

Multi-Agency Wholesale Marketplace Builder

Bring the variety of the B2B wholesale and trade show experience online.

Aleran's multi-agency, multi-vendor marketplace builder, MarketPlace, helps you take the wholesale showroom and trade show experience online. Agencies and organizations can quickly and easily create an eCommerce website that mimics the experience of an in-person tradeshow or mart, with the added bonus of reaching buyers and new customers wherever they may be shopping from.

Whether you are creating year-round multi-agency marketplaces for your wholesale showrooms or you want to build more specific marketplaces for tradeshow, buyer days, special events or holidays, MarketPlace gives you everything you need to start selling.

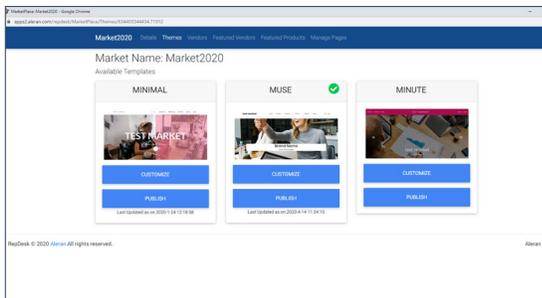
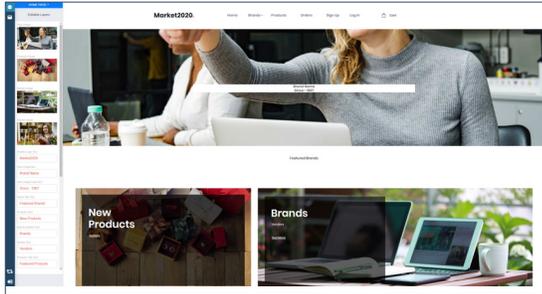
Why MarketPlace?

- ✓ Create custom online stores with shoppable digital catalogs in minutes
- ✓ Built for dynamic sales environments supporting ever-changing market conditions
- ✓ Robust, secure, scalable solution with unparalleled ease-of-use
- ✓ Integrates with RepDesk to manage eCommerce and rep-directed sales from the back office in a single view
- ✓ Hosting and platform support included with no-strings-attached subscription

Product Features

CLOUD-BASED

- ✓ Access our secure, high performance cloud servers 24/7, from whenever you are working or selling



GOVERNANCE & SITE MANAGEMENT

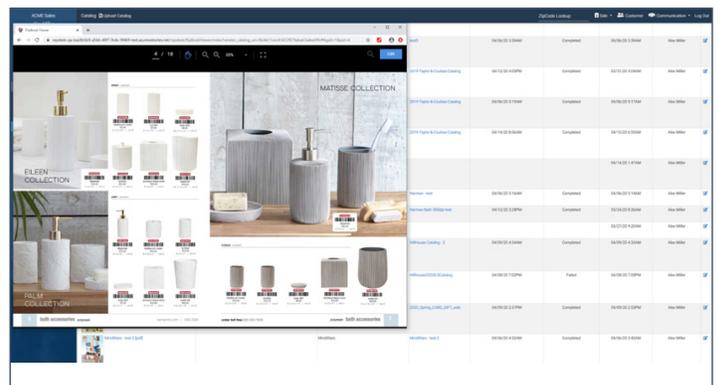
- ✓ Manage multiple agencies or brands with unique credentials and logins
- ✓ Oversee the brand and category creation process
- ✓ Customize landing pages with content management system
- ✓ Search by category for agency-specific or brand-specific pages
- ✓ Set permissions for promotions and advertisements
- ✓ Integrate with RepDesk for commissions reconciliation and to manage product lists, catalogs and images

SITE BUILDER

- ✓ Create online stores and/or shoppable digital catalogs in minutes
- ✓ Select from customizable default templates for easy modification
- ✓ Add or remove pages, sliders, product lists, menus, social links and shopping cart functionality
- ✓ Format text, upload your own fonts and images or modify color scheme
- ✓ Link internally for promotions, specials or customer-specific messaging
- ✓ Responsive design for optimized mobile and tablet viewing

PRODUCT BROWSING

- ✓ Filter products by category or search result
- ✓ Automated upsell feature: Suggestive Selling
- ✓ Set discount or promotional pricing
- ✓ Single page product view
- ✓ Stock availability



CATALOG MANAGEMENT

- ✓ Convert PDF Catalogs into an interactive HTML5 viewer for clickable shopping experiences across any device with Catalog Catalyst™ feature

SHOPPING CART

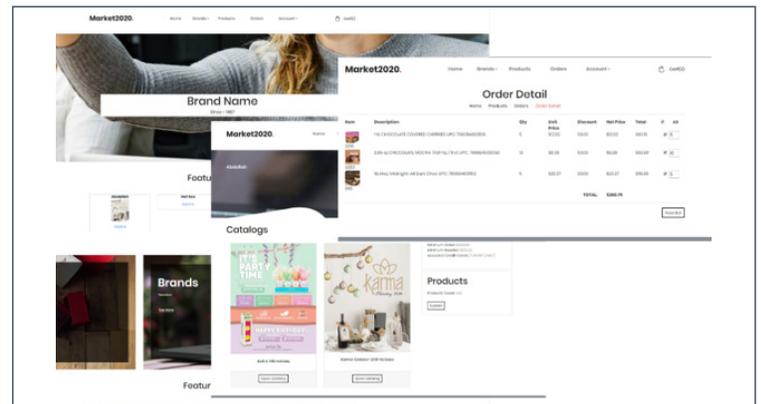
- ✓ One-page checkout with one or more brands per order
- ✓ Capture payment information and order history
- ✓ Integrated and secure merchant services provided by Payroc
- ✓ SSL security and PCI compliance

SEARCH ENGINE OPTIMIZATION

- ✓ Search engine friendly URLs
- ✓ Optimize SEO with built-in guidelines for users
- ✓ Meta information for products, categories and content pages

BACK OFFICE INTEGRATION

- ✓ Real-time updates on products and pricing
- ✓ Integrate with RepDesk so you can manage your back office in a single view
- ✓ Hosting and platform support included with no-strings-attached subscription



Getting Started With MarketPlace Is Easy.

1. Set Up

Create eCommerce site, select theme/design, upload vendors, add product inventory, set pricing and more.

2. Customize

Choose colors, images, messaging, build vendor-specific pages, and select product descriptions and catalogs.

3. Manage

Manage product, vendors, client registration and orders; easily update products, promotions, preferred vendors and special offers; connect to RepDesk to manage orders, clients and the overall shopping experience.

4. Integrate

Integrate with vendor product catalogs for easy product info upload; connect to social media platforms and Google Analytics.

