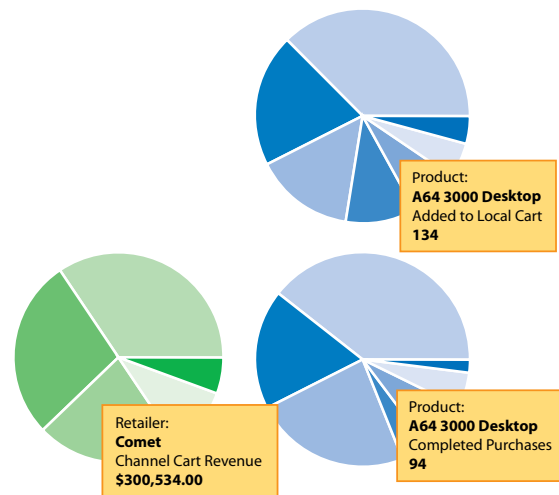


## Know More About Your Online Customers



IPI.NET understands the type of statistical data a manufacturer needs in order to properly position a product in the marketplace.



### Statistical Reporting

The extensive Statistics Module puts Channel Cart over the top. The possibilities here are endless regarding ways in which, by utilizing this tool, suppliers can understand the ROI of a marketing campaign by reviewing reports from a daily, weekly, monthly or annual perspective.

### Customer Interest

When online shopping, customers add items to a local cart prior to purchasing. With Channel Cart's Statistics Module, you can see trend summaries of each of the following:

#### Product Interest

The number of times a particular product is added to a shopping cart gives you an indication of the most popular products.

#### Shyness to Buy

The number of shopping cart abandonments per product allows you to determine the degree to which a customer is reluctant to commit to an online purchase

### Determine ROI

At time of purchase, the items in a customer's local cart are sent to a channel partner for fulfillment. Using Channel Cart's Statistics Module, you can see trend summaries for:

#### Product Purchasing

This gives you an idea of which products customers are purchasing online, opposed to clicked-on items

#### Revenue Generated

This report can be either individual product or product line-based. You can associate product performance with your on-going marketing campaigns to determine their effectiveness

### Manage Channel Development

Utilizing Channel Cart's Statistics Module, you can retrieve information based on your channel partners and determine their effectiveness.

#### Preferred Channel Partners

The number and type of products added to the shopping cart based on Channel Partner, allows the manufacturer to view which Channel Partners the customers prefer for what type of purchase.

#### Channel Partner Revenue

You can gauge channel partners' performance by viewing their individually generated revenue

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**Channel Cart™**

**Seize The Online Shopper  
Leverage Your Channel Partners  
Maximize Online Revenue**

ipi.net

## Online Sales: Your Ultimate Selling Tool

While suppliers spend millions annually on print and TV advertising to educate and entice customers to buy their products, many websites do not offer a complete online purchasing experience: At buying time, channel partners must close the deal for the supplier—not the ideal scenario for you, the manufacturer.

What you need is to provide your customers with a shopping site that separates your products from others while providing a seamless purchasing experience. With Channel Cart™, your online sales can finally become your ultimate selling tool.

Channel Cart enables you to utilize the content on your channel partners' e-commerce websites, avoiding the high cost of maintaining your own e-commerce site. The ability to shop directly from your website achieves many objectives. Your customers are isolated from the competition, the online shopping experience is streamlined, and brand loyalty is established and solidified. Additionally, Channel Cart's robust reporting allows you to better track your marketing campaigns' effectiveness.

### Benefits

- **Maintain Brand and Image while still honoring relationships with your online channel partners.**
- **Ensure customers who are loyal to your Brand are not enticed away by the competition.**
- **Ensure that the money spent on advertising is translated into a greater percentage of online sales.**
- **Measure the success of your marketing campaigns using Channel Cart statistics**
- **Obtain the benefits of an e-commerce website without the high cost.**

## How Channel Cart Can Work for You

Channel Cart resolves many issues that arise regarding online sales: channel conflict, channel interference, and tracking the ROI of online marketing efforts.

By utilizing Channel Cart, you are able to present your customers with a rich, complete shopping experience with everything they need for decision-making and purchasing via a seamless connection to your online retailers. Customers can add your products to their shopping cart and choose a retailer for fulfillment while staying on your website—a must if you intend to close the deal yourself without creating a conflict of interest between you and your channels. Then, at check-out, their shopping cart items are automatically added to your customer selected channel partner's shopping cart and the order is submitted for fulfillment.

As a manufacturer, you have many obstacles in the world of online sales—and Channel Cart is here to help you overcome them.

### Flexible Options

- **Supports any number of channel partners**
- **Enable purchasing from anywhere, your website, pop-up windows or even a banner ad.**
- **Use IPI.NET's creative team or one of your own creative firms to design a custom look suited for your company's identity**
- **Channel Cart's statistical reports can be customized for your needs**
- **Channel Cart can be designed to recommend the best deal to your customers based on virtually any criteria.**

## Underlying “Glue™” Technology

The key to selling more online is in how you connect with your retail partners.

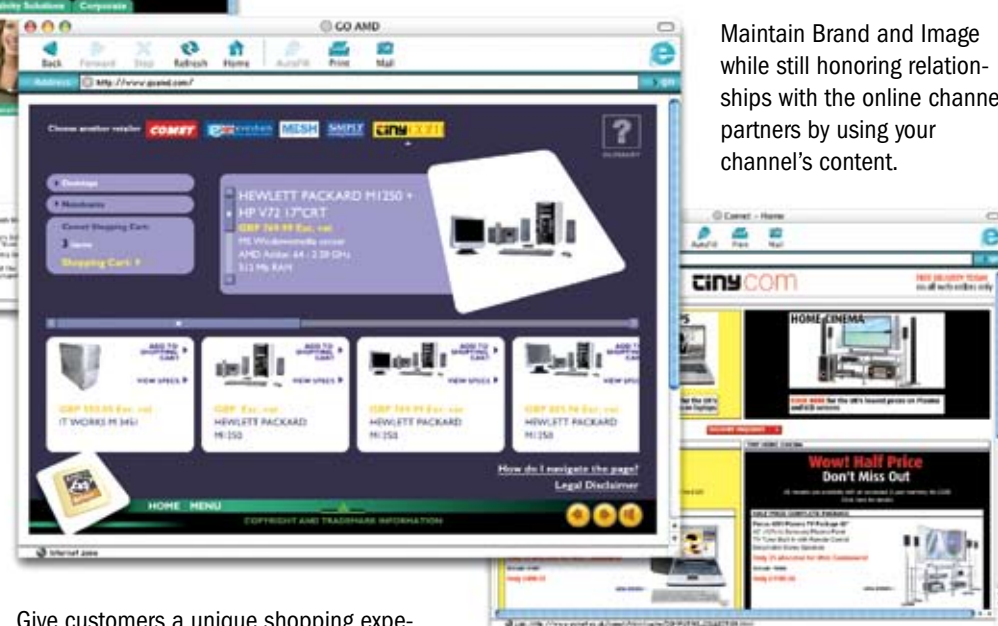
What makes Channel Cart run? IPI.NET's patented technology, called Glue, harvests product data from your channel partner's e-commerce website using specially designed Glue Connectors which reside on IPI.NET's servers. Harvested data is then processed and stored for quick access by the Channel Cart Interface hosted by you. These harvesting connectors are constantly at work looking for any changes to content on your channel partners website. When your customer is ready to purchase, a Glue Connector pre-populates purchase fields on your channel's website for fulfillment. What this means to you:

- **No need for IT Support, resources, or data access privileges from your channel partners.**
- **Channel Cart works for you to keep your site up to date with the latest prices and product line.**



Have more control over your customers after they click on advertisements.

When a loyal customer performs a search for a supplier's product they will find the supplier first



Maintain Brand and Image while still honoring relationships with the online channel partners by using your channel's content.

Give customers a unique shopping experience. They can connect that experience with the brand they know and trust, thus increasing brand loyalty.

Channel Cart Sends the purchase to your channel Partners to do what they do best - fulfillment.

AMD Corporation, one of the world's leading producers of computer chips, was planning a multi-million dollar marketing campaign to reintroduce the AMD 64 processor.

How could AMD ensure that at the last minute the customer would not buy a new PC powered by a competitor's chip?

Channel Cart™ provided AMD with the ideal solution.



### Sends Purchase Data

- Multiple products
- Options
- Accessories

### Collects Product data

- Product photos
- Features and details
- Prices

