

Introducing

3dcart Version 3.2

New Features Overview

The Mobile & Social E-Commerce
Starts Now!



3dcart | mcommerce



iPhone / SmartPhone Template

The mCommerce addition to the 3dcart platform provides a complete mobile interface for visitors shopping your site on an iPhone or favorite smartphone. This includes optimized pages for Home, Products, Categories, View Cart and Checkout. Visitors can easily browse and add products to their cart and checkout, all within the Mobile interface.



Admin Panel Web App

This application allows Store Owners to access the store's control panel via mobile devices. The app provides a snapshot of daily activities, access to Orders, Customers and Products as well as the ability to reply to CRM tickets or update Order statuses.

3d SocialCommerce

3dcart's SocialCommerce provides merchants with an easy, simple, yet innovative way to get immersed in the social media and be a part of the real-time web.



Blog

This built-in feature allows you to create a blog within your store with just a few clicks. The Blog automatically uses the dynamic design elements from the website, eliminating the need of re-creating the design elements on a third party location; automatically increase your SEO efforts by having the Blog within the same domain name as the website and store. 3dcart's SocialCommerce auto suggests content, allows you to schedule posts, and provides an industry standard RSS feed to provide syndication capabilities for your blog.

Social Widget

Integration with Widgetbox makes the complexities of sharing your products on the web simple. With the use of a script your products can be shared on just about any website, including: Facebook, MySpace, Blogger and iGoogle.

3d SocialCommerce

Facebook Store

Reach more visitors by easily adding your online store directly to your Facebook Fan Page within its own tab. Select which products are displayed, such as products within a specific category, Home Specials or items "On Sale". Merchants can empower their affiliates with the ability to create their own online stores within their Facebook profiles and choose which products will be displayed. SocialCommerce will automatically add the appropriate affiliate tracking code and affiliates will automatically get credit for any sales.



Facebook "Like" Button

The Facebook "Like" button enables users to make connections to your pages and share content back to their friends on Facebook with one click. Since the content is hosted by Facebook, the button can display personalized content whether or not the user has logged into your site. For logged-in Facebook users, the button is personalized to highlight friends who have also liked the page

Social Bookmarking

Share your products and promotions anywhere and boost traffic to your site. It only takes seconds to install the "AddThis" social bookmarking tool and it's free! Your product pages will provide your visitors with the ability to share products with their friends via Twitter, Facebook and other social networks.

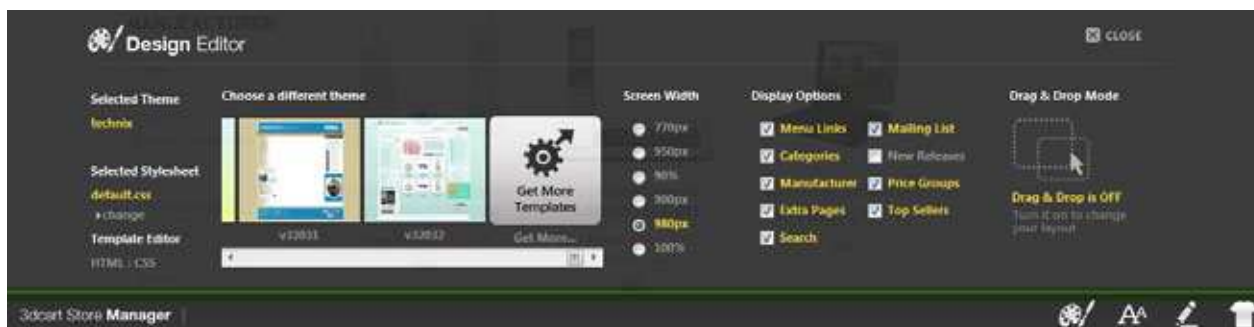


Twitter & Facebook Updates

Update your Twitter and Facebook accounts from the convenience of your store's control panel. With 3dcart SocialCommerce, you'll be able to post to Twitter and Facebook directly from your online store. SocialCommerce easily provides you with a place to announce promotions, product links, or whatever else you'd like to tweet about, all with the touch of a button.

Admin Quick Design Bar

A front-end design toolbar that allows store administrators to easily change between templates, adjust the width of your site and hide/unhide elements. You can also add products, categories, and much more. The built-in Drag 'n' Drop feature allows moving elements between the left and right bars of the website without having to modify the HTML!



Scheduled Email Scripts

Product Reviews Email

Automatically email customers that recently received an order to request a Product Review. Use this to easily collect reviews to improve the content of your product pages and encourage customers to place new orders.

Not Completed Orders Email

Increase conversions by automatically emailing visitors with open "not completed" orders or abandoned carts, offering special promotions or inquiring if there were any issues that prevent them from checking out.

SmartCategories™

These special types of product categories will automatically classify products in real time based on their settings or content. Setting up a new category with the use of SmartCategories™ will populate it with products such as sale items, new releases, free shipping items or a simple keyword search.

3dZoom

The new 3dZoom will instantly display a large, zoomed version of your product's image when a visitor places the mouse cursor on top of the image. 3dZoom also includes an image gallery that features smooth transitions for a greater user experience. Uploading a large image to the product via the store manager, automatically enables 3dZoom without the need of uploading additional images via FTP.



YouTube Video Search

The full emergence of the power of video in e-commerce is noticeably bringing products to life, improving visitors experience and increasing conversions. The YouTube Video Search allows easily searching YouTube from the 3dcart Control Panel, selecting a related video, whether it's a product review, demonstration or viral commercial; and displaying it within your product pages.



Picnik Image Editor

Easily adjust your product images from your 3dcart Control Panel with Picnik Image Editor. Picnik is a powerful photo editing tool that works within your browser and is integrated with 3dcart. Picnik has a number of one-click tools, including auto-fix, exposure, colors, and red-eye correction, which require no prior experience at all. Other features, like rotate, crop, resize, and sharpening, can be controlled with easy-to-use controls.



RSS Feeds

The RSS feeds are used for syndicating regularly changing content on a web site. You can open an RSS feed with any RSS reader and look for new content on the site, or you can set up a server-side script to parse the feed and display the content of the RSS on another web site. 3dcart has a built in feature to publish featured items, on sale items, new releases, best sellers, and blog posts to an RSS feed.

Quick Search

Front-end Search

The built-in Quick Search functionality in 3dcart allows visitors to easily find products within your store by displaying product matches as the user types in the search box. Quick product results are "suggested" to the visitor as they type the keyword.

Admin Quick Search

Easily find Orders, Products and Customers using the improved search from the 3dcart Admin panel. A real time preview of your possible search term will display as you type.

Newsletter SmartLists™

The Newsletter SmartLists™ dynamically group customers or mailing list subscribers based on their history, allowing to easily send out newsletters to all customers who ordered a specific product, placed an order within a specific date, have an unpaid order, placed orders over a specific amount, etc. The groups would automatically include new customers that match the criteria, since the information is collected in real-time when the newsletter is sent out.

Redesigned Admin Panel Interface

Reviewed by usability experts, the 3.2 version includes a redesigned Admin Panel Interface to provide an improved user experience for store managers.

Featuring new top and left navigation elements, quick search, display of store url and current user, quick access footer bar and SocialCommerce quick launch icon.



50+ Templates

The 3.2 version introduces over 30 new prebuilt design templates, and revision to existing ones to allow for the new 3.2 features. All templates have been professionally designed and are included free for all accounts.

