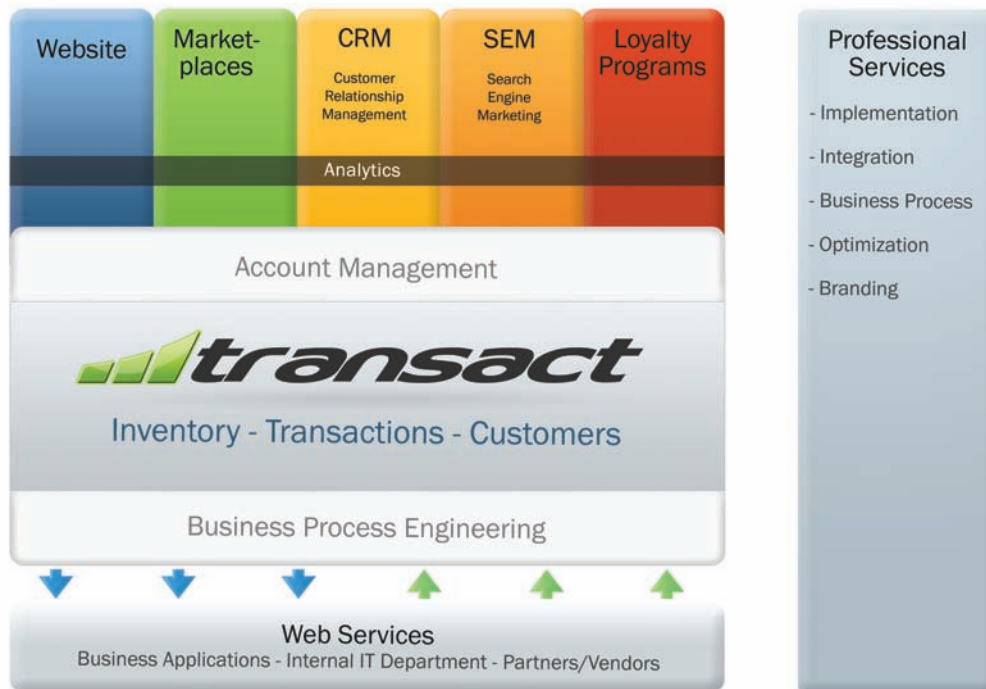




**Reach More Buyers, Automate Day-to-Day Processes, and Connect Your Business with a Complete eCommerce Solution**

Most successful online retailers establish themselves with online marketplaces, comparison shopping engines, as well as their own website. But sales volume often reaches a point where a solution is needed for continued growth and long-term sustainability. Time and money is often wasted through manually managing customer and order information across systems, which can cause opportunities for growth to be missed. The missing component is technology that can automate, streamline, and integrate business processes. The Infopia Transact eCommerce platform does all this—ensuring your business growth and helping you capture all potential online revenue.

Infopia Transact is a complete eCommerce solution that has the right software and services to help you be successful online.



**A Few Ways Infopia Can Help Your Business Grow**

- Decrease time spent on customer service with salesforce.com integration
- Increase efficiency by connecting all your business processes with Web Services
- Find the most profitable business path with better eCommerce support

## Building Blocks for Success

Below are the essential building blocks you need to create a successful eCommerce company. Infopia Transact provides the right technology and services to address each one.

### Website

- Build an independent brand separate from online marketplaces
- Design a website that not only looks good, but also sells more
- Use advanced features and functionality to increase conversions

### Marketplaces

- Get your products on Amazon and sell more on eBay
- Know which products sell best on different marketplaces
- Drive new buyers to your website from comparison shopping engines

### Customer Relationship Management

- Resolve customer issues faster
- Know what, where, and how your customers like to buy
- Send targeted email campaigns based on segments

### Search Engine Marketing

- Increase qualified traffic to your site from major search engines
- Lower costs and increase conversions
- Have top-tier search marketers manage your PPC campaigns

### Loyalty Programs

- Take advantage of coupons and other automated loyalty-building tactics
- Learn best practices to increase repeat buying
- Keep customers coming back with advanced technology

### eCommerce Services

- Discuss strategy with account managers
- Enhance business capabilities with professional services
- Resolve technical issues quickly with dedicated customer support

## Infopia's Technology Partners



## Looking to the Future

The Infopia Transact eCommerce platform is the complete eCommerce solution for growing your online business. It includes all the right technology and is supported by an extensive service commitment—providing the automation, flexibility, and buyer exposure you need for long-lasting success in eCommerce.

## Learn More Today!

Find out how Infopia can grow your online business. Contact an Infopia eCommerce Expert at 888.337.6352 or visit [www.infopia.com](http://www.infopia.com).

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