

SHOPSITE™

More online merchants rely on ShopSite than on any other Internet commerce solution.

You have an online store for one reason: to make money. Open Market ShopSite was designed from the ground up with that in mind. That's why more small and midsize businesses rely on ShopSite than on any other Internet commerce product.



With Open Market ShopSite, you can create an online store or commerce-enable your existing site in a matter of minutes—without installing anything on your PC. But ShopSite is much more than just an easy way to gain a presence on the Web. ShopSite can help you turn an online venture into an online success with innovative merchandising tools, comprehensive commerce capabilities, and other industry-leading features that grow as your business does.

SITE CREATION

To get you started, the ShopSite store setup wizard walks you through the process of designing and configuring your store. Within minutes, you can have a small store ready to take orders. Don't worry if you don't know how to design a Web page; ShopSite's professionally designed page layout themes make creating a nice-looking site as easy as clicking a few buttons.

Don't let the simplicity of ShopSite fool you, though. You have complete control over the look and feel of your site. Add a graphic here, change a background there, place a product on sale, create a "specials" page, or add product variations (like colors and sizes)—all without doing any coding. Advanced users can easily add HTML and other enhancements to any catalog page.

If you already have a site, and want to commerce-enable it, simply fire up your favorite Web editing program and drag-and-drop order buttons from ShopSite directly into your existing Web page. It's that simple.

Creating a nice-looking store is only the first step, though. ShopSite also makes it easy to maintain your site. Instead of manually entering product data for hundreds of products, ShopSite lets you easily upload data from any database or spreadsheet. And you can easily find and edit just the thing you want using ShopSite PowerEdit. But even the simplest programs take some getting used to. To help you out, every ShopSite page includes on-demand context-sensitive help.

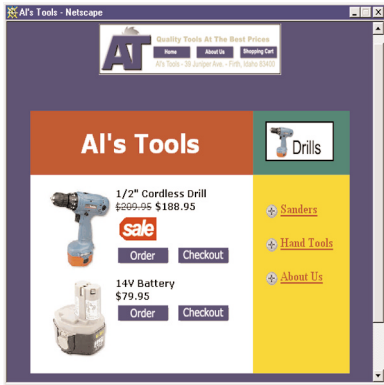
The ShopSite databases are also user-friendly. Unlike other programs, you can export, backup, restore, and verify databases through a simple point-and-click interface—helping you ensure that valuable data is preserved and protected.

Making Your Market

ShopSite helps you turn shoppers into customers by offering flexible merchandising options. You can easily assign products for cross-sell or up-sell, place products on sale, change daily specials, or add an inventory search to your site.

ATTRACT CUSTOMERS

No shoppers, no revenue. It's that simple. ShopSite is designed to help you bring shoppers to your site. ShopSite creates pages that can be readily indexed by search engines, making it easy for potential customers to find you. And you have complete control over the keyword and descriptions that search engines will use for your site. To increase your site's visibility even more, you can simply place an order button anywhere: in e-mail, on a CD-ROM, in a banner ad, or on a partner's Web site.



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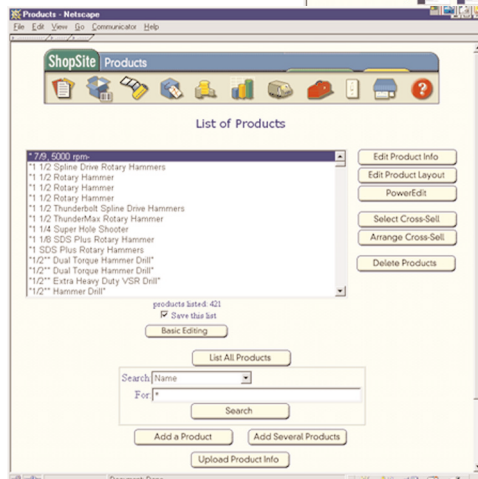
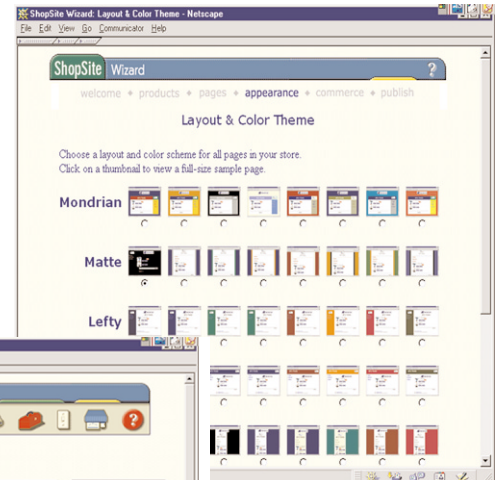
ShopSite even makes it easy to set up your own associates program. Simply create a new associate in ShopSite, determine the commission you wish to offer, and ShopSite will track any orders that come from your associate sites, and also calculate the commissions you owe.

ORDER MANAGEMENT TOOLS

ShopSite makes managing your success easy, too. ShopSite calculates tax and shipping, securely collects orders, and even processes credit cards in real time. Your encrypted orders are stored in a secure orders database where you can access them from any computer in the world. And of course, both you and your shoppers receive immediate notification of a placed order.

To help keep your business successful, ShopSite provides extensive store statistics. You can monitor sales, traffic statistics, and referrer summaries—making it easier to optimize your site for the most sales possible.

Join thousands of merchants worldwide who rely on ShopSite to make their businesses successful. For more information, visit www.shop-site.com.



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