ones across categories and/or product groups.

## Behavioural Merchandising



**tradeit** takes the power to generate relevant product recommendations a step further with the use of pre-defined metrics in conjunction with the advertising system, giving you a full set of behavioural merchandising functionality. By using the recommended product content type for your adverts in **tradeit**, you can automatically generate cross-sells and up-sells based on actual data.

Metrics like number of orders, number of page views, number of reviews can be used alongside the standard sort options like A-Z, price, product name/code, New, on sale or even create your own metrics using attributes you have created.

You've also got the capability to configure which categories to select the recommendations from, how many, and what order to display them in.





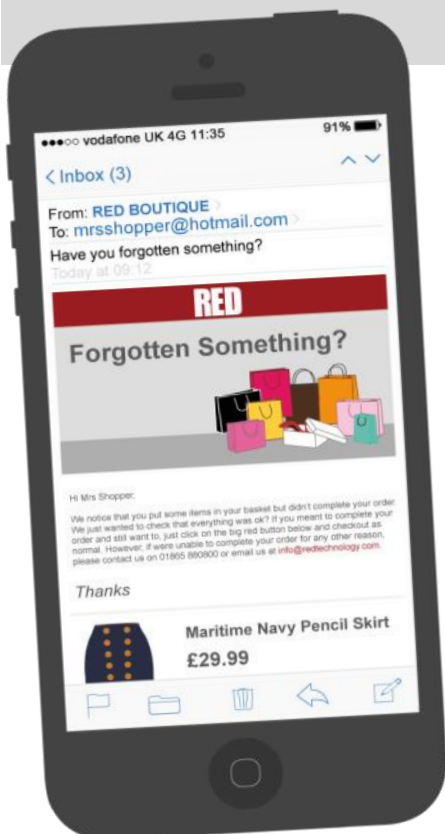
# Email Marketing

The built-in campaign management tools allow merchants to effectively communicate with their customers through both manual and automated messages, and analyse their campaign results. This dedicated email tool can be used for all outbound emails from the merchant to their customers including:

**Transactional emails** Items such as order confirmation, order picked, order despatch/part despatch, return, refund, request review etc...

**Bulk/Marketing emails** Traditional marketing e-shots/newsletters to all customers/segmented groups.

**Triggered emails** Proactive, personalised and highly configurable like abandoned basket campaigns.



## Features

- ☑ Manage email lists and mass email to customer groups from within the back office.
- ☑ Import and promote to external & 3rd party email lists.
- ☑ Monitor bounce backs and unsubscribe requests automatically.
- ☑ Design and build emails in-house with the easy to use email builder that allows you full control of imagery, layout, content and links.
- ☑ Integrate promotions into your email campaigns by dynamically generating group wide or unique, individual voucher codes for inclusion in campaigns.
- ☑ Measure and report on open and click-through rates, as well as conversions from promotional or triggered campaigns, allowing you to hone your communications.

*"We've had great success using the integrated email tool to design, segment and control the outbound marketing messages that we send."*

Retail Marketing Manager, Garden Trading

## Triggered Emails

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 groups for instance.

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

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



# SEO Tools

**tradeit** is designed for optimum search engine performance and provides you with the flexibility to run your site based on Search Engine Optimisation (SEO) best practices that Red has learnt from working with hundreds of merchants, and their SEO companies. The built-in content management system is very user-friendly and gives merchants full control over all of the on-page elements including metadata, page title tags and URLs.

## Features

- ✓ Full control over all on-page elements including metadata, page titles and URLs.
- ✓ Automated canonical tags for product pages.
- ✓ Create shortened/vanity URLs for marketing purposes.
- ✓ Manage and configure output of Google sitemaps.
- ✓ Ability to control the formatting of URLs (finish in a / or no slash, or a .html extension)
- ✓ Facet-friendly URLs outputting values that are more user-friendly with a readable syntax.
- ✓ Proper output of image tags and similar.
- ✓ Keyword-rich URLs.
- ✓ Consistent behaviour in URLs, so if somebody adds a slash to the end, the system will notice this and redirect the customer or robot to the correct URL.
- ✓ Choice between separate domain names or sub folders for different territories.

*"Sales have and will increase further due to the additional functionality and visibility of the site to search engines."*

Website Manager, Capital Hair & Beauty

**tradeit**'s Web Content Management system provides an interface for handling 301 redirects, helping to ensure that you maintain your positions within search engines for a smooth transition when moving your site and when making changes. The ability to create 301 and 302 redirects in the admin system is very useful when migrating from another platform and also for on-going site maintenance as URLs for products/categories can

be changed as required. Redirects can be handled individually or imported and exported in bulk for changes en masse. Redirect types supported include:

- 301 Permanent
- 302 Temporary
- Marketing
- Category
- Page
- Product
- Custom

**tradeit** also provides the ability to retain expired product URLs for SEO purposes—i.e. legacy products are removed from the main navigation and search results, but do not return 404 errors for customers following old links or cached search results pages. In addition to the on-page controls, merchants can also maintain links, using the built-in broken link reporting to help avoid having incomplete user journeys.

## Redirects



# Loyalty Scheme

**The value of loyal customers cannot be overstated so customer retention is a key driver to the success of your online store. tradeit features a completely integrated loyalty points scheme meaning you can automatically reward your customers for their continued business and keep them coming back, time after time.**

By offering loyalty points against all items you can drive users to add more to their basket each and every time they shop, helping to drive up

## Features

- ☑ Increase customer engagement and engender loyalty with no effort on their part. No convoluted membership, sign up or conditions.
- ☑ 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.
- ☑ 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 in points. Orders are still output with actual value rather than discounted rate (helping to make accountancy much easier)
- ☑ Using **tradeit's** call centre/MOTO tools you can manually add/remove points from a user's account so you can offer credits for service issues, or debit points for returns.
- ☑ 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. Users can define how many of their saved points to use on any orders.
- ☑ Run special promotions such as double loyalty points for a certain amount of time or to a certain group of customers, or credit customers with a bonus on their birthday.
- ☑ By offering loyalty points against all items you can drive users to add more to their basket each time they shop.
- ☑ Use to apply store credits to a user's account in the form of points which are redeemable against any future orders.
- ☑ Set Spend & Save targets to incentivise customers to spend more versus the previous time period. Offer rewards like discounts, upgrades to the next membership tier, or extra loyalty points for reaching the targets. Display all information in their my account.



# Why Red Technology?



## Class-leading ecommerce platform

Highly flexible and scalable **B2B & Retail ecommerce platform** with strong multichannel capabilities, rich functionality and a clear roadmap for future innovation.



## The company we keep

We work with some of the **UK's leading retailers, manufacturers, distributors and wholesalers** on both their B2B and Retail channels.



## Expert systems integration

Seamlessly joining together your critical business systems for **improved efficiency and ease of management**.



## Award-winning ecommerce sites

Over 15 years experience of delivering **best-in-class ecommerce sites** for our customers that are recognised, and rewarded, across the industry.



## Solutions built for personalisation & sales

Don't just take orders, actively **sell to your users 24/7/365** with our powerful marketing & promotions tools.



## Proven return on investment

Delivering the tools you need for **substantial online growth** and a **significant return on investment**.



## Complete ecommerce agency services

Complete range of ecommerce agency services from **Consulting, Design & Implementation** through to continued **Development, Hosting & Support**.



## Our expert ecommerce knowledge

We share our **insight into the ecommerce industry** gained over the last 15 years and **hundreds of successful website deliveries**.



## International expansion

Fully localised options for tax, language, currency etc... enabling you to **expand internationally into new markets**.



## Responsive web design

We deliver **ecommerce sites optimised for all device types** including TV, desktop, tablet, phablet and mobile, across multiple breakpoints.

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