

OXID Platform Features

CONVERSION & REVENUE
#SHOP MARKETING

oxid-esales.com

The sales growth of B2B exceeds that of B2C many times over and will continue to increase strongly in the coming years. Multi-channel and multi-touchpoint strategies should therefore not only be thought of in channels but also in “business” and “consumer” target groups! What do you need for it? A central basic infrastructure that knows how to serve both worlds.



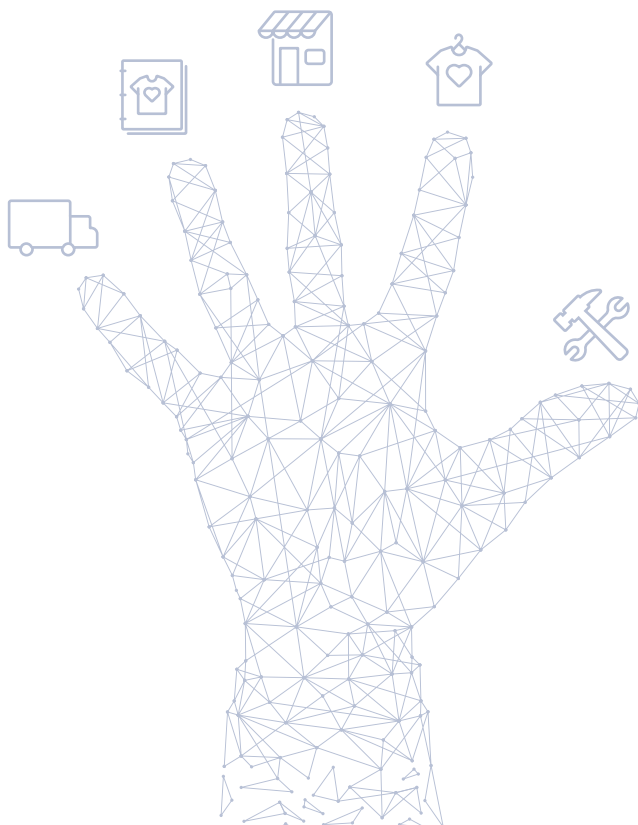
B2B2C SCENARIOS AND INDUSTRY SOLUTIONS

- + **Wholesale** | Seamless integration is the key to orchestrating a wholesaler and reseller portal with POS connectivity
- + **Mail order business** | Classic sales channels get their digital counterpart and perfectly networked services
- + **Retailers** | Local retailers and online pure players are growing with customer experience and platform concepts
- + **Brands** | Brand manufacturers become the digital focus for end customers and intermediaries, locally and virtually
- + **Manufacturers** | Industry 4.0 combines production and sales; D2C concepts open up the consumer market



B2B SPECIAL FEATURES

- + Graphic interface to manage rights and roles in the admin interface
- + Definition of roles/rights for the management of different work structures (e.g., “editor”, “product manager”, “accounting department”, etc.)
- + Back-end rights allocation concerning menu structure and tabs (full access, read-only, no access)
- + Definition of access rights to products and/or categories for users and/or user groups
- + The shop’s rights management regulates access rights in the shop front-end for user groups (e.g., “See long text”, “Add to shopping basket”, etc.)
- + Approval processes/workflows
- + Customer-specific information (prices, stock, conditions and catalogue views)
- + OCI punchout (optional module)
- + Individual offer
- + B2B2X support



Every business model has to be measured by the reality of daily performance. New digital trends are first an experiment, then a campaign, and finally a solid planning component. There are many small steps in the communication and everyday service on which success and growth are based. That's why quick adaptability of processes and the flexibility to introduce new tools become your competitive advantage.



“TACTICS COME AND TACTICS GO, BUT DIGITAL MARKETING WILL ALWAYS COME DOWN TO TWO THINGS: TRAFFIC AND CONVERSION.”

Ryan Deiss, CEO, digital marketer



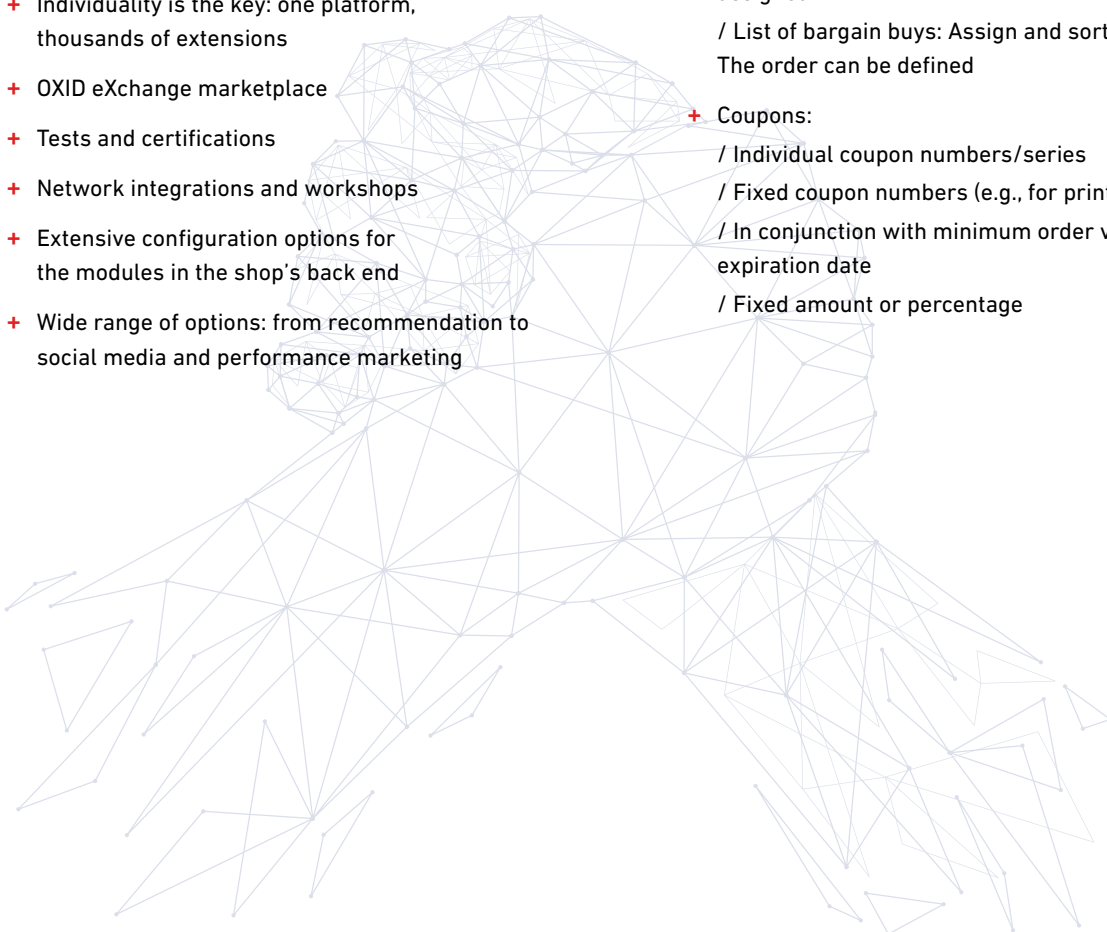
MODULARITY AND EXTENSIONS

- + Individuality is the key: one platform, thousands of extensions
- + OXID eXchange marketplace
- + Tests and certifications
- + Network integrations and workshops
- + Extensive configuration options for the modules in the shop's back end
- + Wide range of options: from recommendation to social media and performance marketing



MARKETING AND PROMOTION

- + Large, automatic and operable banner carousel
- + Manufacturers' brand sliders (brand logos can be assigned)
- + Products are easy to create and edit via promotions:
 - / Main bargain buy: The first product is displayed. When it is sold out, others move up
 - / Offer of the week: Display and sort all assigned products. The order can be defined
 - / Themed promotion (e.g., favourites): Display and sort all assigned products. The order can be defined
 - / Just arrived: Can be dynamically generated or explicitly assigned
 - / Categories: Display and sort all assigned products according to their main category. The order can be defined
 - / Top seller: Can be dynamically generated or explicitly assigned
 - / List of bargain buys: Assign and sort products. The order can be defined
- + Coupons:
 - / Individual coupon numbers/series
 - / Fixed coupon numbers (e.g., for print advertising)
 - / In conjunction with minimum order value and expiration date
 - / Fixed amount or percentage



Your customers are in charge. They know their own wishes and expect them to be met in the most efficient and convenient way possible. From the first contact to successful storytelling, targeted after-sales promotion and performance marketing. For lasting customer loyalty, all elements of your customer and folder management must interlock. We have bundled the best practice elements that will lead you and your customers to the destination.



ORDER PROCESSES UNDER CONTROL

- + Free definition of the minimum order value
- + VAT can be defined per product
- + As long as the customer is not logged in, VAT will be calculated based on the default country.
- + Accept T&C and right of withdrawal, incl. link to T&C and right of withdrawal
- + Confirm customer information (checkbox) with link to customer information
- + Order receipt confirmation with the order number displayed
- + Automated sending of order receipt confirmation, can be edited using Smarty variables
- + Automatic email to customers when products have been shipped, can be activated
- + Creating PDFs (invoice and delivery note)
- + DTAUS export (from order number)
- + Packing list
- + Coupons can be accumulated or used only once per customer or order
- + Exclusion of coupons for certain categories or products
- + Discounts:
 - / Discount absolute, percentage or gift
 - / Temporary or can be assigned to category, user group and others
- + Cross-selling and up-selling using explicit assignments of products (cross-selling via related products, accessories)
- + Rich Media support during product presentation
- + Reviews can be moderated by the admin before approval
- + Product tagging (Tag Cloud) per product (specified by the registered user)



“PEOPLE DON'T WANT TO BUY A QUARTER-INCH DRILL, THEY WANT A QUARTER-INCH HOLE.”

Theodore Levitt, Harvard marketing professor



CUSTOMER MANAGEMENT

- + Customer groups can be defined (e.g., wholesalers, end customers, etc.)
- + Initial classification into visitors and customers
- + Automatic group allocation of customers depending on turnover is possible
- + User management with order history and payment methods
- + Characteristics of multiple products can be compared via product attributes in a table view
- + Guest order (purchase possible without registration)
- + GDPR-ready
- + “Double opt-in” process for subscription to newsletters (as an email in HTML or text format)
- + Permanent shopping baskets for registered customers
- + RSS feeds to include, for example, “Top of the shop”, “Just arrived”, categories and search results
- + Reviews with stars, including comment (for registered users)
- + Registered customers have a password-protected customer area for managing personal data, lists and subscriptions
- + Several admin users can be managed
- + Customer password not visible in the Admin panel, but a new one can be set
- + EU Cookie Directive (can be activated in the Admin panel)

Effective sales planning starts with good content and the right go-to-market strategy. However, accurate customer knowledge and the right tools are the real drivers of a captivating customer journey and an exciting shopping experience. The core elements of your solution – such as analysis, scoring and data maintenance – become more valuable the deeper they are integrated and the more consistently they are used. Keep in mind that with the right tools, you will always acquire process know-how.



“PERSONALISATION IS NOT ABOUT FIRST/ LAST NAME. IT’S ABOUT RELEVANT CONTENT.”

Dan Jak, Email Insider



SEARCH

- + Interfaces and modules of all error-tolerant search technologies: FACT-Finder, ElasticSearch, Findologic, Makaira and others (optionally available)
- + Basic search function (included by default):
 - / Product search function can be configured using several data fields or within categories and manufacturers
 - / You can set whether a product is allowed to be displayed in the list of search results
 - / Additional keywords can be edited to search for specific products
 - / Configurable display of the search result (e.g., sorting, gallery/list)



INTERNATIONALISATION

- + Central language management (any number of languages possible); comes with German and English
- + Multilingual shop and admin panel
- + Multi-client system: easy set up of country-specific shops
- + Date, currency and time formats can be set
- + Free definition of shipping methods (country-specific)
- + English-language support for manufacturers
- + Documentation available in English



CONTENT AND PERSONALISATION

- + Complete design freedom when creating content with individual widgets
- + Creating shopping worlds with direct access to the shop's database, with full compliance with the shop style (keeping the corporate design)
- + Central image management for use in visual CMS
- + Uploading and creating content using drag & drop, even without technical skills
- + Selection of popular widgets for landing pages such as sliders, item boxes, headers, promotions, etc.
- + Simple creation of powerful widgets (display in the front-end and input masks in the back-end)
- + Personalisation, optional



MULTI-CHANNEL – MULTI-TOUCHPOINT

- + OXID eShop Flow Theme (bootstrap-supported, fully responsive design for the perfect display on mobile devices)
- + Responsive and customisable for mobile templates
- + PWA or native app via platform partners, such as Shopgate, or as an individual solution
- + Full multi-channel capability with OXID POS

ABOUT OXID eSALES

OXID eSales AG is one of the leading providers of e-commerce solutions. Based on the OXID Platform, scalable, modular and high-end online shops for any industry and business model can be set up and operated efficiently. In the B2C segment, companies like Bitburger, Trigema, AIDA and Calida have put their trust in OXID. This comprehensive solution for B2B shop operators is used, among others, by Mercedes-Benz GTC, Carl Zeiss, 3M and the German Postal Service. The modular standard software is implemented by more than 150 solution partners according to individual needs. An ever-expanding open source community provides new, market-relevant stimuli. With online shops, mobile and Point of Sale (POS), OXID eSales covers the entire multi-channel spectrum.



GO YOUR OWN WAY

From documentation and community power to training, freelancers and module certification: OXID eSales offers everything for your own rapid, future-orientated development.

Ask us about additional features of the OXID Platform:

- + COMMERCE ARCHITECTURE
- + SCALE AND GROW
- + CUSTOMER EXPERIENCE
- + TEAM COMMERCE



FURTHER INFORMATION

How to master the individual challenges of your industry with OXID

