



iAPPS[®]
commerce

iAPPS Commerce

Go way beyond a shopping cart. Create a shopping experience with eCommerce software built to deliver ROI.



Shopping Experiences

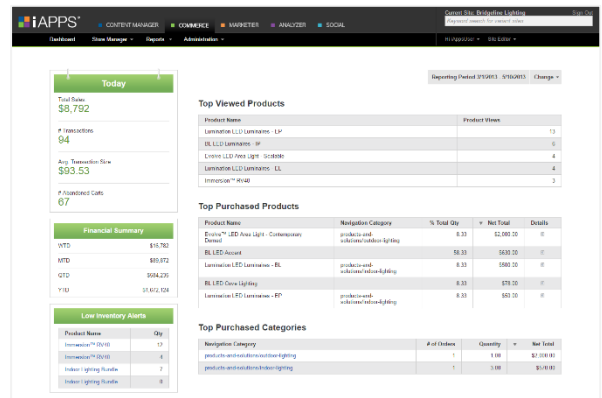
Successful eCommerce sites don't just deliver a shopping cart – they deliver the full shopping experience, including personalized content, relevant communication and rich promotional capabilities.

With iAPPS Commerce, marketers have a robust eCommerce platform, content marketing engine and powerful coupon tool all in one.

Creating Commerce Journeys

iAPPS Commerce deeply integrates shopping cart functionality with content management, allowing eCommerce marketers to segment their audience, create unique experiences and push promotions effectively.

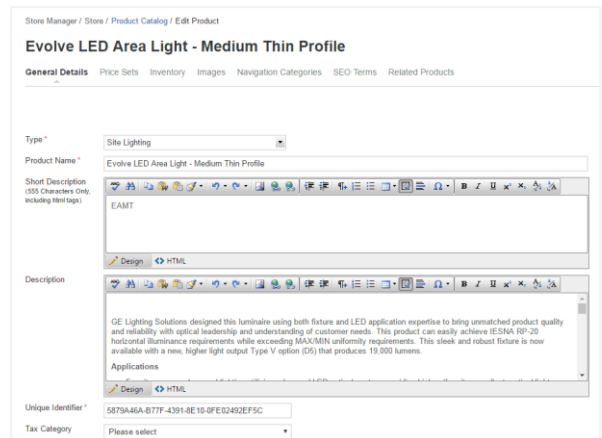
Actionable Data: Gain insight with our dashboard and immediately change content, promotions and communications – all in a single interface.



Easy-To-Use Product Management

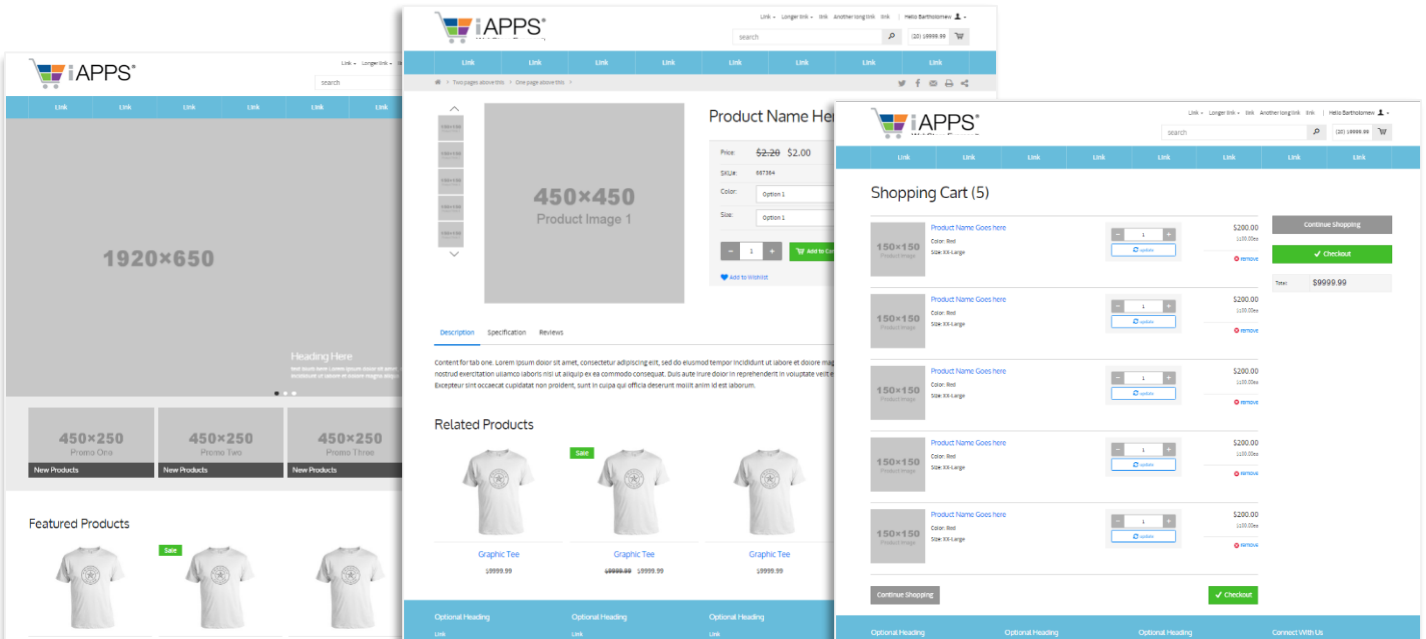
iAPPS Commerce empowers marketers to easily create, edit, and optimize their product catalog without having to rely on technical resources or complex coding.

Easy In-Line Editing: Using standard editing tools, easily edit product information, add SKUs and assign unique attributes without coding.



Intuitive Commerce Management

Each iAPPS implementation incorporates a set of flexible templates and modules to get you started quickly in building your shopping cart and associated pages. From there, you can opt to fully customize these templates and incorporate any necessary custom application integrations to meet your unique business needs.



Standard Template Set:

- Home Template
- Interior Template
- Landing Page Template
- Search Template
- Product Listing Template
- Product Detail Template
- Account Registration Flow with Express Checkout Option
- Account Login Template










- Shopping Cart Flow – Dynamic Shopping Cart, Shipping, Payment, Review and Confirmation
- Profile Templates – Order History, Order Detail, Address Book, Wishlists and Payment Methods
- Blogging Template
- Location Template

Standard Module Set:

- Page Title Module
- Content Module
- Rotating Content and Image Modules
- Featured Content and Image Modules
- Location Module
- Article List Module
- Image Gallery Module
- Social Share Module
- Spotlight Module
- Lead Generation Form Builder
- Video Module
- Banner Module
- Tabbed and Accordion Content Modules
- Social Feed Integration Module

Enterprise-Class Flexibility

iAPPS Commerce is built for growth. The platform gets you started with pre-existing blocks of functionality for your eCommerce website with the capability to layer on customizations that fits your needs – now or in the future.

-  Localization and Multi-Lingual Experiences
-  Custom UX Controls
-  Advanced Asset Management
-  Custom Automation Flows
-  3rd-party distribution
-  Custom structured content and semantic enrichment
-  ERP Integrations
-  Enhanced Compliance and Failover Methods
-  Custom Application Development

API Layer for Custom Integration

From the beginning, iAPPS has focused on two things: Ensuring the basics are taken care of through our standard functionality set and enabling further customization to meet your specific business needs. With iAPPS' API Layer, customers can easily build robust applications to integrate within their existing systems. It also means your commerce data can work side-by-side with your ERP system, ensuring consistent customer experiences.

Flexible Hosting Options

Bridgeline Digital provides a flexible SaaS – Software as a Service – licensing model for those who want to spread licensing costs over several years, and who don't want to own the responsibilities of maintaining and supporting the required backend infrastructure. Bridgeline centrally manages product updates seamlessly for our SaaS customers. For those who prefer to keep their web application in house, Bridgeline's technology is flexible enough to offer a traditional perpetual license option as well for our Enterprise license level.

Feature List



**iAPPS[®]
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The **iAPPS Commerce** license includes one (1) unique instance of iAPPS Commerce, iAPPS Content Manager and iAPPS Marketier.

These tools work side-by-side as a fully integrated commerce experience suite to help you deliver personalized shopping experiences.

**iAPPS Commerce
Pro**

**iAPPS Commerce
Enterprise**

Commerce Functionality:

- Coupon and Promotions Tool
- Easy View Shopping Cart
- Product Bundling and Multi-SKU Management
- Personalized Customer Profile
- Facet-Based Catalog Management with Multi-Level Categories
- Cross-Sell and Up-Sell Capabilities
- Real-Time Reporting and Analysis Tools
- Secure Checkout and Payment Gateway Integration



Core Functionality:

- User and Role Management
- Content, Image, Video and File Libraries
- Permissions and Workflows
- Asset Security and Management



Content Management Functionality:

- Website & Landing Page Builder
- Form and Survey Builder
- SEO Management & Automated Sitemap
- Blogs and Social Sharing



Marketing Functionality:

- Marketing Automation Flows
- Audience Segmentation and Personalization Engine
- Audience List Creation and Management
- Transactional and Promotional Emails*



Custom Template Creation Capabilities



Multi-Lingual and Multi-Site Capabilities



Custom Application Integration



*monthly send limits apply