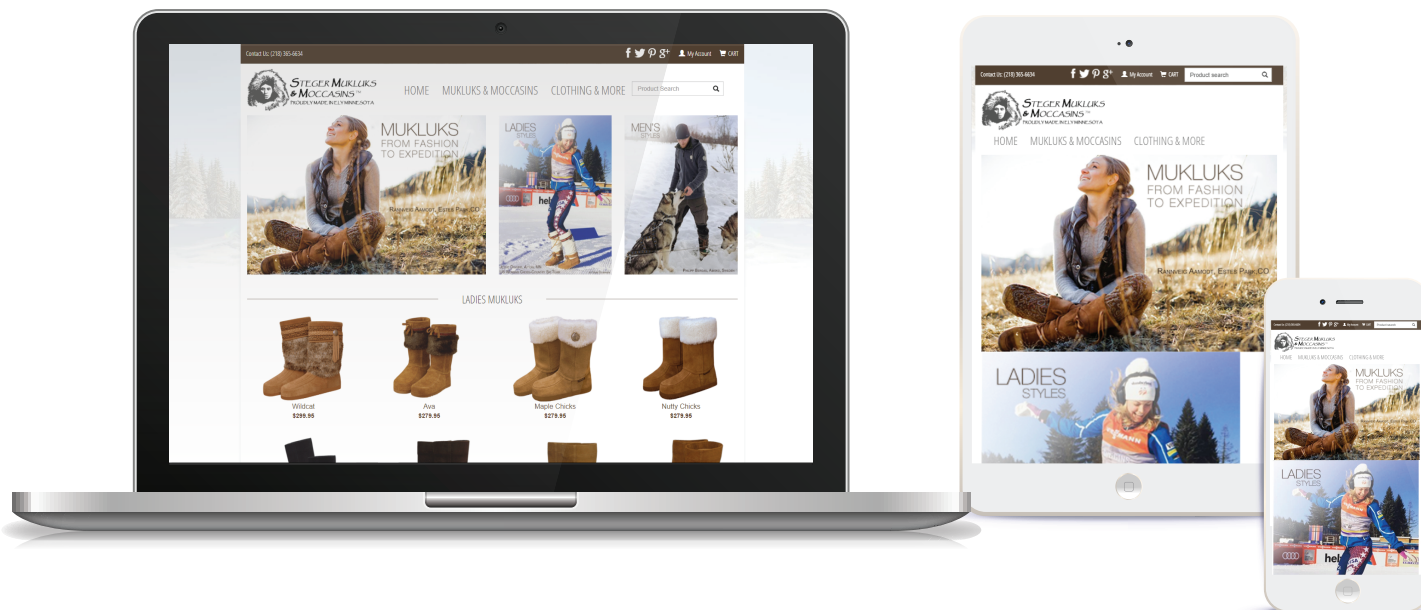


## eCommerce Exclusively for M.O.M



SiteLINK is the only ecommerce solution designed exclusively for Multichannel Order Manager (M.O.M.). SiteLINK features seamless 2-way Integration for full PCI compliant eCommerce plus Mobile responsive design to meet your order processing and order fulfillment needs. And while M.O.M. works with virtually any eCommerce platform you may be using, with SiteLINK eCommerce software you get all the features you'd expect from an industry leading shopping cart plus the ease, speed and efficiency of immediate, direct integration with M.O.M.

There are many choices to connect your eCommerce business to a mobile commerce platform, from services that rely on the use of basic templates to those which offer extensive customization. All have their advantages. Some eCommerce merchants value the speed of standardized templates in order to launch their business quickly, while others prefer to differentiate their storefront through an investment in customization. However, standard templates simply blend your site with all the others, while building your own custom site can be expensive, time consuming and frustrating. We have another idea entirely - one that allows you to have all the custom features and Responsive Design you need but utilizes the services of a development team to deliver your site as a turnkey project. SiteLINK offers you the turnkey package you need to make your eCommerce site responsive, unique and easy to manage. The Freestyle team will design your site, manage updates to your products and ensure that your business stands out. SiteLINK is easy to use and offers rapid implementation to get you to market quickly.

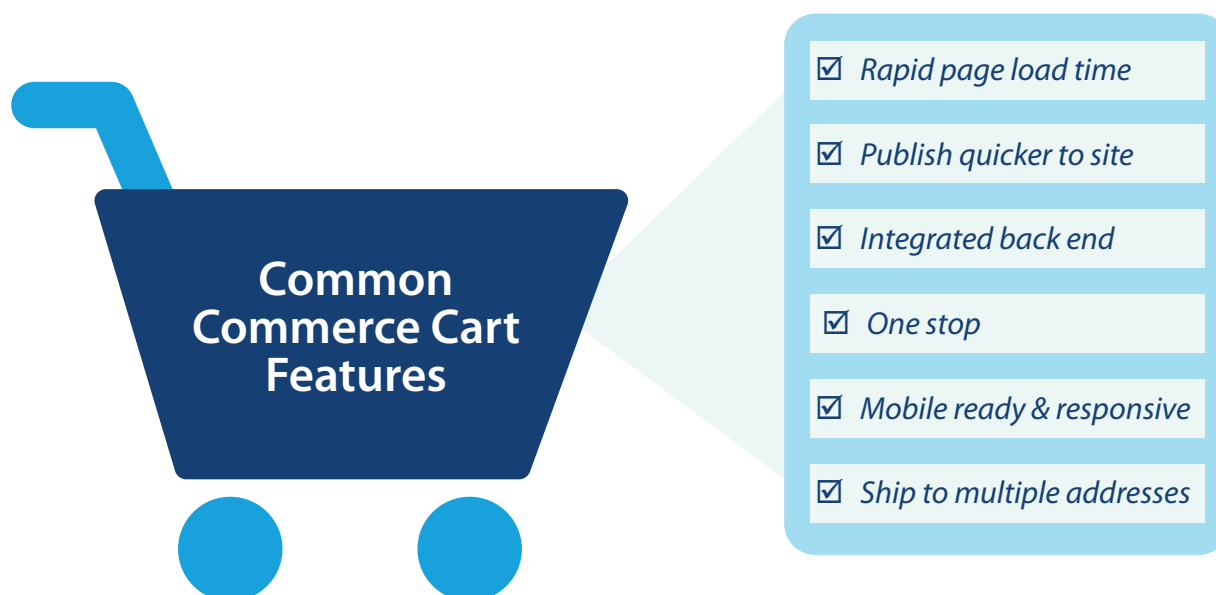
## SiteLINK Is Not a Typical Shopping Cart

SiteLINK offers more than your average shopping cart. It provides your customers with a great shopping experience, optimized for use whether they're on their laptop, smartphone, tablet or other device. SiteLINK stores can be designed to virtually any specification to communicate the message you want to convey to your customers. SiteLINK is designed for eCommerce businesses that:

- Require best in class integration to M.O.M. the leading back office solution.
- Wish to respond to the dramatic increase in the use of smartphones and tablets
- Wish to have their storefront use the latest in Responsive Design technology to optimize the shopping experience for desktop, mobile or tablet
- Demand a shopping experience which reflects the brand esthetic of the company
- Do not have the resources to address these requirements in-house or prefer the use of a development partner for implementation, design concept & updates

Order fulfillment software together with easy-to-use layout tools allow you to present catalogs, categories and products in a manner you choose. Shopping features include coupons, wish lists, multiple ship-to addresses, search capabilities, return user logins and much more. And because SiteLINK is specifically designed for M.O.M., it provides merchants with hassle free, cross-platform integration that eliminates the need for programming to connect channels. The seamless integration means your product data is stored and maintained in a single location. There is no duplication of data between the ecommerce system and back office system, resulting in inventory quantities always in sync and accurate available for sale data.

Managing a SiteLINK store is easy. In addition to 2-way integration with M.O.M., SiteLINK store management features include flexible, easy-to-use design and setup tools, unlimited products, inventory tracking, multiple payment options, downloadable products, visual editor, Omnichannel enabled, advanced search engine optimization tools and more.



## Shopper Experience

- Seamless Desktop, Mobile and Tablet Experience.
- Secure Shopping
- Intuitive Navigation
- Advanced Product Searches
- Ship to Multiple Recipients
- Product Zoom, Additional Images
- Customer Reviews
- Coupon Redemptions
- Quick Order Form
- Persistent Cart
- Automatic Order Confirmation Email
- Integrated Shipping Options
- Multiple Payment Types
- Wish List

## Merchant Experience

- PCI Compliant
- Quick Store Setup
- Modern Layout / Responsive Design
- Omnichannel Enabled
- Call Center Integration
- Configurable Payment Types
- Promotions
  - Upsell, Cross-Sell, Discount %, Discount \$, Free Shipping and more ...
- Shipping and Tax Calculation
- Real Time Integration with Payment Gateways
- Abandoned Shopping Cart Data
- Store Statistics
- Easy to use Merchant Portal

## Order Management

- Manage Orders from multiple SiteLINK store fronts
- Credit Card Tokenization Ready
- Leverages M.O.M.'s Powerful Order Management Capabilities
- Download and Process Orders directly to M.O.M.
- Send Shipment/Order Status information
- Shipping and Tax Calculation

## Marketing and Search Engine Optimization (SEO)

- Promotions – *such as free shipping, dollar off, percent off, BOGO, product group specific discount, quantity discounts, customer specific pricing and more...*
- Email campaign report
- Abandoned cart data
- Redirects for old URLs
- Search engine friendly department and product URLs
- XML sitemap for use with Google®, Yahoo®, and other search engines
- Google Analytics and Ecommerce tracking integration
- Fully editable title, meta description and keyword tags for every product and department

## Product and Inventory Management

- Support for Product Attributes
- Moderate Customer Reviews
- Configurable Image Options
- Manage Products and Inventory in multiple store fronts and warehouses.
- Synchronize all your Products and Inventory across multiple channels.
- Leverage the power of M.O.M. for accurate and rapid order fulfillment.



## Reliability and Security

- PCI compliant
- Advanced Security Monitoring
- Full HTTPS Support
- Cloud Deployment: Multiple redundant high-speed connections to the internet.
- Highly Resilient Network infrastructure.
- SSL Included
- Automated Backups
- Capacity Planning
- Full System Maintenance and 24/7 Emergency Support.

## Reporting

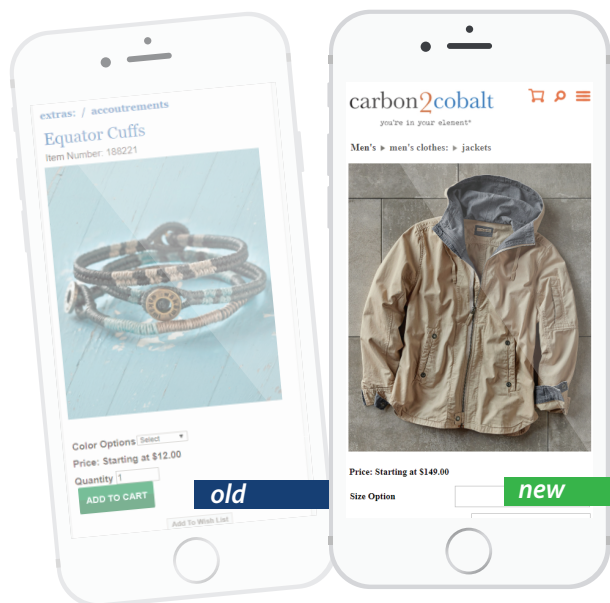
- Shopper Activity
- Source Key and Advertising Tracking
- Abandoned Cart Report
- Sales Activity Report - Desktop and mobile sales
- View/Export Wishlist

## Conclusion

SiteLINK provides your customers with a great shopping experience, whether they're on their laptop, smart-phone or tablet, allowing you to communicate the message you want to your customers. Easy-to-use layout tools allow you to present catalogs, categories and products in a manner you choose. Rich shopping features include coupons, wish lists, multiple ship-to addresses, search capabilities, return user logins, and much more.

And because SiteLINK is specifically designed for M.O.M., it provides merchants with hassle free, cross-platform integration that eliminates the need for programming to connect channels. SiteLINK delivers the eCommerce functionalities you need to gain a competitive advantage by capitalizing on the latest industry trends. It is designed with:

- SEO best practices built in so your storefront will be found more efficiently on search engines.
- Enhanced mobile-optimized template to allow you to build sites that enable shopping from mobile devices.



Ready to see how SiteLINK can **increase your sales and make your eCommerce site shine** on every device?  
Please contact our eCommerce experts at [SiteLINK@freestylesolutions.com](mailto:SiteLINK@freestylesolutions.com).