



# Features & Benefits

Volusion shopping cart software is packed with tons of useful features to automate your entire business. From building and managing your website, to processing orders, to marketing, to tracking results, you'll find Volusion is your company's integrated Internet shopping solution.

## **Easy to Implement, Customize & Use**

Use our free, user-friendly templates to design and customize your website and storefront. Our import/export wizard quickly allows you to upload your customer and product data from any database or spreadsheet—if you convert your existing Yahoo! Store to Volusion, it's free! Customers can easily edit their account information and track their orders, and our unique Executive Dashboard allows you to monitor your company's vital signs at any time, keeping you abreast of sales, returns and inventory.

## **Flexible, Fast & Failsafe**

Because we use Microsoft's SQL Server 2000 database, the industry leader in reliability, stability and speed, your customers will enjoy a fast, flexible shopping experience. Customize your store to incorporate a multitude of user-interface tools, such as search capabilities, product details, referrals to related products, wish lists, coupons, quantity discounting, free shipping, sale prices, gift-wrapping and gift certificates. Our shopping cart features "crash protection," so that if your customers are unable to complete their transactions, their items will remain in their shopping carts until they return.

## **Automated & Integrated**

Volusion's shopping cart solution is fully integrated with Live UPS, FedEx, USPS and DHL Worldwide, enabling you to power-ship orders and your customers to easily track their packages. You can also check your stock status instantaneously, manage your inventory and assign vendors to specific products or product categories. Use our forms package to generate customized purchase orders, invoices, packing slips and shipping labels that reflect your company's brand identity, and use our automated reporting tool to track returns, ROI, financials and sales by customer or product.

## **Search Engine Optimized**

Because we know it's important for your customers to find your store quickly when searching for a particular product or service, Volusion offers search engine optimized (SEO Optimized), strategically placed keywords, meta tags and text that helps you get top rankings for all your products.

## **Empowered to Help You Increase Sales**

Stay in touch with your customers with Volusion's email newsletter capabilities, which help you spread the word about sales and special offers, and then track customer responses to determine the effectiveness of your marketing strategies. Attract additional customers with our affiliate marketing system, and receive feedback from your customers with our product-review feature.

## **Supportive for Clients & Customers**

Free 24-hour telephone tech support means that you will never be without instant resources to troubleshoot problems or receive answers to your questions. We also provide you with complete documentation within the administration area, plus additional manuals, helpful tutorials and a support knowledge base. Help buttons located throughout the control panel help you with administration and our storefront help tool enables your customers to find exactly what they need.