

Shopatron®

ECOMMERCE FOR MULTI-STORE RETAILERS

HOW TO REACH US

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*Sell more online.
Sell more in stores.
Sell more with Shopatron.*



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CoexPrivate

Shopatron PRIVATE Order Exchange

eCommerce for Retailers

Looking for a smarter, simpler way to sell more... online AND in stores?

Look no further than Shopatron.

Shopatron, the #1 eCommerce solution for branded manufacturers for a decade, also has solutions for multi-store retailers. Shopatron is the only eCommerce solution in the world that will use your eCommerce program to drive shoppers into your store.

What is retail-integrated eCommerce for multi-store retailers?

Shopatron's patent-pending CoexPrivate order exchange allows multi-store retailers to access all available inventory, both in a warehouse and on store shelves, for online sales. And in the process, the private order exchange will send customers into your stores to pick up their orders, as many shoppers prefer.

Why use shopatron?

Nobody has done retail-integrated eCommerce longer, and nobody does it better.

Founded in 2001, Shopatron revolutionized the way brands, distributors and retailers work together to sell products online.

Today, Shopatron serves more than 1,000 manufacturers and 12,000 retail partners in North America and Europe, and is still the only retail-friendly eCommerce system that satisfies the needs of both groups.

Shopatron's value-oriented eCommerce solution not only integrates seamlessly into your website, but offers a full range of delivery options for shoppers – helping retailers like Sport Chalet, Sevenoaks Sound and Vision and Wild Birds Unlimited sell more on their sites and drive more foot traffic into their retail locations.

How it works:



Sale is made on your website.



The website passes orders to the Shopatron private order exchange, which assigns orders to the appropriate retail location.



Customer picks up their order in-store or has the order delivered, according to their preference.

Shopatron

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Benefits of Shopatron eCommerce

Drive foot traffic into stores.

The top goal of most retailers is to drive traffic into their stores where their merchandising and salespeople can do their job. Shopatron supports this goal by turning online purchases into in-store pickup, where, statistics show, those shoppers purchase more.

Access all inventory.

Say goodbye to inventory silos. With Shopatron eCommerce, online shoppers can purchase from all of your inventory, whether it is in your warehouse or sitting on the shelves in your stores.

Access additional sales from Shopatron brands.

As the eCommerce solution for over 1,000 brands, Shopatron passes thousands of orders from those brands to retailers like you. Access those orders through the same eCommerce system that is processing orders from your website to create a whole new revenue stream for your business.

Outsource eCommerce headaches.

Your business is running brick and mortar stores, not an online store. Why not let Shopatron's end-to-end eCommerce solution take care of the hassles associated with eCommerce including online and phone customer support, fraud management and online marketing.

Implement quickly and forget about it.

As a hosted platform, Shopatron's eCommerce solutions can implement quickly as a full website or, using robust integration options, as an add-on to your existing website. And once implemented, the solution will be automatically updated to keep up with online trends while you worry about your primary business.

onBlocks SITE & STORE PLATFORM

- » Full website or online store
- » Website management system
- » Store locator
- » News/events
- » Advanced product visualization
- » Video integration
- » Product reviews
- » Promotions
- » VIP/Pro Store
- » Mobile commerce

Coex Private ORDER EXCHANGE

- » Order management
- » Payment processing
- » Distributed fulfillment
- » In-store pickup
- » Express shipping
- » Product management
- » Shopatron affiliate network traffic and sales generation
- » Detailed reporting
- » API integrations

1TEAM CUSTOMER SERVICE

- » Around-the-clock support through North America and European support centers
- » Proactive fraud management
- » Dedicated customer care
- » Retail location direct support
- » Technical support including online/email support options

Professional Services WEB DEVELOPMENT & MARKETING

- » Web design, development and deployment
- » Website hosting
- » eCommerce implementation support
- » Email marketing
- » Search Engine Optimization
- » Paid search engine marketing
- » Social media marketing
- » Affiliate marketing
- » Online advertising

866-625-5050

What retail clients
are saying
about Shopatron

"We went out to look at eCommerce platforms and Shopatron had the best customer service and support team. When we contacted them you could tell it was well run. We felt most comfortable with their procedure and how it would work for our company."

- Don Fleury, President and CEO, Creative Car Audio

"It is imperative that we offer our customers an exciting online experience that is meaningful and complements what we offer in our Sport Chalet stores. Our efforts will create stronger customer loyalty and drive traffic to our stores while at the same time increasing sales."

- Craig Levra, Chairman and CEO, Sport Chalet

"We first became a Shopatron fulfillment partner, which was great because we could sell our inventory online at full margin. Based on this success we decided to proceed with setting up our own eCommerce website, but we had little experience with online business. We found that Shopatron was the right company that could teach us, support us and help us avoid any pitfalls around eCommerce."

- Susan Lahout, Managing Director of eCommerce,
Lahout's Country Clothing and Ski Shop