

REC+ ECOMMERCE FEATURES

Introduction

REC+ is a proven, marketing-led, continuously updated system for creating websites and ecommerce stores to successfully promote and generate leads for your business.

BUSINESS FOCUSED SOFTWARE

Our team has the strong blend of marketing and engineering skills needed to create a superior product for online marketing, search engine friendliness and usability. Our engineers have optimised the software to run as fast as possible on our own highly-tuned, data secured hardware environment.

FUTURE-PROOFING YOUR WEB INVESTMENT

Your software is always kept up to date with the latest enhancements, security updates and software patches, avoiding costly upgrades in the future because you're always kept up to date with regular, tested updates. In the industry, it's called "CI" or Continuous Integration" and ensures reliable and secure operation of your website. This is really important "under the hood" stuff which you don't need to worry about because we've got it covered, while you get regular new features to help you promote your business.

KEEPING THINGS SIMPLE IN A COMPLEX WORLD

Competing online has become more complex, especially in terms of advertising opportunities, so we work hard to bring in the latest enhancements seamlessly and all backed up with strong, friendly support services.

MADE & SUPPORTED IN THE UK

The software development team is UK-based and have worked together on the product since the first line of code was written in 2008. Importantly for many

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clients, all support is UK-based by specialists who understand the web, online marketing and search engines and who communicate in plain English.



Freedom To Create Beautiful Designs

Mobile-friendly responsive design with app-building functionality



Easily Add, Categorise & Manage Products

Add, organise and batch update products, images and filters



Run Promotions & Sell Gift Vouchers

Offer coupons, set custom pricing, redeem gift vouchers



Send Emails & Abandonment Followups

Run profitable marketing campaigns & followup on abandoned carts



Advertise On Google

Feed your products into Google for paid advertising



Share Products On Social Networks

Push out your products easily to Facebook & Twitter



Robust Technology & Support

Secure, high availability infrastructure and support services

ENGINEERED FOR HIGH AVAILABILITY & SECURITY

Businesses need peace of mind that their website is secure against attacks from hackers and their data is safely stored and backed up. We have engineered a resilient hardware environment with robust and proactive security protection

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which automatically mirrors your data across two geographic locations via a high speed fibre link as well as onto a long term data store. This means your data is effectively backed up in 3 separate places in dedicated data centres provided by business hosting specialists, Bytemark. Our software release process uses industry-leading Acunetix web vulnerability scanning technology to check we are secure against known threats.

KEY FEATURES AT-A-GLANCE

- **Add & Organise Products & Reviews**
 - Add products and multiple images
 - Add options, attributes and tags
 - Organise products into categories
 - Classify products by brand or manufacturer
 - Add special prices, quantity break prices and customer price lists
 - Add associated and alternative products
 - Set up filters for easy selection by visitors
 - Manage stock levels
 - Add downloadable PDF's
 - Hide checkout addresses for digital products
 - Set specific buying rules on products
 - Manage product reviews left by customers
 - Batch manage products and prices

- **Set Up Delivery Services & Charges**
 - Calculate delivery on weight, quantity or price
 - Set unlimited delivery regions and tax zones
 - Set free delivery on overall basket or individual products
 - Set buying rules for use at checkout to stop orders, display messages or restrict delivery services
 - Set warehouses for use with UPS integration and purchase orders

- **Advertise On Google**
 - Feed products into Google via Google Merchant Centre
 - Advertise on Google via Product Listing Ads
 - View the source of product sales in Order Manager

- **Manage The Checkout Process, Orders & Post Purchase Actions**
 - Take card payments via Sagepay, Paypal, Paypal Express, Barclaycard EPDQ or Authorize.net
 - Allow searchers to build up a wishlist of products
 - Allow cash on delivery and invoice payment options
 - Limit payment options to specific delivery zones
 - Allow guest registration
 - Enable preferential pricing registration for loyalty promotions
 - Single checkout page for better conversion
 - Redeem coupons and gift vouchers at checkout
 - Allows charity donations and management
 - Send email and SMS notifications to customers
 - Manage orders and customer communications
 - Set up order statuses to mirror your internal workflow
 - Add manual / telephone orders in Admin
 - Send back-to-back purchase orders to your supply chain
 - View individual order history
 - Add email comments to orders
 - Automatically send product-related emails following a purchase
 - Automatically send out abandoned emails
 - Automatically send out timed re-purchase email reminders
 - Automatically send out product review reminders

- **Perform Better On Search Engines By Controlling Your SEO**
 - Stand out on Google Search results with full edit access to product

page meta data including page title, keywords and description

- Decide which pages search engines can crawl and index
- Run SEO Report on individual pages to check content is relevant and optimised

- **Share Product Information On Social Media**

- Easily share new products on Twitter and Facebook
- Schedule posts to go out to Twitter, Facebook and LinkedIn
- Check mentions and comments about you on Twitter and Facebook and reply directly via the integrated Social Media Console

- **Send Personalised Email Campaigns**

- Import your contacts into personalised user groups
- Easily add content to your email campaigns
- Preview content prior to sending
- Send out in responsive design mode for mobile-friendliness
- Save campaigns as templates to save time in the future
- Send targeted campaigns to user groups
- View effectiveness with sent, open and click through rates
- Export users to Mailchimp as an optional way to send emails

- **Secure Peace Of Mind**

- Robust engineering to secure against attacks from hackers
- High availability using automatic mirroring of your data across two geographic locations via a high speed fibre link
- Data backed up in 3 separate places in dedicated data centres provided by business hosting specialists, Bytemark.
- Continuous software updates including security updates, software patches and maintenance

- Web vulnerability scanning technology from Acunetix checks the web software is secure against known threats.

- **Receive Excellent Support and Ongoing Enhancements**
 - Built-in apps that fully integrate into the system and work, unlike many plug-ins for open source platforms
 - Fully tested and security scanned during software build process
 - Supported by specialists and dedicated UK development team
 - Fast responses via telephone, email or support tickets
 - Knowledge base available online
 - Rigorous browser checking procedures in place for all software releases
 - Stable and mature platform running on superior, robust infrastructure built for businesses serious about their online presence
 - Updated technology with new enhancements rolled out on a regular basis, all free-of-charge
 - Major enhancements typically released on a quarterly basis, with optional new modules that may be chargeable

ADDITIONAL UPGRADES

- **REC+ Content Management System** - Included free of charge
 - Add and manage content pages
 - Add and organise your blog
 - Add contact forms and processes
 - Add downloads
 - Add galleries
 - And much more...

See separate REC+ CMS Features document for full details

- **Prospect Manager**

- Add, track and manage campaigns and prospects
- Measure performance via dashboards
- Analyse your sales funnel
- Send low cost email campaigns
- Receive alerts when prospects open proposals
- Fully integrated into your site
- Full support and training available