



## OFFER MORE CHOICES & BOOST SALES WITH PRODUCT PACKAGING

### *Using the Power of Product Packaging*



EXPANDING ONLINE SALES AND OPTIMIZING PROCESSES IS VITAL FOR ANY ONLINE BUSINESS. YET MANY eTAILERS CONTINUE TO SELL THE HARD WAY—ONE PRODUCT AT A TIME. PRODUCT PACKAGING, USED BY THE MOST SUCCESSFUL eBAY POWERSELLERS AND ONLINE RETAILERS, ENABLES YOU TO EFFECTIVELY UPSELL AND CROSS-SELL BY GIVING BUYERS THE ABILITY TO BUNDLE OR CONFIGURE PRODUCTS. WHILE SMART eTAILERS TAKE ADVANTAGE OF PRODUCT PACKAGING TO DRIVE REVENUE ON THEIR OWN WEBSITES, THERE HAS BEEN NO WAY TO DUPLICATE THIS SUCCESS IN VITAL SELLING CHANNELS LIKE eBAY—UNTIL NOW.

Infopia Product Packaging gives you the power to create intelligent product listings on both eBay and your website. This is made possible through advanced inventory management and merchandising technology that harness the power of eCommerce 2.0.

Product listings created with Infopia Product Packaging help enhance the buyer experience—regardless of the online selling channel. This translates into increased loyalty and customer acquisition capabilities. eBay listings that use this technology enjoy higher conversion rates and improved average selling prices. Infopia Product Packaging also reduces the need to create a listing for every size and color of a particular product. A single listing gives buyers deep visibility into what you have to offer.

#### IMPROVING PROFITABILITY THROUGH PACKAGING

Product packaging on your website and in eBay listings helps you boost revenue, run a tighter business, and set yourself apart from competitors. Look at how Infopia Product Packaging can stretch your organization's capabilities.

##### DECREASE COSTS

- :: Reduce your number of auction listings
- :: Reduce website listing busywork

##### INCREASE REVENUE

- :: Improve your upselling and cross-selling abilities
- :: Increase your average selling price

##### DIFFERENTIATE YOURSELF

- :: Help buyers find what they want faster
- :: Tap into unique listing functionality on eBay
- :: Give buyers visibility into your entire inventory

#### THE INNER POWER OF MARKETPLACE MANAGER

The core strength of Infopia is found in Marketplace Manager, an award-winning, on-demand software solution. Developed specifically for eTailers, Marketplace Manager controls all your online business processes from a single platform. Use Marketplace Manager to manage your inventory-to-cash cycle, optimize your company's market visibility, and build your brand throughout all major online marketplaces, including eBay. Marketplace Manager also provides exclusive tools to help you analyze your business and gain insight into the lifetime value of your customers.

◆ a higher state of eCommerce



## THE TECHNOLOGY BEHIND INFOPIA PRODUCT PACKAGING

The technology behind Infopia Product Packaging is based on the ability to create and manage inventory in Marketplace Manager both as individual items and as groups. You can group inventory items into new “packages” with their own pricing and shipping parameters. These packages can either be defined by you, or by buyers dynamically. Package items can be categorized and appear only when available.

By offering product packages, buyers are prompted to go beyond buying single items. Product packaging also reduces the work on your shoulders. All the necessary merchandising and shipping information is contained within the product package, which lets you streamline the listing and fulfillment process.

Infopia Product Packaging gives you the ability to create dynamic listings on both your website and eBay. This helps buyers find exactly what they’re looking for while helping you sell more. Below are some examples of how you can use Infopia Product Packaging.

- **Create a way for buyers to configure their own systems, packages, etc.**
- **Present all color and size options to buyers in a single listing**
- **Effectively upsell and cross-sell with your existing inventory**



### THE PRODUCT CONFIGURATOR FOR eBAY

The Product Configurator for eBay is an extension of Infopia Product Packaging technology in an auction environment. This capability is unique to Infopia Product Packaging. Through a simple process, you can have a graphically-enhanced product packaging interface appear within your eBay listings. After buyers configure or bundle what they want, a new eBay store listing is created where they can buy the product package immediately.

Configurator technology essentially enables you to use listings as ads. These ads increase your overall conversions, average selling price of base listings, and loyalty in your target market.

### THE NEXT STEP

Infopia Product Packaging can give you the right competitive advantage when selling online. Through creating dynamic listings on eBay and your website, you can take advantage of the new wave of technology associated with eCommerce 2.0—giving buyers better reach into your inventory and more exposure to your brand.

To find out more about Infopia, and what its technology solutions can do for your business, call 888.337.6352 or visit [www.infopia.com](http://www.infopia.com).

## HIGH-LEVEL COMPANIES FIND INFOPIA'S HIGHER GROUND

eBay	UPS
Salesforce.com	FedEx
Overstock.com	USPS
uBid	Google Checkout
Bid4Assets	PayPal
Amazon.com	VeriSign
Google	Authorize.Net
Yahoo!	buySAFE
Shopping.com	Cardservice International
Shopzilla	ShipWorks
HammerTap	Akamai
	Oracle

## AWARDS & RECOGNITION

*Breakthrough Application of the Year –  
Salesforce.com*  
*Oracle-on-Demand Customer Advisory Board*  
*eBay Star Developer 2004 and 2005*  
*eBay Certified Solution Provider*  
*eBay Developer's Program Member*  
*Top Performer – Marketing Experiments Journal*  
*One of the Best Companies to Work For –  
Utah Business Magazine*

## LEARN MORE TODAY

See how Infopia can transform your online business. Contact an Infopia eCommerce Expert or visit the Infopia website for more information. Experience a higher level of eCommerce with Infopia.

**INFOPIA**

56 EAST BROADWAY, 4TH FLOOR  
SALT LAKE CITY, UT 84111  
PHONE: 801.990.4700  
FAX: 801.990.4710  
TOLL-FREE: 888.337.6352  
[www.infopia.com](http://www.infopia.com)