

# TheStudio.com | InstanteStore Features and Functionality

Sign up for a free trial through my site @

<http://www.theistudio.com/muse/instant-estore/>

## STORE SETUP

- Bulk upload products
- Import existing database
- Batch upload product images
- Programming & designing skills not required
- Add on unlimited products
- Select your target market

## SHOPPING CART

- Shipping calculator
- Different layouts for cart & checkout pages
- Address book function for easy checkout
- Seamless check-out process
- Built in shipping and tax calculation
- Multiple shipping and payment options
- On screen shopping list

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## STORE DESIGN & LAYOUT

- Attractive fully customizable template designs
- Unlimited main/sub-categories
- Create up to 4 levels of sub-categories
- Variety of page layouts
- Easy text customization
- Convert your store to other languages
- Add on additional pages
- Upload additional files and images
- Thumbnail, large and blow-up image views
- Built-in WYSIWYG HTML editor

## SALES & MARKETING

- Affiliate program module
- Easy newsletter broadcasting system
- Customizable auto generated e-mails
- Run targeted e-mail campaign
- Set quantity discounts
- Issue individual gift certificates or in batches
- Issue discount coupons
- Website survey
- Advertisement tracking module
- Preferential pricing for loyal customers

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## STORE ADMINISTRATION

- Different access level for multiple store Admin
- Browser-based control panel
- User-friendly graphical interface
- Tour & HELP button to assist you
- All-in-one order viewing mode
- Automated packing slip printing
- Order update
- Automated confirmation e-mails
- Route administrator e-mails to different individuals

## MERCHANDIZING

- Cross-sell products
- Bulk pricing module for multiple-unit purchases
- Wholesale selling feature
- Mass wholesale price update
- Currency converter
- One click Featured, On Sale & Front Page products
- Inventory control module
- Unlimited product options (with optional surcharges)

- Easy download of products
  - Supplier/Dropshipper module
  - Password restriction for suppliers/dropshippers
  - Automatic price recalculation for product options
  - Product personalization
  - Show audio/video presentation
  - Products can appear in multiple categories
  - Temporarily de-activate products
  - Sell downloadable products
  - Password protected pages for personal content
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## **PAYMENT OPTIONS**

- Accept real-time credit cards  
Click to view supported payment gateways
- Accept PayPal payments
- Offline credit card processing
- Accept payment in any currency
- Accept checks, P.O and C.O.D.
- For other payment options not listed, pls contact us

## **SHIPPING & TAX CALCULATION**

- Set up to unlimited shipping methods
  - Automatic UPS ship rates calculation
  - Automatic USPS ship rates calculation
  - Supports international shipping
  - Ship by price, quantity or weight
  - Set minimum/maximum shipping charges
  - Offer free shipping
  - Tax calculation (country, state or county)
  - Tax exemption for specific customers
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## **SALES ANALYSIS**

- Sales report
- Best selling products report
- View your store's top visitor's day of the week
- Traffic reports
- Top payment method used
- View cart abandonment percentage
- Sales by customer report

## **CUSTOMER RELATIONSHIP MANAGEMENT**

- All customers orders stored in database
  - Order tracking ability
  - Your customers can view their order history
  - Repeat customer recognition, ie returned customers will be greeted
  - Returned customers do not need to key in their information upon checkout
  - Search your customers by demographics
  - Password entry for wholesale customers
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## **SECURITY**

- Full HTTPS/SSL support included
- Password protected administrative access

## **RELIABLE E-COMMERCE HOSTING**

- Very Fast hosting
  - Multiple OC12 connections
  - 24x7 monitoring
  - Daily back-ups
  - 99.9% uptime guarantee
  - Hosting & Network infrastructure
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