

A highly robust yet flexible and scalable ecommerce platform, tradeIT combines leading edge ecommerce, advanced content management and innovative marketing functionality. tradeIT is specifically designed to help pure play online and multi-channel retailers to sell more whilst delivering superior online experiences to their customers.

- ☑ Attraction
- ☑ Engagement
- ☑ Conversion
- ☑ Re-engagement

Proven performance from live environments...

5,000,000 +

Price variations in a single website

1,000,000 +

Products in a single site

10,000 +

Orders per day through a single site

Key capabilities

Product Information Management
Highly flexible, scalable and proven B2C & B2B ecommerce platform and hosting services

Centralised platform accommodating multi point integrations with your supporting ERP, CRM and Finance systems.

Fully customisable to meet individual and highly complex business requirements.

Flexible to support an array of business models, integrating multiple sales channels, suppliers and distributors.

Manage multiple sites both B2C & B2B, using multiple languages and multiple currencies.

Boost sales using the advanced promotions & offers engine.

Integrated mail order and telephone ordering.

Constantly evolving platform with new releases and features designed to give you a competitive edge.



Ecommerce CMS



- Product Information Management
- Web Content Management
- Community & Social Media

Order Management System



- Customer Management
- Mail & Telephone Ordering (MOTO)
- My Account & Customer Service

Basket & Checkout



- Flexible Checkout Options
- Stock Checks & Allocation
- Payment & Shipping

Merchandising & Marketing



- Promotion Engine
- Advertising System
- Email Marketing

Next Generation Ecommerce Platform

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The next generation ecommerce platform

Red Technology's tradeIT™ is a feature rich e-commerce platform that can be quickly customised to leverage your brand online and attract, convert and retain more customers. The platform seamlessly combines full multi-site content, merchandising and e-marketing tools. Manage your portals, intranets, extranets, B2B and B2C online shops in-house to drive sales forwards while seamlessly communicating with your fulfilment and Enterprise Resource Planning systems. Pre-integrated customisable and upgradeable functionality helps to future proof the solution.

“Selecting Red Technology and tradeIT is the best business decision I have ever made”

Leon Hughes
Ecommerce Director, Maxinutrition

Ecommerce Platform Architecture

1. Storefront / Website

The tradeIT platform can present multiple web sites, in multiple languages. Highly scalable, the system can manage content for multiple domains, automatically presenting personalised content, including branding, languages, B2B account management and B2C e-commerce

2. Administration system

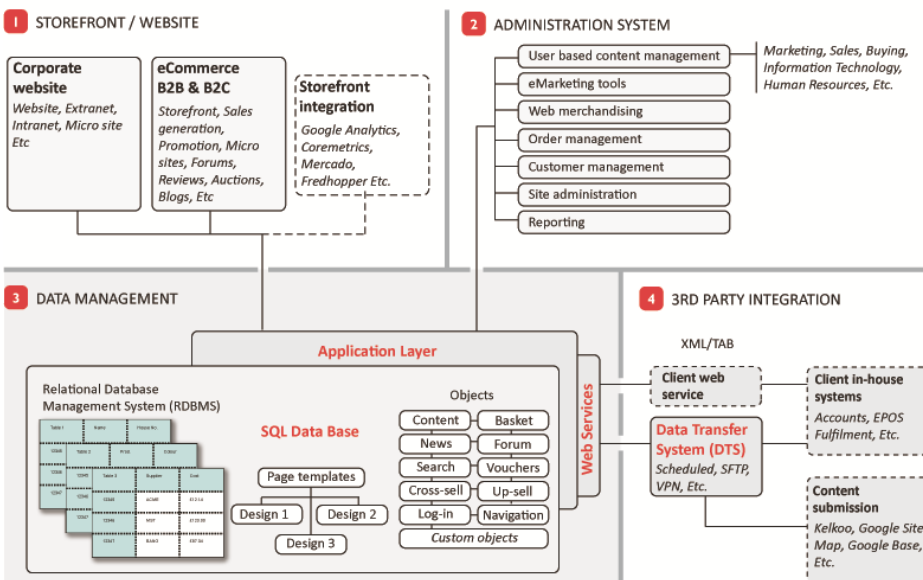
Administer multiple site content, customer accounts, online trading and e-marketing via a web based interface. Multiple administrators control their own content, wherever they are in the world. Can be hosted separately from web servers to reduce server load for

3. Data Management

Hosted over single, or multiple servers, with backup redundancy; ensures rapid deployment to multiple web sites. Securing your data while communicating with 3rd party and in-house systems. Scalability to expand with your business and data storage requirements. PCI com-

SQL 2008 ASP.NET
TradeIT TradeIT

tradeIT | Ecommerce Architecture



About Red Technology

A leading UK e-commerce solution provider since 1996; our development specialists have built more than 400 CMS enabled e-commerce solutions selling products and services online. Our customers include high street and specialist retailers, B2B suppliers and large corporations from across the UK.

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Platform highlights

- Feature rich e-commerce solution designed to **attract, convert & retain** more customers.
- PCI compliant
- Advanced rules based promotion engine.
- Internationalised, multi-site, multi-lingual platform.
- Built in content management system with powerful and easy to use on page editing.
- Create interactive user experiences using social media and user generated content.
- Powerful B2B and B2C e-commerce
- In-built e-marketing and email campaign functionality.
- Very search engine friendly.
- Close 2 way integrations with supporting business systems.
- Websites tailored to client requirements, brand, market sector and users.
- End to end solutions encompassing consultancy, design, development, integration, e-marketing, hosting and support.



Ecommerce CMS :
Product Information Management (PIM)

Centralised Product Management

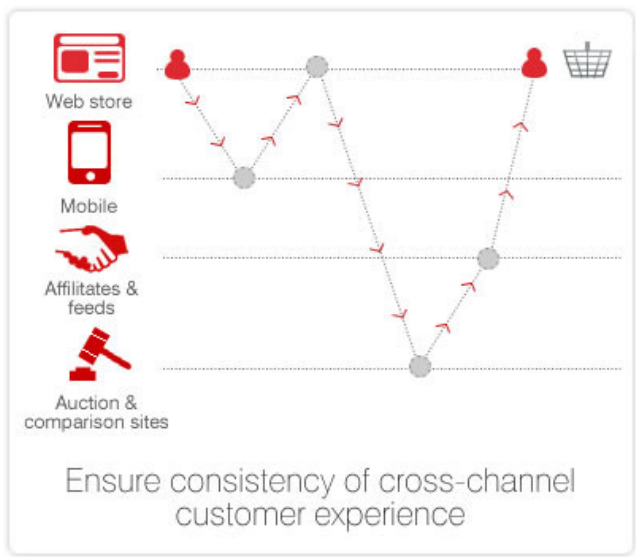
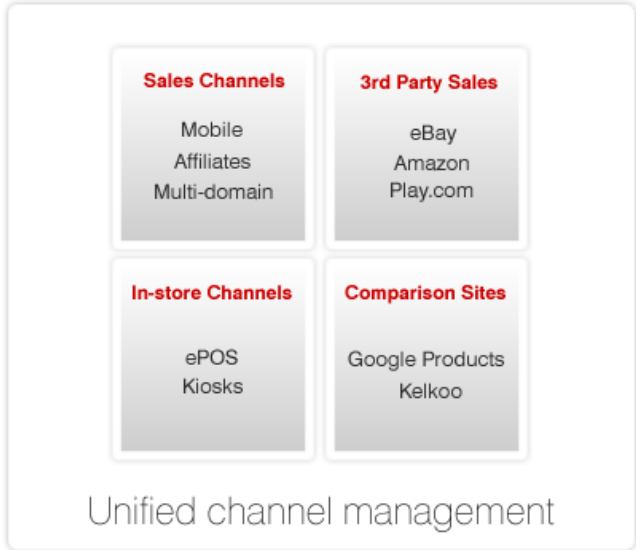
- Aggregate all of your product data using tradeIT's PIM create a central repository of accurate, up-to-date content assets for use in online and offline channels. Create and change product information without having to involve your IT department.
- Unlimited product attributes can be created against each individual product as you require through the PIM. tradeIT's flexible taxonomies architecture enables multiple association of products across categories, related products and product groupings.
- Centrally update and manage product pricing, multiple price lists and add pricing in multiple currencies through the PIM.
- Clear and intuitive interfaces using simple navigation, at-a-glance status icons, and advanced search and filtering capabilities make it quick and easy to make changes using the PIM.
- Manage assets related to your products ensuring that all of your assets such as images, rich media, documents, and other digital assets are associated with the relevant products.

Multi-channel & Cross-channel

- Multi-channel and multi-domain controls allow vendors to set which products and information is available through which channels or domains using the PIM.
- Control which products are available in which channels and domains.
- Centrally manage the user experience across all channels from one master system ensuring consistency and maximum productivity.
- Schedule automatic feeds sending product data out to your channels such as comparison shopping sites such as Google Shopping & Kelkoo.

Manage all of your content in one place, through one system at one time.

Content is still king! With this in mind we believe that by combining Product Information Management, Web Content Management, Social Media & Community tools we've created the ultimate integrated ecommerce content management system.



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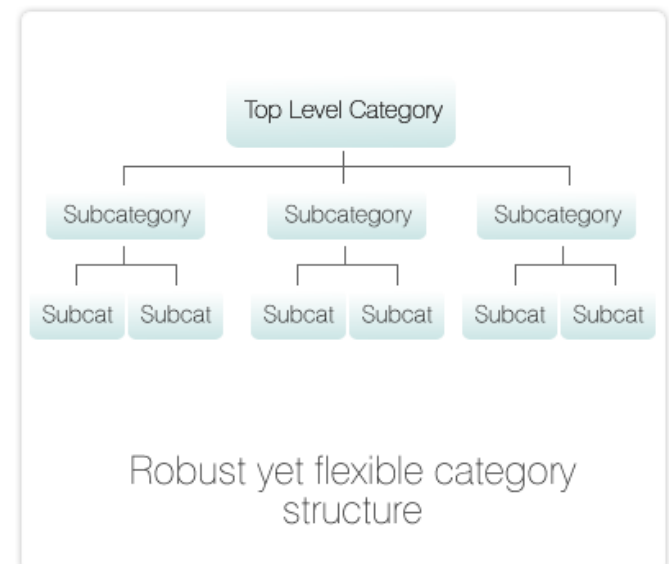
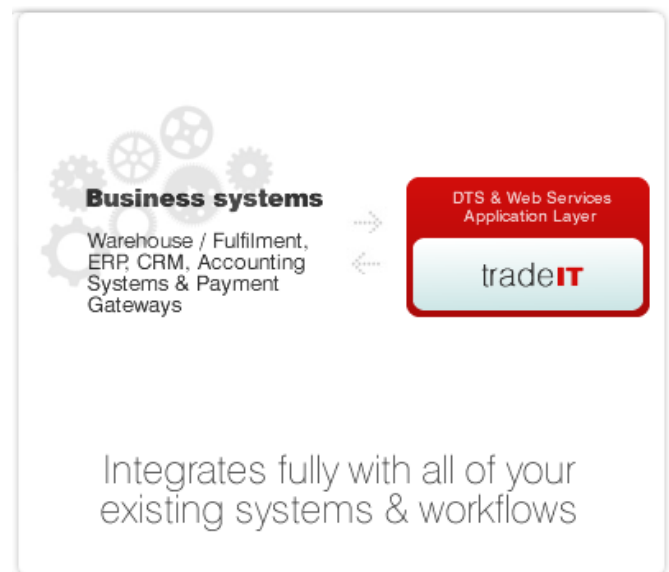
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Ecommerce CMS : Product Information Management (PIM)

Product Catalogue

- Centrally enrich product information using the PIM, adding detailed information, multiple images, views and zooms, multi-lingual content, pricing and related downloadable content.
- High capacity PIM handling an unlimited number of products
- Category structure allowing you to create an unlimited number of top level and sub categories.
- Setup different product types such as Gift Vouchers, Digital (pdf, mp3 & video), Testers, Events, Subscriptions & Donations as examples.
- Configure the characteristics of a product and its components using product attributes. Examples of product attributes include colour or size variations and purchase options such as buy online, pre-order or collect in store.
- Manage products enriching them with translations into other languages, multiple images, links to downloadable content, through the administration system
- Integrate with your ERP system, feeding structured product data into the system. The product data can then be enriched through the administration system and then delivered through any channel.
- Use the bulk import/export facility to download the product file make changes and then re-upload it.
- All feeds can be managed via Red's Data Transfer Scheduler using Web Services, TAB or XML.



The one you need

A central channel-neutral hub, for managing all aspects of the user experience across all channels.

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Ecommerce CMS : Product Information Management (PIM)

Product Content Management

- Multiple options for adding, editing and removing products either using the Product Management Console (PMC) or the mass import / export tool which accepts TAB, CSV & XML. These processes can also be automated through integration with a ERP / Warehousing system
- Manage product images using the advanced image manipulation tool, automating image resizing and the generation of multiple product views and thumbnails from a single image.
- Upload and manage associated product downloads such as downloadable manuals.

Multi-lingual

- Store text and rich media content translated into multiple languages.
- The PIM is capable of storing any language including those using double-byte characters such as Chinese, Japanese and Korean.
- Storefronts can be configured to display Semitic and non-Semitic languages.

Price Lists & Multi-currency

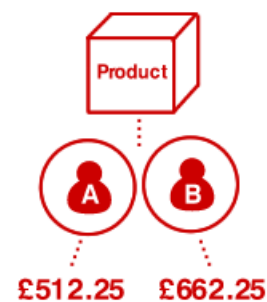
- Handles highly complex pricing models, multiple / unlimited price lists with control over which customers see what prices.
- Display personalised pricing to specific customer groups right down to an individual account level.
- Manage pricing in any currency and accept multiple currencies through a single site.
- Track referral URLs to display personalised pricing based on where a user arrives on site from.
- Give options to toggle between RRP and trade pricing.



Fully localise your websites with language translation and local currencies



Auto-generate multiple image views, thumbnails and zooms from a single image



Display personalised pricing to specific customer segments down to individual account level

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Ecommerce CMS : Product Information Management (PIM)

Facets

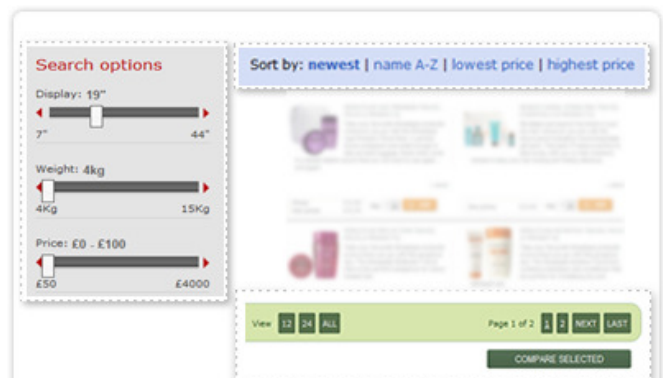
- Deliver a fast and successful search experience to your users.
- Multi-faceted and layered navigation for advanced filtering and sorting based on user defined criteria for search results and for product categories
- Faceted classification gives the users the ability to find items based on more than one dimension.
- Define and control facets against each product.
- Enable facets within search results and category / product listing pages.

Search...

- Fast site wide searches returning accurate results
- Multi-faceted search allows customers to sort, apply and remove filters on the results
- Sorting (price, name, new products, star rating - or other fields specific to the project)
- Pagination (customer can also choose the number of products to display at any one time)
- Filtering (customer can filter the list of products by applying filter options)
- Maintainable dictionary for handling misspellings, synonyms, alternative and related terms.
- Matching of products to be included in the record set is configurable; you can choose which fields should be used to match products against the search term and how they should be matched against the search term e.g. partial match or full match.

Intuitive tools for site search

tradeIT's advanced search features enable you to provide your users with prompt and accurate search results first time. Successful searches increase engagement and reduce bounce rates.



Highly configurable / flexible navigation including facets, sorting and pagination

if Search term = Garden Tabel
then Show results for = Garden Table
and Ask did you mean Garden Table?

Handling misspellings, synonyms, alternative and related terms

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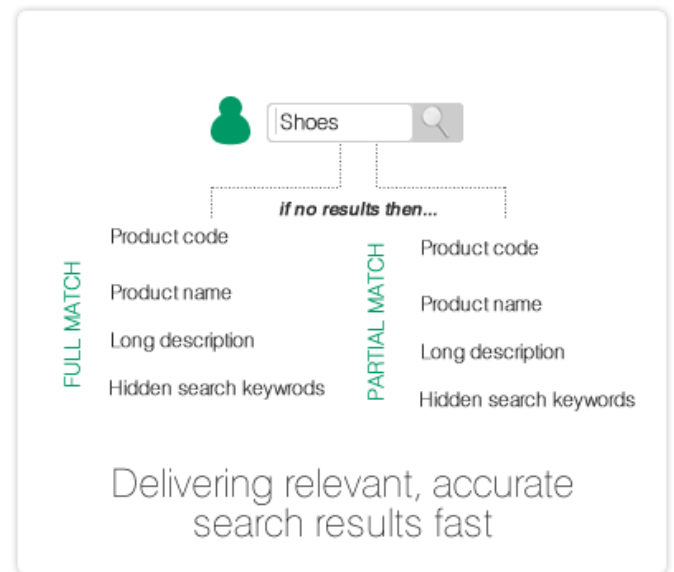
Ecommerce CMS : Product Information Management (PIM)

...Search

- Configurable search sweeps means that on the first sweep you could attempt to match the search term using a full match against the product code, then if no results are found, do a sweep against product name, product long description, product hidden search keywords description using a full match and then if still no results do a final search of a partial match in product code, name, description, hidden keywords.
- Vendors can create and control hero products to trigger with specific search terms. These can be positioned above or to the side of the products set.
- Promotional areas for ads and banners. These can be set to display against specific search terms and can be configured to display offers, products or even content pages.
- Data rich search results (descriptions, product attributes, add to basket etc).
- Customise “no results found” page with suggested products and promotional teasers to minimise exit rates.

I need a hero!

Entice customers by merchandising relevant hero products to display alongside search results. Relevant hero cross & up-sells = bigger baskets & better conversion.



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Ecommerce CMS :
Web Content Management (WCM)

Web Content Management (WCM)

- The WCM's Inline editing allows content managers to create and edit webpage content directly through the storefront.
- Create and management content translated into multiple / any languages including those using double-byte characters (Chinese, Japanese, etc).
- Gallery components make it easy to customise pages, swapping in and out design elements such as image carousels, jQuery, videos / players, Flash, forms and layout components.
- Built-in review workflows allowing administrators to review content before it's published.
- Configure pages to display to specific customers by customer group.
- Each content can be displayed using a different template giving merchants total flexibility and tight control over the look and feel of the site.

Rich Media Asset Management

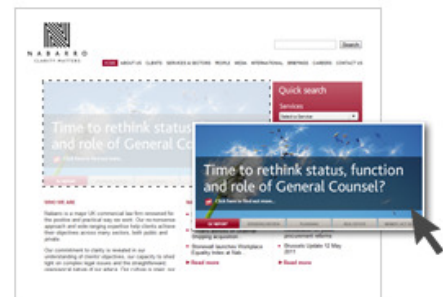
- Enrich your websites by effectively leveraging using images, flash, text, videos and downloads.
- Navigate to find your media using the media manager, which allows you to find media quickly and easily using Tree View, Search Terms or by image size.
- Swap media, jQuery and layout components in and out of pages

Creative & intuitive ecommerce content management

Enrich your ecommerce stores with relevant content, increasing length and depth of customer visits and positively effect conversion and brand loyalty.



Fully localise your websites, creating & managing content in any language



Leverage your digital assets & enrich your web pages

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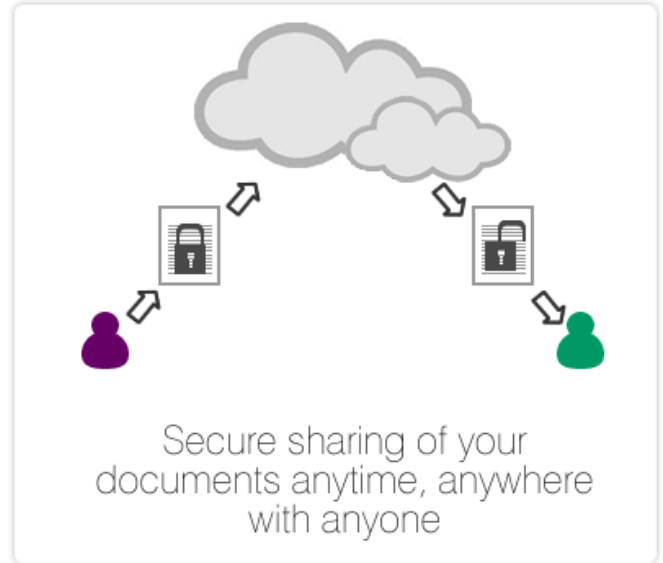
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Ecommerce CMS :
Web Content Management (WCM)

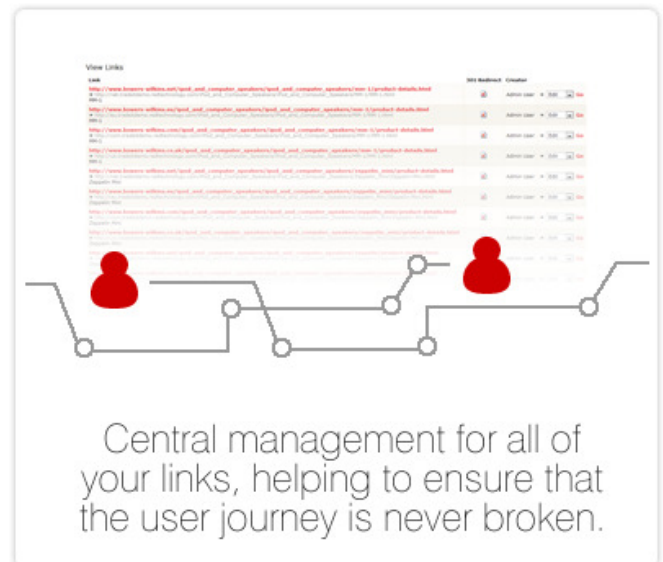
Document Management

- A single secure repository to manage any content. Upload documents, video, images, and even audio
- Secure uploading and sharing of documents with anyone, anywhere at anytime
- Cloud based document storage for global round the clock access



Links Manager

- Manage all of your 301 redirects making transitions between websites and structural changes smoother by maintaining your links within Google & other search engines.
- Create custom 404 pages to ensure that the user experience is upheld.
- Report on broken links across your site(s) ensuring that the user journey is never broken.



Form Builder

- Using the form building wizard quickly create forms for use anywhere on your site. The flexible form builder options enable you to create forms for any purpose.
- Set a message to display when the form is submitted.
- Add as many fields as you would like
- Automatically re-direct users to a specific URL upon form submission.
- A single form can be placed on multiple pages and these instances are tracked so they can be easily removed or changed If necessary.



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Ecommerce CMS :
Community & Social Media

Facebook Plugins, Pages & Insights

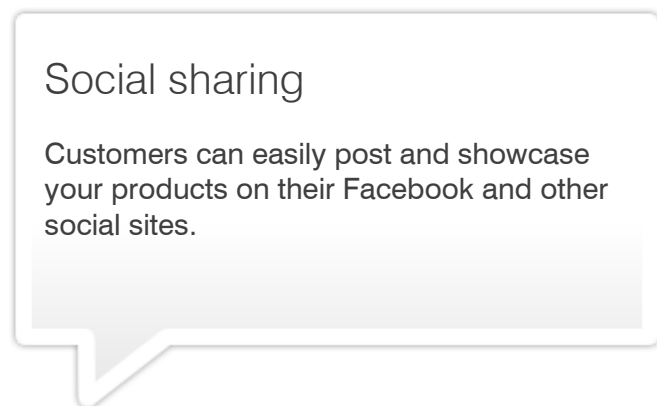
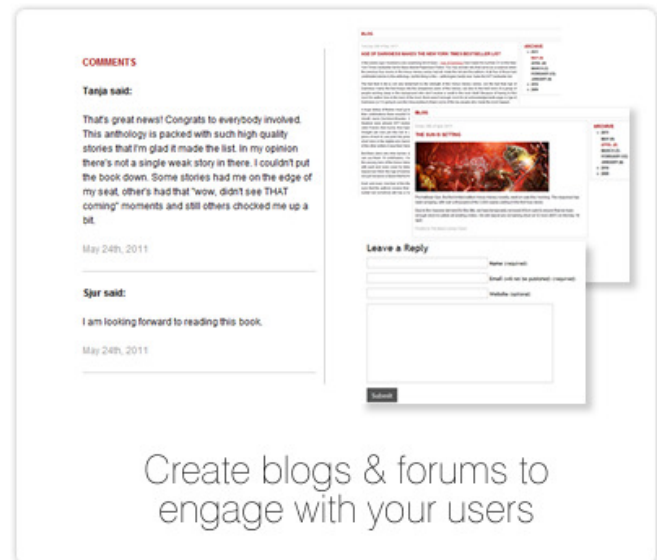
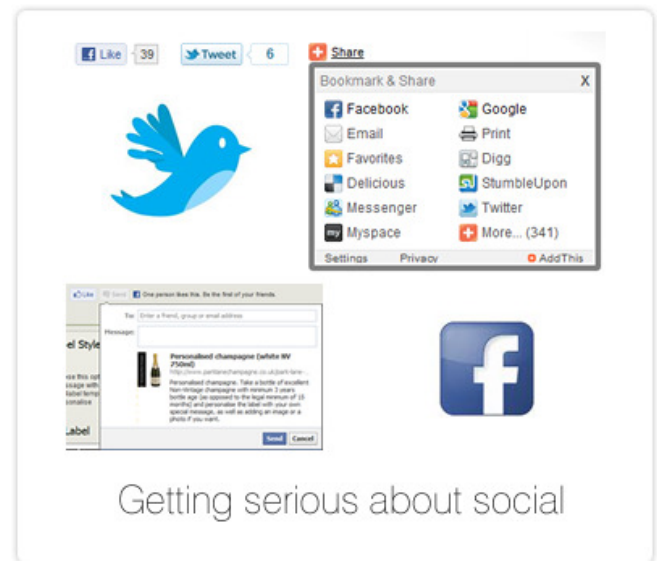
- Facebook Like Button, Send Button, Activity Feed, Facepile, Comments & Recommendation plug-ins
- Facebook Pages can be created and maintained by Red using our professional Facebook services.
- Facebook Adverts can be created and maintained by Red using our professional Facebook services.
- Insights & Open Graph Reporting for interactions with your Facebook plug-ins.

Social Bookmarking & Sharing

- Email a friend
- AddThis social bookmarking & sharing widget.
- Twitter feeds

Blogs

- ConductIT's built-in media and download managers give you control over the rich media content incorporated in your site. The media manger allows you to effectively control, manage, implement and display all your images, documents, video's and other rich media quickly and easily
- Content can be created by anyone, specific users or user groups
- Allow or restrict user comments
- Moderate comments to publish, edit or reject
- Archive your posts by date
- Registration for users
- Embed rich media into posts including images, videos and flash objects
- Custom email notifications with control over email templates
- Natural URLs for SEO



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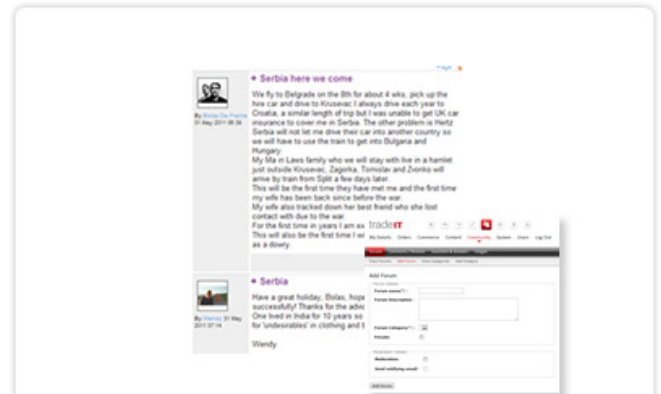
Ecommerce CMS :
Community & Social Media

Forums

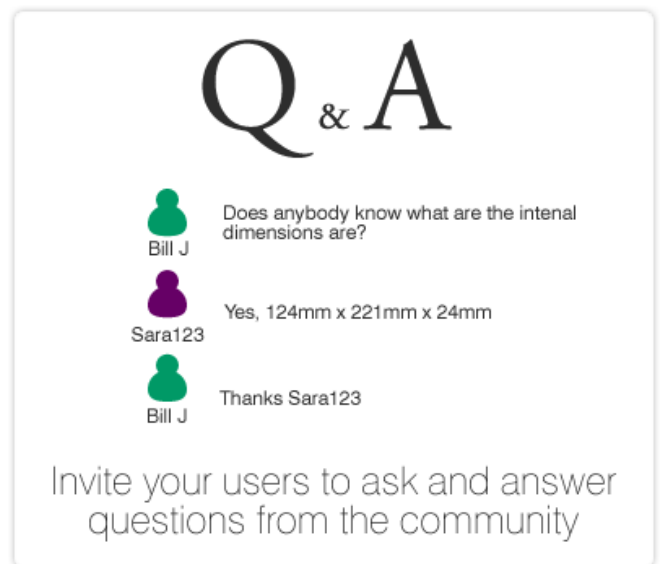
- Quick to setup and customise
- Create moderator groups giving control over all posts
- Create private forums or blogs only giving certain user groups access
- Setup your forums and blogs to use specific categories
- User profiles with avatars
- Lock threads down with moderator rights
- Moderators can create sticky threads
- Users uploads / attachments
- Custom email notifications with control over email templates
- Registration for users
- Natural URLs for SEO

Question & Answers

- Invite users to post questions and reply to other questions from the community.
- Append the Q&A against specific products or pages.
- Rules can be configured to require users to have / create an account before being able to submit content. Also any content submitted can be subject to a review workflow requiring authorisation before being pushed live.



Moderator controls for forums & blogs



Invite your users to ask and answer questions from the community

Building an engaged community online

tradeIT CMS' suite of community and social media tools can help you build an online community.

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Ecommerce CMS:
Sales Channels & Feeds

Mobile Commerce

- Device / browser specific store templates optimised for mobile use
- Device specific mobile applications
- Integrations with the Apple app store and mobile payment gateways
- Device friendly templates & designs optimised for touch control and screen sizes.

Affiliates & 3rd Party Sales Channels

- Setup and manage XML feeds to take advantage of comparison sites, affiliate networks and 3rd party sales channels such as Google base, Kelkoo, Affiliate Window, Amazon & eBay.

Data Transfer Scheduler

- Red's Data Transfer Scheduler and Web Services application manages and automates data feeds in and out of tradeIT and your other systems.
- Manage multi-domain data transfers.
- Import and export of products, product data and customer records.
- Importing packing slips and updating return statuses to help ensure a smooth post checkout order process.
- Complete mass imports / exports of data using CSV files.
- Automatically update product stock levels
- Importing Product and Product Category Translations, and their Attributes.
- Error Handling with error notifications and automated alerts for tasks.

Promoting your products and increasing your sales

Merchants can setup and manage any number of XML data feeds allowing them take full advantage of comparison sites such as Google Base & Kelkoo and affiliate networks such as Affiliate Window.



Launch your mobile channel



Control all of your feeds. From comparison sites through to affiliates and 3rd party sales channels

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Order Management System (OMS)

Order Management

- tradeIT gives you total control over your orders.
- Configurable / customisable order workflows to suit your business.
- Comprehensive search and filtering options finding orders you want to view or update. Filter to show orders by status, from and to dates and free text search across fields including Order Number, Billing First Name, Billing Last Name, Billing Postcode, and TransactionID.
- View detailed order information down to individual order line items.
- Order status can be automatically or manually updated for the order as a whole and for individual line items.
- Append notes to status updates.
- Via integration multi-channel retailers can upload offline orders to the system, making them available through your online store for customers to view.
- Multi-channel orders separated by domain to track and segment orders by the originating channel.
- Audit payment details and statuses such as, paid or unpaid, payment method, receipt number, receipt value, transaction reference and authorisation code.
- Pre-existing integration for fraud screening using the3rdman.
- Through the Order Management System (OMS) administrators can print orders, invoices and packing slips.
- Receive / process returns and raise credit notes against orders.

Helping you win customer loyalty through great customer service

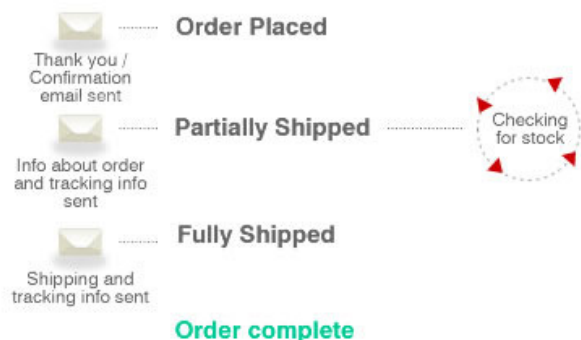
tradeIT's Customer Service Suite combines a number of implementable front end features to help you deliver better customer service and improve the overall shopping experience for your customers

Type	Code	Name	Status	Quantity	Unit Price	Line Price	Line Discount	Line Discounted Price
Product	02	Test Product 2	Not Allocated	1	£224.95 ex Tax	£224.95 ex Tax	£25.00 ex Tax	£224.95 ex Tax
					£224.95 inc Tax	£249.95 inc Tax	£25.00 inc Tax	£224.95 inc Tax

Current Status		Partially Shipped	
Date Changed	From	To	By
23/06/2011 16:00:00	Fully Shipped		Admin User
This status has been updated.			
23/06/2011 16:00:00	Fully Shipped	Partially Shipped	Admin User
Customer has been told that only 2x QTY is available for shipping and so x1 products are on back order.			

Sub Total	£224.95 ex Tax / £224.95 inc Tax
Shipping	£15.00 ex Tax / £15.00 inc Tax
Tax	£0.00
Total	£234.95

Complete order management with custom order workflows providing granular detail down to the line



Custom order workflows to suit your business and give you complete control

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Order Management System (OMS)

Order Management

- View and investigate detailed order histories including past orders for customers.
- View payment, billing and shipping data.
- Comprehensive information for Individual product line items including product type, code, name, quantity, unit price, line price, line discount and line discounted price.
- Click through on customer orders to drill into customer details displaying their customer group memberships, view and update their personal, contact and billing details.
- View detailed order costs including sub totals (Inc & ex Tax), shipping (Inc & ex Tax), tax and total.
- Accountability for changes made to orders using the platform wide roles based permissions system.
- View abandoned orders and re-engage customers through promotions and email marketing communications.
- Configurable auto triggered emails to ensure that customers well informed at each stage, increasing customer satisfaction whilst minimising customer support costs.
- Close two way integrations with back office systems such as ERP, CRM and Accounts packages including Pegasus Opera, various systems from SAP, Microsoft Dynamics, Sage, Exchequer and others.

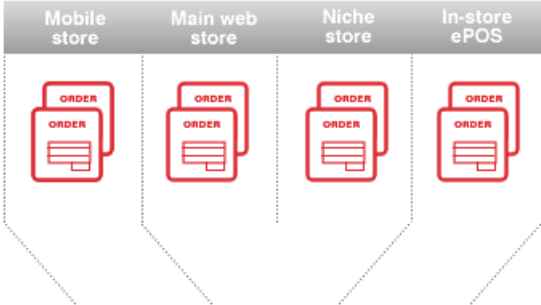
Abandoned baskets = actionable marketing insight

Report on customers who have abandoned their purchases and leverage the data by creating customer groups to drive targeted / personalised emails, promotions, cross-sells, up-sells and ad-



Report on abandoned baskets and leverage the data for marketing

Multiple channels



Multi-channel order management for a joined up solution

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Order Management System (OMS)

Customer Management

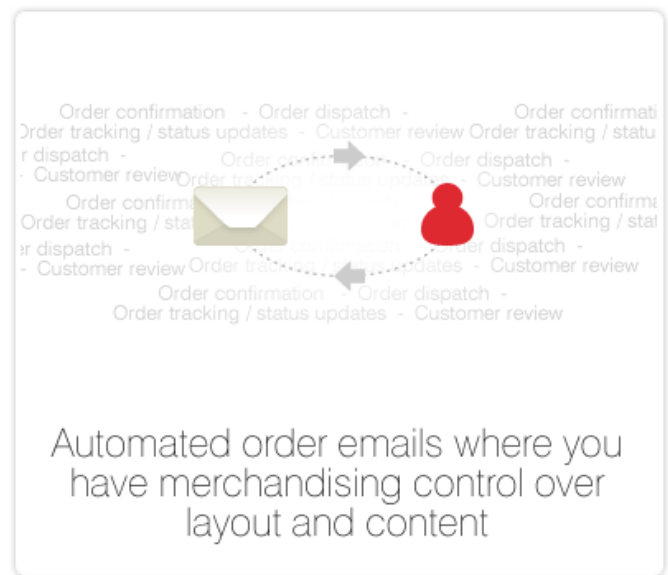
- Setup and manage customer groups, adding customers to specific groups on the fly.
- Automate the process of segmenting your customer base and customer group creation.
- Customers can belong to multiple groups simultaneously and these relationships can be managed.
- View and edit a customer's personal, contact and billing and shipping details.
- Configure payment options against individual customers, setting credit limits, which price list they see, set a minimum order value and whether or not they need a purchase order.
- Online retailers selling B2B can assign customers to a specific company and specify a department within that company.
- Store customer data in attributes against each individual.
- Manage customer login details adjusting email address and log in details.

Automated Order Emails

- Add recommended products and promotions to your communications encouraging repeat purchase and customer loyalty.
- Control the layout and content for your automated emails such as order confirmation, order dispatch, out of stock notifications, order progress (status updates) and follow up & customer review email.

Helping you win customer loyalty through great customer service

tradeIT's Customer Service Suite combines a number of implementable front end features to help you deliver better customer service and improve the overall shopping experience for your customers.



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Order Management System (OMS)

Mail & Telephone Ordering (MOTO)

- Custom storefront templates for call centre operators to process telephone orders and handle enquiries quickly and easily through the website. With the appropriate permissions staff can:
- Create an account
- Place an order
- View orders and their status
- Manage their information
- Manage their returns
- View saved baskets
- View all saved baskets (for multi accounts per customer)
- View back orders

My Account & Customer Service

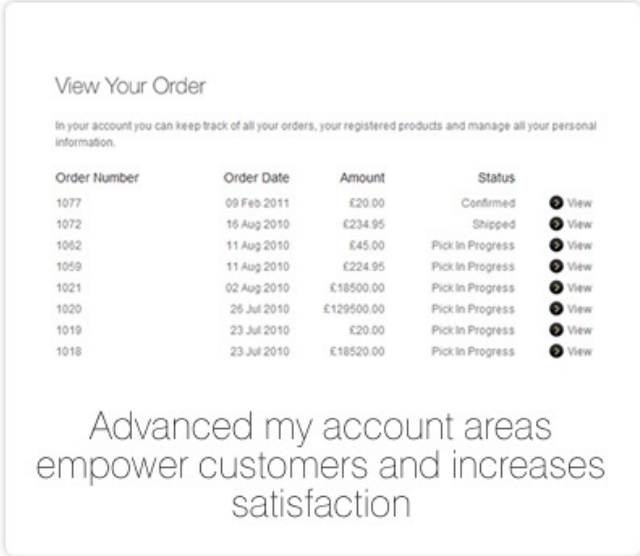
- Through the “My Account” area customers can manage a number of things, ranging from their personal details through to managing their orders.
- Change their password
- Register and manage their products
- Manage their billing addresses
- Manage their shipping addresses
- View their returns
- Subject to the payment provider customers can also return goods.
- View saved baskets
- View all saved baskets (for multi accounts per customer)
- View back orders
- View statements (e.g. invoices)
- Manage members (multiple accounts)
- Service request form

Empower your customers

Giving your customers the tools to view information of their orders past and present, track their recent orders and the ability to easily and securely manage their personal, billing and delivery details will increase customer satisfaction and reduce admin costs.



Mail Order & Telephone Order (MOTO) & customer service screens



Advanced my account areas empower customers and increases satisfaction

Basket & Checkout

Flexible Checkout

- Flexible payment processes to suit a variety of business needs.
- Customers have the option to purchase with or without accounts.
- Non registered customers can create an account at end of the shopping process.
- Customer accounts give access to securely stored data including customer personal details, billing and delivery addresses. Payment details can also be stored.
- Customer accounts displaying order tracking, order history and product favourites.
- Merchandise areas within the basket templates displaying relevant product upsells and promotions

Stock Allocation & Checks

- Configurable rule set which can periodically run checks on the contents of a customer's basket to ensure items are available at the time of payment.
- If items are subsequently become unavailable before the customer completes their purchase this will be communicated to the customer on screen. In this situation vendors can choose to offer a gift voucher, or a promotion code for the customer's next order for their inconvenience.
- Using Ajax within the basket to allow customers to adjust required quantities and remove items whilst re-calculating the basket without reloading the page.
- Basket calculations running to ensure that conditions for promotions and pricing met and accurate before completion.

Stock levels / availability / indicators displayed in the storefront.

Flexible checkout

Reduce basket abandonment and streamline your checkout process. tradeIT enables retailers to optimise their customer's checkout experience, offering both member and non-member checkout options.



Streamlined checkout processes

Ferrari Puma team polo red

Stock indicators to help keep customers informed

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Basket & Checkout

Payment & Shipping

- Integrated with all leading payment gateways, Cybersource, Datacash, WorldPay, SagePay, PayPal etc
- Flexible shipping calculation methods including weights and measures delivery, or delivery bandings with upper and lower thresholds, or a combination of these
- Integration with courier pricing matrixes and order tracking
- Integrate with your existing ERP / warehousing, CRM and accounts systems.
- User defined order workflows for handling product exceptions, different payment and shipping methods.
- Offer customers multiple delivery options. Which options are offered can be driven by a number of criteria e.g. minimum basket value, billing & delivery addresses, product attributes (size, weight, restricted items), stock availability and stock location.
- Flexible tax calculation system dealing with complex tax systems such as US tax.
- Multiple payment methods and workflows.
- Integrated fraud screening using the3rdman.

Basket API

- It is now possible to add products to the basket, update the quantity of the products in the basket, delete products in the basket and retrieve the contents of the basket via a set of SOAP Web Services. This new basket API functionality means that tradeIT's market leading promotions engine and check-out (optional) can now be integrated into an existing ecommerce site.

Multiple shipping options

tradeIT enables merchants multiple shipping options, by weight or by size with any number of zones and rules, configure display order cut-off times as well as expected delivery dates.



Integrated with all leading payment gateways enabling merchants to offer multiple payment options



Plug-in tradeIT's basket and promotions capabilities to an existing ecommerce site

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Merchandising & Marketing

Promotion Engine

- Rules based promotions management
- Target specific customer groups with personalised promotions
- Session specific offers; can be triggered by a customer filling out a feedback form, referring a friend, arriving on site via a PPC or an affiliate or by entering a specific URL
- Discounts include: % off an order, % off a product (s)
- £,\$ or euro off an order, £,\$ or euro off a product(s)
- Buy x get y Free
- Fixed price product(s)
- Free products
- Free shipping
- Get cheapest free
- Bundles; Buy 2 get 1 Free
- Buy x product(s) from a specific manufacturer and get y free
- Built-in email marketing capabilities.
- Create and manage email marketing campaigns.
- Simple web browser operation for non-technical users.
- Email template manager for improved productivity.
- Recipient list management including bounce backs and (un)subscriptions.
- Plain text or HTML email intelligent delivery mechanism.
- Click through reporting.
- Integration with CRM allows full cycle campaign management.

Market leading promotion engine

Take the driving seat and improving engagement, basket size and ultimately revenue. See how your business can benefit from one of the most powerful ecommerce promotion engines on the market.

Buy 3 from these selected products and get 10% off

Buy 1 get a free gift or free sample

5% off your order when you spend £50 or more

£15 off E7247 Speaker

10% off E7247 Speaker

*Use coupon code DISC10 for 10% off selected products
Spend £50 and get 10% off, spend £100 and get 20% off*

Buy 1 get 1 free

Free gift wrapping

Buy E7247 speaker and get 10% off a pair of headphones

*Buy any 2 pairs of headphones and get the cheapest free
Free shipping when you spend £100*

Compose complex discounts



Report on the success of your promotions and offers

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Merchandising & Marketing

Advertising System

- Manage advertising areas across your site targeting specific customers with adverts
- Merchandise advertising zones across your store-fronts, creating engaging product displays, relevant up-sells, cross-sells and promotions.
- Adverts can be configured to display within a page, these areas adverts are displayed within a template are known as advertising zones.
- Configure adverts to display either as pop-ups triggered by a specific action or an advert can be setup to display within a template.
- Schedule adverts to display on site and disappear automatically using the time and date selectors, helping you to plan and automate merchandising and promotional activity.
- Define customer marketing groups, selecting specific customers to target with adverts based on their grouping and or location. Customer marketing groups can be created on the fly using a number of sources of information including abandoned baskets & promotions.
- Display adverts based on what a customer has searched for using the on-site search. A match based on keywords searched will then display adverts relevant to the customer's search phrase within the search results template.
- Link adverts in with the promotions engine, presenting targeted / personalised discounts and offers.

Targeted and personalised content & promotions

Target content and promotions to the right customers, at the right time using tradeIT's adverts system.

Target specific users with tailored adverts, based on their grouping, location & search terms

Configure your ad content to either display within the webpage or as a pop-up

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Merchandising & Marketing

Email Marketing

- Built-in email marketing capabilities.
- Create and manage email marketing campaigns.
- Simple web browser operation for non-technical users.
- Email template manager for improved productivity.
- Recipient list management including bounce backs and (un)subscriptions.
- Plain text or HTML email intelligent delivery mechanism.
- Click through reporting.
- Integration with CRM allows full cycle campaign management.

Built-in email marketing

Create and send mass emails through Red's tradeIT ecommerce platform. Targeting specific users with communications.



Create and manage email campaigns, reporting on opens, clicks and links

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Design, Integrations, Testing and Hosting

Design

- Red provide a full design service delivering the wow factor whilst ensuring that best practice usability guidelines are followed.

Integrations

- Easily integrates with 3rd party applications such as CRM & ERP systems via Red's DTS and Web Services application Layer. The DTS application manages and automates data feeds in and out of tradeIT and your other systems.
- Manage data transfers for multiple channels & domains.
- Exporting Google Sitemaps to ensure they contain a complete and up-to-date list of pages, aiding search engine optimisation.
- Complete mass imports / exports of data using CSV files.
- Error Handling with error notifications and automated alerts for tasks.

Testing

- Cross-browser testing ensures consistent presentation, compliant code and adherence to web standards.
- Load testing
- User Acceptance Testing (UAT)

Hosting

- Red cater for shared to multiple dedicated hosting environments using our facilities in Oxford and London.
- The system will be comprehensively monitored and engineering support 24x7.

Brining it all together

Red's tradeIT ecommerce platform is a fully integrated solution, centralising the management of websites delivering a superior experiences to users. Red has a range of professional services to complement the delivery of best of breed ecommerce solutions.



Comprehensive cross-browser testing and strict adherence to W3C standards



From shared to multiple dedicated hosting environments covered by 24x7 support

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