

Retail Ecommerce

From pureplay to international merchants



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



Visit www.redtechnology.com/retail-ecommerce/

“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

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.

Benefits

- Create unique and personalised online experiences for each of your customers.
- 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.
- 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.



tradeit
ecommerce platform

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Retail Ecommerce features



Responsive Web Design

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



Rich Merchandising & Marketing Tools

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



Personalised Content

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



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.



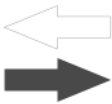
Checkout

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



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.



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.



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.

**Office
Outlet**

F.HINDS
— JEWELLERS SINCE 1850 —

amoena

sass & belle
for the little things in life

morphy richards

**WINSOR
& NEWTON**

About Red

Red Technology is a leading ecommerce solutions provider. We implement innovative multichannel ecommerce solutions for mid to large sized retailers, distributors and manufacturers leveraging our ecommerce platform, **tradeit**. The **tradeit** ecommerce platform provides Red's customers with tremendous competitive advantage due to its combination of powerful promotions engine, flexible content management system, comprehensive order management system and multichannel integration capabilities.

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