

Cornerstone Media Group, Inc.

E-commerce Solution Overview



While each company's needs are unique when setting up a shopping cart solution for your business you need to have several core features that gives you a competitive advantage. Cornerstone Media Group, Inc. (CMG) shopping cart software provides hundreds of practical and useful features to grow your business online and manage you ongoing profits.

This page identifies core features supported by our shopping cart software for your consideration no matter if you are starting from scratch or looking to revamp and existing shopping cart. If you don't find what you need here or if you have any questions do not hesitate to call us at 1.800.985.0996 ext. 100 for more details.

Comprehensive orders management engine

Customers information and orders are saved into your store database. In administrative mode you can effectively manage this information to provide your customers with outstanding service:

- ✓ Manage new orders
- ✓ Create an unlimited number of order states (e.g. Pending, Processing, Completed, etc.) and append a status to customer's order
- ✓ View orders history by customer
- ✓ Track orders by IP address, billing information, email address - essential tools for payment verifications

Support for complex (configurable) products

If you sell complex products which can be configured by customers during purchase (e.g. adjust preferable computer configuration, select clothes color and size, select calling plan when buying a mobile phone), then this software is right for you!

Using our shopping cart solution you can add an unlimited number of product custom options, e.g. clothes colors and sizes, computer configurations, calling plans for cellular phones, etc. You can categorize options with fixed values, as well as adjustable characteristics, giving customers the ability to specify preferable product options before adding a product to shopping cart. You can also apply price surcharges for each available product option value.

Import products from a CSV file (Excel)

Have a large product database with more than, say, 500, 3000, 10000 products? We provide you the tools for bulk upload (import) and export of your products database.

The easiest way to import large product database into your online store is CSV import facility. Add all your products into an Excel spreadsheet, save it as a CSV file, and upload your inventory in a minute!

Please note that the software can import/export products and categories from/to a CSV file of a certain structure. For more information on how import/export procedure is handled please contact your representative for more information.

User friendly searchable products catalog

Our shopping cart software provide tools to create and manage products catalog. Products can be distributed among custom categories tree. Category nesting is unlimited. In our software you can place a single product in multiple categories

(as many as you like). Products and categories are very easy to manage in shopping cart administrative mode (backend). No specific skills are required for that!

When designing our shopping cart software we paid much attention to products catalog representation in your online store, and tried to make it as attractive and usable for your customers as possible.

Customers have tools for searching products in your store. In our software's administrative mode it allows you to setup a list of product custom options, by which customer can perform search, e.g. on the screenshot to the left customers can search automobiles by name, price and "Color" and "Power" options. Everything can be configured in administrative mode with only a few clicks!

Related products / cross selling

When selling a mobile phone, why not suggest to your customers a hands-free device or a calling plan as well?

Cross selling is a very good marketing tool. We provide you with necessary tools for you to suggest complimentary products to the original purchase.

Product picture gallery

The best way to showcase your products is to present good photos! Your store allows you to accompany all your product offers with an unlimited number of quality photos - this is a proven method to increase your product sales.

Easy localization

The shopping cart software is easily adaptable for the market you are selling to.

You can easily translate your store interface language into any language you like. With the software you can create a list of payment and shipping types, a list of countries and states to which you sell, a list of available currency types; in addition, manage custom information pages with the information about your online store, terms of service, etc.

Flexible sales tax configuration

With the shopping cart software sales taxes can be defined for countries, states and counties:

- ✓ Apply tax rate for a country or a list of countries
- ✓ Apply tax rate for a single state or a list of states
- ✓ Define tax rates for counties (by entering zip code masks)
- ✓ Create as many tax classes as you like and append them to your products
- ✓ Create tax classes independent from customer address (e.g. VAT)

Real-time shipping quotes with major shipping companies

Our shopping cart software is integrated with major shipping carriers: UPS, USPS, FedEx, DHL.

To enable real-time shipping quotes with a certain provider you need to have an account with this provider, or to have an account with InterShipper.com - this company provides real-time shipping quotes with all carriers mentioned above, but without requiring to have accounts with the carrier companies.

Are you wasting your time trying to drop ship with your current solution? Manually splitting orders and sending fulfillment requests to your suppliers is a repetitive task better suited to computers. The CMG Drop Shipping Extension was made to seamlessly fill the gap, offering a solution that works behind the scenes to ease the pain and allow you to get back to more important things.

Feature highlights:

- Uses built-in shipping APIs (including 3rd party) to allow for live quotes to a single address from multiple vendors
- Possible to set different vendors per site (useful, for example, if there is a different supplier for a product on a US version of a site than on a UK version)

- Automatically sends vendors purchase orders via email
- Includes a vendor control panel where they can view order history, acknowledge shipment, and enter tracking numbers and comments

Printable invoices

In the online store administrator can easily view an invoice for a certain order right in the administrative mode. Printer-friendly invoice appears in a new window.

Customer also has facilities to print invoices from his personal account.

Customers' personal accounts

Each registered customer has access to a personal account. This account provides following facilities:

- ✓ Contact information management: customer can view and edit contact information, e.g. first and last names, email address, phone number, etc.
- ✓ Address book management: the ability to view/add/edit/delete address book entries
- ✓ Shopping history: customer can view comprehensive information about all his orders placed in your store
- ✓ Visits history (authorization log)
- ✓ Affiliate commissions and payments

Online feedback forms

Online feedback form should be an essential part of every ecommerce website!

To achieve success in online sales you should provide your customers with the comprehensive information about your product offers. However, good products descriptions and visual representation (pictures) are usually not enough - very often customers can find answers on their questions only by contacting you. Thus it is essential to provide your customers with the ability to easily contact you.

The shopping cart software provides your store with the online feedback forms which are accessible on every product's information page and in a separate department ('Feedback'). After customer fills a feedback form, request is emailed to store administrator.

Feedback forms are secure and protected from spammer attacks.

Link Exchange Tools

Improve your website PageRank by exchanging links with friendly websites. Our software provides you the tools to automate your link exchange campaign:

- ✓ Dedicated department in administrator mode for links campaign management
- ✓ Categorize links
- ✓ Links statuses (verified / unverified)
- ✓ Store visitors can suggest links for publishing

Integrated with Google Analytics

Google Analytics (www.google.com/analytics) is a comprehensive web analytics system. Google Analytics tells you everything you want to know about how your visitors found you and how they interact with your site.

To start tracking your shopping cart activity with Google Analytics is as simple as getting your invitation to Google Analytics and then merely input your account number into the system. It's all that simple! After doing this you will see your store visitors statistics and sales in your Google Analytics account.

Integrated with Google Checkout, PayPal and major payment gateways

the software is integrated with Google Checkout (Level 2), PayPal (Website Payments Standard and Pro) and over 25 payment gateways which provide real-time credit card processing services.

With a few clicks in your online store backend you can activate any of available payment systems/gateways and configure it simply by entering information about your account at this system/gateway.

For example, to start accepting PayPal orders (payments) you only have to enter your PayPal account email address.

Search Engine Optimized pages (SEO)

We have designed the software such that your store web pages will suit all major principles of search engine optimization, e.g. product name is inserted into page's title, headers (h1) and images captions (alt), META keywords and description are editable for each product and category. Pages are easily readable and free from superfluous HTML tags.

Every store page is accessible within a few clicks. In addition to the fact that it makes it easy for users to navigate in your store, it allows Search Engine robots to index all pages and spread page rankings (e.g. Google PageRank) among your store effectively.

Plus many more features...Ready To Get Started?

So are we. There's nothing we love more than sitting down with our clients and collaborating on innovative strategies that produce the results you're looking for.

E-Commerce

Installation, development and content development for a shopping cart (including a digital certificate). Demo site to see various feature can be viewed at <http://www.csmediagroup.com/ecommerce/> (please note that the system will be modified to meet your specific needs and features).

The e-commerce system will includes the following features:

Site Management

- Control multiple websites and stores from one Administration Panel with ability to share as much or as little information as needed
- Multi-Lingual
- Support for localization
- Support for multiple currencies
- Administration Permission System Roles and Users
- Web Services API for easy integration to any third-party application
- Flexible tax rate management with support for US and International markets
- Fully 100% customizable design using templates
- Customer Groups
- Content Management System for Informational Pages

Mobile Commerce

- iPhone Optimized

International Support

- Multi-Lingual
- Support for Multiple Currencies
- Tax rate support
- Localization
- Configurable List of Allowed Countries for:
- Site Registration
- Shipping Destination Addresses with ability to specify per shipping method
- Billing Addresses with ability to specify per payment method

Marketing Promotions and Tools

- Flexible Coupons (pricing rules) with ability to restrict to stores, customer groups, time period, products, and categories.
- Catalog Promotional Pricing by percentage or fixed amount with ability to restrict to stores, categories, products
- Free Shipping Option

- Multi-Tier Pricing for quantity discounts
- Bundled Products
- Customer Group-specific pricing and group-specific tier pricing
- Landing Page Tool for Campaigns
- Search Engine Friendly URL's
- URL Rewrites
- Recently Viewed Products
- Recently Compared Items
- New Items Promotional Tool
- Up-sells in Shopping Cart
- Cross-sells on product pages
- Send to a Friend for all visitors, or registered users only
- Send Wishlist to a Friend by Email or RSS
- RSS Feeds for New Products, New Specials and New Tags
- Auto-generated Site Map
- Google Site Map
- Polls
- Newsletter Management

Search Engine Optimization

- 100% Search Engine Friendly
- Google Site Map
- URL Rewrites give full control of URL's
- Meta-information for products and categories
- Auto-generated Site Map for display on site
- Auto-Generated Popular Search Terms Page

Checkout

- One-Page Checkout
- SSL security support for orders on both front-end and back-end
- Shipping to multiple addresses in one order
- Checkout without account/Guest Checkout
- Shopping Cart with tax and shipping estimates
- Checkout with account to use address book
- Option to create account at beginning of checkout
- Accept gift messages per order and per item
- Saved Shopping Carts with configurable expiration time

Shipping

- Integrated for real-time shipping rates from: UPS, UPS XML (account rates), FedEx (account rates), USPS and DHL
- Shipping to multiple addresses in one order
- On-site order tracking from customer accounts

- Multiple shipments per order
- Ability to specify allowed destination countries per method
- Flat rate shipping per order
- Flat rate shipping per item
- Free Shipping
- Table rates for weight and destination
- Table rates for product sub-totals and destination
- Table rates for number of items and destination
- Drop Ship products module (optional)

Payment

- Configurable to authorize and charge, or authorize only and charge on creation of invoices
- Integrated with multiple PayPal gateways
- Integrated with Authorize.net
- Integrated with Google Checkout (Level 2)
- Saved Credit Card method for offline payments
- Accept Checks/Money Orders
- Accept Purchase Orders

Order Management

- View, edit, create and fulfill orders from admin panel.
- Create one or multiple invoices, shipments and credit memos per order to allow for split fulfillment
- Print invoices and packing slips
- Call Center (phone) order creation. Includes ability to create new customer, or select existing customer and view shopping cart, wishlist, last ordered items, and compared products list, as well as select addresses, give discounts and assign custom prices
- Create re-orders for customers from administration panel.
- Email Notifications of Orders
- RSS feed of New Orders

Customer Service

- Contact Us form
- Feature-rich Customer Accounts
- Order History with Status Updates
- Order Tracking from Account
- Forgot Password Email from front-end and administration panel
- Order and Account Update Emails
- Customizable Order Emails
- Create and Edit Orders from the Admin Panel

Customer Accounts

- Order status and history
- Re-orders from account
- Recently ordered items
- Address Book with unlimited addresses
- Default Billing and Shipping addresses
- Wishlist with ability to add comments
- Email or Send RSS feed of Wishlist
- Newsletter Subscription management
- Product Reviews submitted
- Product Tags submitted
- Account Dashboard for overview of: recent orders, personal information, newsletter subscription status, primary billing address, primary shipping address, shopping cart, wishlist, recently ordered items, recently reviews and recent tags

Catalog Management

- Inventory Management with Backordered items, Minimum and Maximum quantities
- Batch Import and Export of catalog
- Batch Updates to products in admin panel
- Simple, Configurable (e.g. size, color, etc.), Bundled and Grouped Products
- Virtual Products
- Customer Personalized Products - upload text for embroidery, monogramming, etc.
- Tax Rates per location, customer group and product type
- Attribute Sets for quick product creation of different item types
- RSS feed for Low Inventory Alerts

Catalog Browsing

- Layered / Faceted Navigation for filtering of products
- Static Block tool to create category landing pages
- Ability to assign designs on category and product level (unique design per product/category)
- Configurable search with auto-suggested terms
- Recently viewed products
- Product comparisons
- Recently compared products

Plus many more features...Ready To Get Started?

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- Cross-sells, Up-sells and Related Items
- Popular Search Terms Cloud
- Filter by Product Tags
- Product Reviews
- Breadcrumbs

Product Browsing

- Multiple Images Per Product
- Product Image Zoom-in Capability
- Product Reviews
- Related Products
- Stock Availability
- Multi-Tier Pricing Upsell
- Product Option Selection
- Grouped Products View
- Add to Wishlist
- Send to a Friend with Email

Analytics and Reporting

- Integrated with Google Analytics
- Admin Dashboard for Report Overview
- Sales Report
- RSS feed for New Orders
- Tax Report
- Abandoned Shopping Cart Report
- Best Viewed Products Report
- Best Purchased Products Report
- Low Stock Report
- Search Terms Report
- Product Reviews Report
- RSS feed for New Reviews
- Tags Report
- RSS feed for New Tags
- Coupon Usage Report
- Total Sales Invoiced
- Total Sales Refunded
- Best Customers Report by Total and Number of Orders