

## Turn Site Visitors Into Shoppers

### Ixtens Marketplace



#### Why a Marketplace?

- Add a new revenue channel to monetize your site traffic
- Start selling without taking on inventory costs
- Help customers stay on the site - when they leave to buy elsewhere, they don't come back
- "Single-cart" - let customers fill one cart with items from different merchants, resulting in larger baskets and purchase size.
- Store customer information - making future transactions simpler, users will return to shop again
- Extend your advertiser relationships
- Diversify your product mix -- become more useful to your visitors

#### Be Your Amazon

Amazon's Marketplace, which sells goods from merchant partners, now accounts for 30% of overall Amazon sales. The Ixtens platform is like adding "Amazon-in-a-Box" to your site.

#### Use 3rd Party Inventory to Grow Your Business

The biggest constraint in building an online retail business is carrying inventory, managing it, and covering all associated costs. An Ixtens Marketplace lets you offer the catalogs of multiple suppliers without taking on inventory risk.

You never need to finance, buy or hold inventory. As sales take place, the Ixtens system will pass the order to the appropriate supplier for fulfillment. The marketplace collects payment from the customers, and then settles with suppliers, after deducting your ownership fee.

#### Automate Your Marketplace

- Automatically import and export data feeds - products, orders and fulfillment
- Automatically reject products that do not match your approved sales criteria
- Easily manage profiles and status of integrated vendors, distributors, and suppliers
- Combine similar inventory from a variety of suppliers.
- Enrich data provided by all suppliers to maximize product exposure
- Store, validate, and pass through shipping details at product level in a variety of customizable methods
- Integrated database with multiple storefronts and microsites, all managed with a single interface

