

---

## CORE MODULES

---

Adbee Shop is focused to make e-commerce better.

This is accomplished in 2 steps: providing you with sophisticated and easy-to-use tools to manage and grow your business — and providing your customers with natural and intuitive shopping experience, which actively eliminates barriers and leads them to a successful purchase.

These are the core modules of Adbee Shop which set it apart and give you serious competitive advantage:

- Stock & inventory management
- Unlimited products and categories
- Layered navigation
- Advanced filters
- Faceted search with autocomplete suggestions
- On-page SEO
- Personalized shopping experience
- Responsive design
- Seamless ERP and POS integration
- Secure checkout
- Custom iOS, Android and smart TV shopping apps for your e-shop

## PRODUCTS

---

Whether you sell physical or digital products, it's the customer experience which ultimately decides if your visitors leave — or if they become your loyal customers. With Adbee Shop, we have invested a tremendous effort to create a platform where your visitors can get the special treatment they desire and deserve.

Adbee Shop thus serves the role of a well-informed and helpful shop assistant, leading customer from start to finish, providing guidance and creating a truly user-friendly shopping environment.

This creates a more pleasant experience, which means customers will spend more time in your e-shop. And the more time they spend, the more likely they are to buy from you and come back for more.

Use these features to enhance customer experience and profitability:

- Product compare, recommendations and reviews
- Up-sell & cross-sell, similar and related products (during shopping process as well as in the shopping cart)
- Digital products

- 
- Unlimited products and categories
  - Quick product view
  - Structured parameters
  - Printable product pages
  - Advanced product filters
  - Downloadable product documents
  - Last viewed products
  - Wishlist
  - Bulk product import and export
  - Hi-res product images

## SHOPPING PROCESS

---

Shopping process is a crucial aspect of e-commerce and often a make-or-break point. Majority of visitors leaves an e-shop where the shopping process is complicated or where they can't smoothly get to what they are looking for.

Which is why Adbee Shop is built to create a shopping environment where you get to your goal quickly, simply and securely. It also actively removes any barriers and leads customers' attention and activity towards successful purchase while adding value and providing fast and secure payment and consequently a comprehensive overview of order status.

All of this creates a powerful result — namely an e-shop where the shopping is smooth and even joyful. After all, the most purchases are made where the shopping is easy. These features make the difference for both your customers and you:

- Cart abandonment email
- Persistent shopping cart for reducing cart abandonment
- Personalized messages and gift wrap
- Gift and discount vouchers
- One-click payment checkout
- Order status notifications
- Order confirmation email with attached invoice
- Shipping confirmation email with tracking number
- Geolocation and international commerce support
- Multi-currency payment
- Automatic shipping costs calculation (based on weight, order cost)
- Integration of all available payments modules and installment plans
- Thank you page with social media share integration
- Mobile-ready
- Customer accounts
- Custom pricing and shopping cart rules for individual customer segments
- Custom VAT and shipping rules according to products and language versions
- Automatic shipping costs
- PCI DSS standard for maximum security
- SSL certification

- Password and cookies encryption + advanced security
- Payment options for high-risk industries
- Secure shopping cart

## E-SHOP MANAGEMENT

The importance of good e-shop management can't be overstated. It's easy to find yourself managing your e-shop 24/7, without having a spare minute to actually strategically grow your business in the first place.

Adbee Shop automates most of the e-shop management and makes the rest comfortable and simple. This means you can spend more time to work on your business and on the crucial decisions only you can make — choosing the proper products, servicing the most valuable clients etc.

This is how Adbee Shop makes your life easier and your e-shop better:

- Integration with ERP and CRM systems
- Multi-language support
- Synchronization with accounting and stock supply systems
- Automatic shipping directly from your e-shop
- Customer data export
- Advanced administration roles
- Dashboard with sales statistics
- Stock supply administration + notification of low stock supply
- Unlimited shipping companies and destinations
- Custom rules for shipping, delivery and discounts
- Automatic daily backup
- Visual text editor + HTML editor
- FAQ's
- Breadcrumbs
- Custom watermark
- Inventory tracking
- Search results management

---

## MARKETING & SEO

---

The better relationship you have with your customers, the better your business will be doing. Which is why Adbee Shop goes above and beyond to provide you with a truly comprehensive set of marketing tools.

You can thus easily and comfortably set up customer loyalty program, use social media to drive customers to your e-shop or employ customer surveys to better learn about needs and wants of your customers. All of this directly translates into increased success and profitability of your e-shop:

- Personalized shopping experience (Last viewed, Most popular, Often bought with...) for increased performance and profitability
- Loyalty programs
- Customer segmentation
- Management of banners and advertising formats
- Customer surveys
- Product reviews
- Customer satisfaction emails
- Custom URL for every product and category
- Google Site Map
- Meta descriptions of products and categories
- Newsletter integration
- Social media sharing and recommendation
- Facebook news and products integration
- YouTube video and Google Maps embedding

## ANALYTICS & REPORTING

---

Adbee Shop makes running your e-shop easier and ultimately more profitable. To complement its functionality, we also provide you with a host of option to extract even more value and performance by integrating cutting-edge analytics and reporting tools.

Thanks to this, Adbee Shop serves to grow your business over a long time:

- Google e-commerce tracking
- Advanced analytics tools: Hotjar, Clicktale, Crazy Egg, Exponea
- Order & sales tracking
- CMR integration
- Helpdesk integration
- Retail analytics integration
- CRM integration
- Helpdesk integration