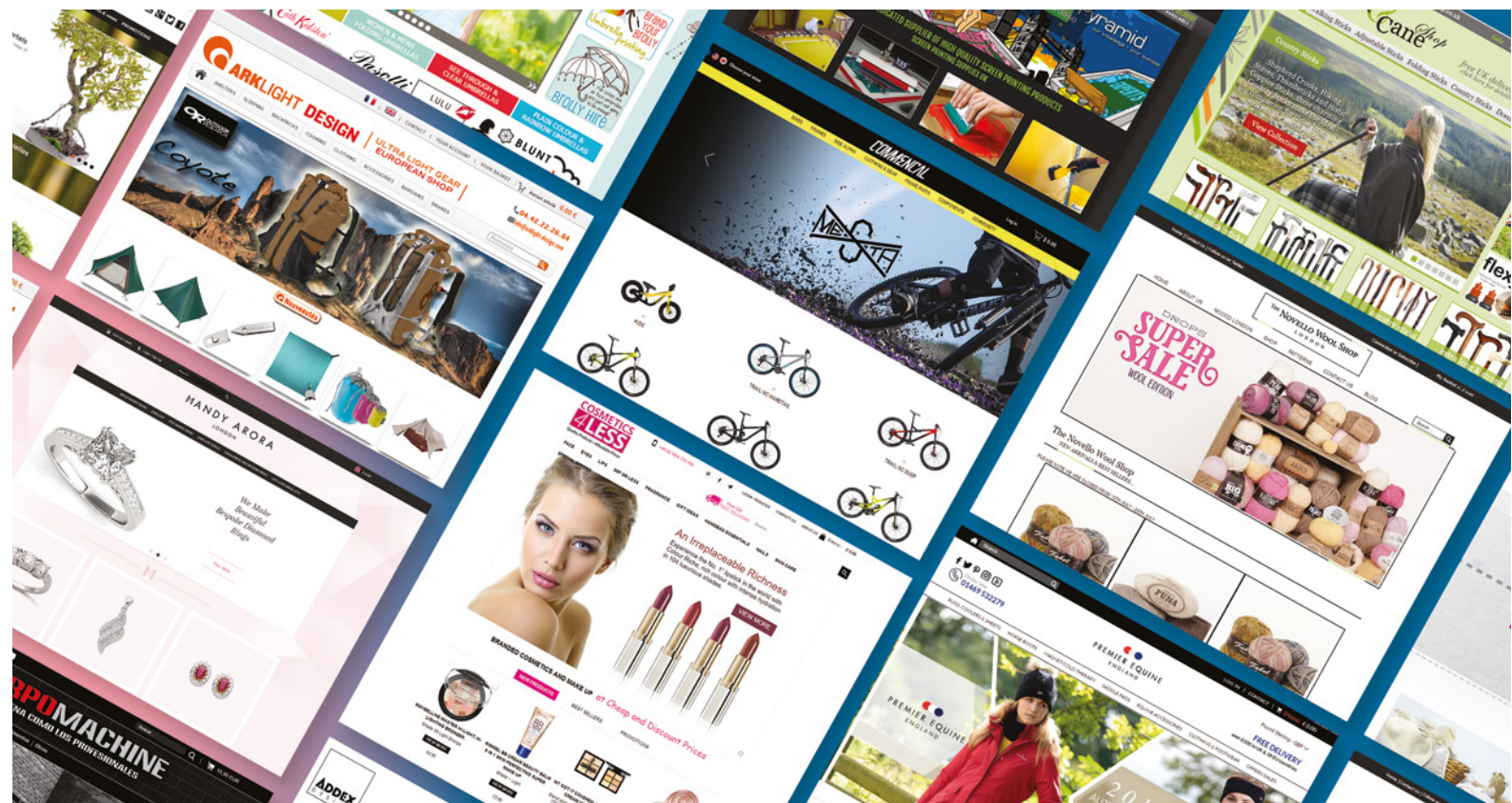


# More than **10,000** E-COMMERCE BUSINESSES

have chosen Actinic for their e-Commerce site



## A COMPLETE & POWERFUL E-COMMERCE SOLUTION

- More than 400 features
- Automatic updates
- Personalised Support
- Subscriptions tailored to your requirements

“With a multi-million pound turnover per year, our e-Commerce website is at the top of its field”

**Clive Davies**  
Managing Director, Premier Equine

They chose Actinic  
as an exclusive partner in e-Commerce



## MORE THAN 10 000 E-STORES USE OUR PLATFORM TO SUCCEED IN E-COMMERCE

Actinic offers an extensive e-Commerce solution, for a stylish, high performance and profitable website.

- ▶ More than 400 features for B2C and B2B
- ▶ Outstanding design reflecting your company's image and business sector, attracting new and existing customers
- ▶ Automated integration with eBay and Amazon to increase your revenue
- ▶ Powerful communication tools included in the solution to grow your contact-base (newsletters, SMS, Facebook)
- ▶ A mobile optimised website maximising your revenue
- ▶ Fully integrated with your accounting platform/ERP (e.g. Sage)

## 8 UNIQUE ACTINIC ADVANTAGES

Actinic brings you the benefits of e-Commerce solution  
cloud based, simple, reliable and powerful

1

### UNIQUE AND FEATURE RICH

Actinic is a comprehensive solution with over 400 features. Your site is at the cutting edge of e-Commerce innovation to attract more visitors.

2

### ALWAYS UPDATED FOR MAXIMUM EFFICIENTLY & INNOVATION

Your site is automatically updated each month with the latest enhancements without you needing to upgrade versions or pay any additional fees.

3

### OUTSTANDING PERFORMANCE

Whether you are selling 10 or 500,000 products you are guaranteed the highest level of website performance to avoid any potential performance issues during busy sales periods, for example.

4

### OUR E-COMMERCE EXPERTS ARE HERE TO HELP

A single point of contact to give you advice about how to increase your sales. Our experts can directly access your site, if required, to effectively guide you through the solution.

5

### THOUSANDS OF POUNDS IN SAVINGS

With Actinic being cloud based there are no additional fees to pay, it's all included: hosting, upgrades, shopping cart and additional modules

6

### THE HIGHEST QUALITY

The Actinic solution meets the highest expectations in terms of design and navigation, and connects to renowned and respected third party solutions.

7

### MARKET LEADERS CHOOSE ACTINIC

Market leaders such as Sage and Google chose Actinic to build exclusive e-Commerce solutions and interfaces that meet and exceed SME's expectations.

8

### MORE THAN 470 SPECIALISED PARTNERS

We have more than 470 partners, throughout Europe, who are experts in the Actinic e-Commerce solution.

# ATTRACT AND ACQUIRE NEW CUSTOMERS



## STYLISH AND BESPOKE SITE DESIGN

- Create a professional online brand design
- Designs with unlimited possibilities
- Choose from 100 'built for success' design templates
- Quickly customise your designs

*"Actinic's designers developed a powerful website design. It's easy to set up and customer experience is optimal."*

**Tracy Parry, Manager | Techniblock**

## OPTIMISED FOR SEARCH ENGINES

- Instantly add unlimited content
- Ultra fast screen loading and display
- URL rewriting: optimised for shortcut links
- Automatically generated and customisable tags (H1, H2 ...)
- Title, Meta description (categories, products, pages)
- Site submission to Google (Sitemaps, Robots.txt)

*"Thanks to Actinic's SEO team traffic to our site increased by 11.2% within the first month."*

**Christine Naysmith, Founder | Brolliesgalore**



## REACH MILLIONS OF POTENTIAL BUYERS ON EBAY AND AMAZON

- Publish your products quickly and easily
- Manage your orders from your Actinic back office
- Automatically synchronise and manage your eBay/Amazon stock from your Actinic back office

*"The important features for us, in choosing Actinic, were the Marketplace Managers for Amazon and eBay, and the SmartFeeds for Google Shopping and other comparison sites."*

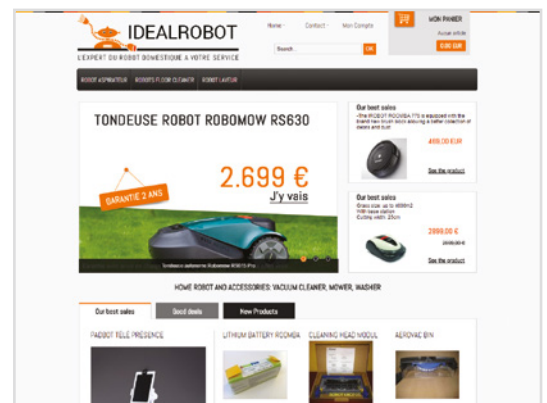
**Linda Naysmith, Founder | The Stick & Cane Shop**

## THE POWER OF PRICE COMPARISON SITES

- Find new customers
- Export your products in a few clicks to 57 comparison prices
- sites such as Twenga, Kelkoo, Google Shopping, Pricesavvy ...
- Analyse the return on investment for each site
- Optimise your spending based on results
- Sell across Europe

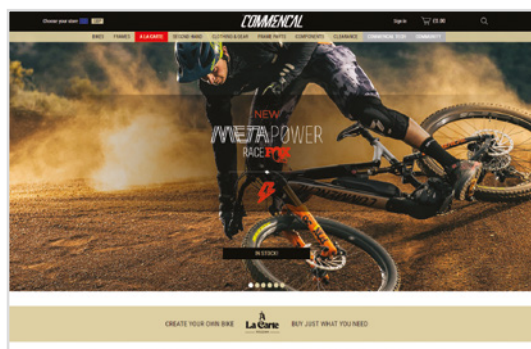
*"17% of our sales come from price comparison sites on where we publish our featured products on a daily basis. Our Robomow lawn-mower for example, was a great success on these sites."*

**Flavian Quibel, CEO | IdealRobot**





# + 400 FEATURES TO INCREASE YOUR SALES AND BUILD LOYALTY!



## EFFICIENT PRODUCT CATALOGUE DISPLAY

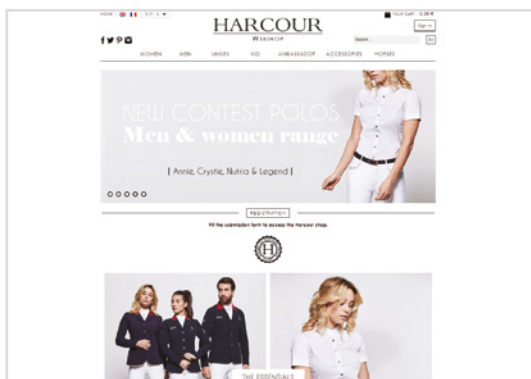
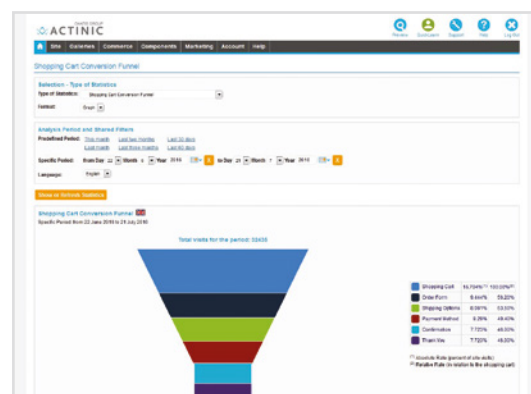
- An attractive and complete product catalogue including: zoomable images, best sellers, featured products and social networks
- Increase your average shopping cart with cross-selling and upselling features
- Grow your sales with targeted promotions (promotional codes)
- Faceted search and filtering options

*"A simple to use and extremely feature rich solution through which you can manage and run the website independently."*

**Max Commencal, CEO | Commencal**

## AN EASY TO USE AND EFFICIENT BACK OFFICE

- Upload and professionally edit your images in a couple of clicks
- An intelligent stock management alert system
- Monitor payments, shipments and track your orders
- Link directly to your accounting system
- Social Commerce: publish your entire catalogue on Facebook in one click
- Advance statistics help you decide on how to optimise your business strategy
- Customise your dashboard to instantly see important information like orders, users, visits, etc..



## AN EFFICIENT LOYALTY PROGRAM

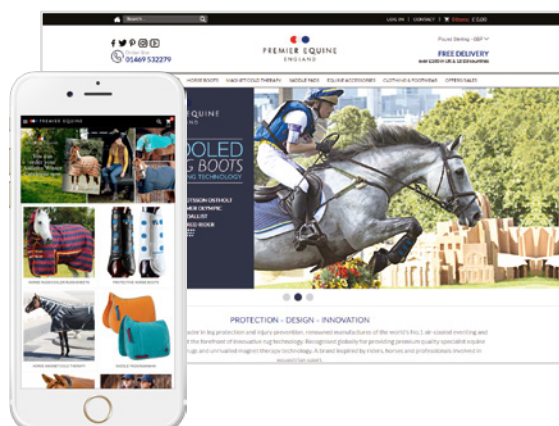
- Emailing: create, target and send your email campaigns easily from your back office, then analyse the performance of each campaign
- SMS Marketing: aim for a 92% open rate. Write, send and measure the results immediately
- Loyalty Program: reward your most loyal customers with loyalty points which can be redeemed against a future purchase
- Referrals: your customers are your best ambassadors
- RFM Rating: automatically segment and target your customers according to the recency, frequency and monetary value of their orders

## OPTIMISE YOUR SITE FOR MOBILE COMMERCE

- Your site is instantly available for mobile devices
- Reassure your customers with a branded mobile site
- Your customers can order and pay from their mobile devices in one click
- Track and manage your orders, wherever you are, with our iPhone / iPad application

*"30% additional turnover thanks to our mobile site."*

**Clive Davies, Managing Director | Premier Equine**



# DISCOVER ACTINIC'S EXCLUSIVE FEATURES!

## INCREASE YOUR **CONVERSION RATE**

- ✦ Make searching for products far easier with faceted search
- ✦ Sell 7 times more with beautifully designed product pages
- ✦ Use customer feedback to attract new prospects
- ✦ Simplify customer registration with Social Login: Facebook, Google, Twitter
- ✦ Notify customers of their abandoned shopping cart for higher conversion rates!

### ✦ INCREASE SALES WITH CERTIFIED **CUSTOMER REVIEWS**



## MULTIPLY YOUR **TRAFFIC SOURCES** FOR MORE SALES

- ✦ Make new sales through eBay, Amazon, Facebook, Kelkoo, Google Shopping...
- ✦ Process orders received by telephone or mail easily through your back office
- ✦ Setup and customise your mobile website in 10 minutes
- ✦ Send online quotes directly from your product catalogue

### ✦ CREATE A QUOTE IN 5 MINUTES AND OFFER **1 CLICK PAYMENTS**



## OVER **12 EFFICIENT AND COST-EFFECTIVE DELIVERY METHODS**

- ✦ Offer your customers a wide range of delivery methods, home, local shops, work, etc
- ✦ Offer delivery methods based on weight, dimensions, number of items ordered and order value
- ✦ Deliver worldwide with your chosen couriers
- ✦ Keep track of your packages with integrated order tracking

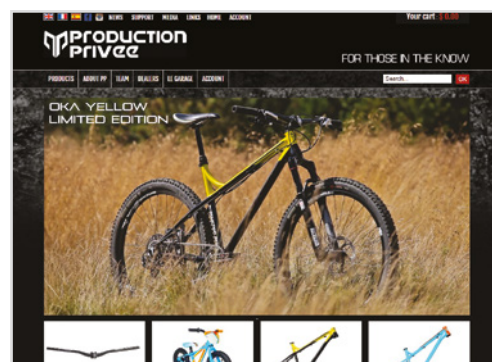
### ✦ INCREASE YOUR **MOBILE SALES** WITH **OPTIMISED NAVIGATION**



## FAST AND SECURE **PAYMENT SOLUTIONS**

- ✦ Offer your customers secure instant payments
- ✦ Choose between a selection of payment methods that are integrated into the Actinic solution: Worldpay, MangoPay Inside, PayPal, Ingenico Payment Services and more
- ✦ Offer your customers a 1-click payment solution
- ✦ Reduce your bank fees and select a solution without setup costs
- ✦ Simplify your order management with the direct integration of your accounting platform into your back office

### ✦ INCREASE EFFICIENCY AND **REDUCE BANK FEES**



OUR E-COMMERCE EXPERTS ARE HERE TO ASSIST YOU

 **0845 129 4800**

**www.actinic.co.uk**

# ACTINIC SUPPORTS YOU AND YOUR E-COMMERCE SITE

## ➤ BENEFIT FROM MARKET LEADING SERVICES



## ➤ ACTINIC EXPERTISE

**+185**  
ACTINIC EXPERTS

are here to support you in creating your e-Commerce strategy, designing your website and your marketing campaigns.

**470**  
PARTNERS

trained on the platform at your service throughout Europe

**+10,000** E-TAILERS HAVE CHOSEN ACTINIC

You will also benefit from **free online support** from our e-Commerce experts:



**0845 129 4800**

Discover all the advantages of our e-Commerce solution

[www.actinic.co.uk](http://www.actinic.co.uk)

## ➤ DEMONSTRATING CUSTOMER SUCCESS



“Thanks to the help of the Actinic design team, our website is inviting and professional and attracts customers while remaining straightforward and user-friendly.”

**Christine Naysmith**  
Founder, Brolliesgalore



“Working with a professional SEO team means seeing quantitative results on your investment. In one year site traffic has increased 80%.”

**Karen Bowden**  
Manager, Vectis karma



“Actinic's features are unbeatable. You really have everything you need to build a site that inspires confidence.”

**Clive Davies**  
Managing Director, Premier equine



“Actinic stresses the importance not only of gaining customers, but of building relationships with them and creating loyalty for your brand.”

**Linda Naysmith**  
Founder, The Stick & Cane Shop

BENEFIT FROM

Increase your sales!

## 5 FREE GUIDES

PRACTICAL ADVICE FROM OUR EXPERTS

- Search Engine Optimisation
- Selling on eBay and Amazon Marketplaces
- Take advantage of Mobile Commerce
- 14 Tips for e-Commerce Success
- Step by step guide to Actinic e-Commerce

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