

The logo for xsellit features a stylized 'x' in green with an orange dot above it, followed by the word 'sellit' in a bold, black, sans-serif font. Below this, the words 'ecommerce storefronts' are written in a smaller, black, sans-serif font.

xsellit
ecommerce storefronts

xSellit Storefront eBrochure

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WHY CHOOSE XSELLIT STOREFRONTS

We know you'll want to compare xSellit with other eCommerce Storefronts. We also know this area of technology is certainly not considered everyday knowledge.

So, to compare "apples to apples" please keep these points in mind:

1 Built To Drive Traffic

✓ Truly the MOST Search Engine Friendly!

Every xSellit Storefront, comes with all the SEO features you need to make you new site highly Search Engine visible. See our [features](#) for a comprehensive list. More importantly, xSellit is different because our Google XML sitemap is automatically updated whenever you add or delete your products! In other eCommerce systems you have to manually initiate the creation of this most important search engine friendly document! xSellit Storefronts are also the ONLY solution that offers automatically updated RSS Feeds that are generated every time you add new products, categories or content to your site! We will also upload all four special search engine files, while our competition will only allow two!

✓ Only solution with integrated Email Marketing

xSellit Storefront's are the ONLY solution that have a complete stand-alone Email Marketing & Campaigning Program that is FULLY integrated with your storefront and helps you stay compliant with the Federal CAN Spam Act. You don't have to export and import email addresses from your storefront to your email marketing program AND ours is the only integrated, out of the box solution on the market today that segments email addresses according to the product(s) that were purchased. This allows you to fine tune your email marketing and send highly targeted, product announcement and promotions to those who are most likely to want and use it. For example, if a customer bought a certain model vacuum cleaner, you can send a promotion for that vacuum cleaner's bags just to those customers!

2 Exclusively Yours

✓ Your Storefront is YOUR Storefront!

With xSellit eCommerce shopping carts you have the ability to own* the license to your store. Why should you care? Because you're not "renting" your online business. You have the flexibility of taking the site in-house if you choose or adding any type of customization to your site as you see fit. xSellit Storefronts are a scalable solution unlike most of the other solutions, which won't grow with your business. xSellit Storefronts protect and preserve your investment. You never have to worry about starting this process all over again or trying to gain access to your products and customers data.

✓ Easily scalable - grows with your business

Your xSellit Storefront is not running on what's called "shared code" like most of our competitors. It's its own independent, honest to goodness website. So we can make custom changes that are tailored to your business and do it in an affordable way!

✓ Direct database access

Every xSellit Storefront gets their own private MS SQL server database not a shared database, like many other solutions. You can have direct access to YOUR data whenever and however you see fit! It's your data and we won't hold your data hostage. This allows for easy integration with your in house systems and provides another layer of security for your customer and product data.

3 Backed By Experts

✓ Built on the .NET Framework

xSellit is built in the Microsoft .NET environment, which is a state-of-the-art programming platform for the web. Utilizing the .NET framework and Web service layers, xSellit allows for faster development and deployment. Why invest your money in anything less?!

✓ We've been in business since 1992

Because we've been in business since 1992, you know that you will have a company who is going to stand behind you every step of the way.

✓ We don't outsource

Our design, programming, hosting & support are all done by our inhouse employees. We don't outsource these critical portions of our business. So, if you have a concern - you go directly to the source and are not passed around through different companies.

✓ We're responsive.

Our team of developers & support personnel are dedicated to helping you. You will not have to wait days for a response like some of our competitors.

✓ We have experts with over 20 years experience

Our team of Internet & database programmers are highly skilled for any job you wish throw our way. With over 20 years of experience you'll know you are in good hands.

✓ We are experts in Internet and Database security

You can be confident that your corporate data won't be compromised and that we have taken every step possible to ensure your information is kept safe.

So, what are you waiting for? [Sign up](#) for your xSellit Storefront now!

* You are granted a non-exclusive license to use the xSellit software. Please see terms for more information.

XSELLIT BENEFITS

Our Custom Business eCommerce Solutions Will Give You the eCommerce Online Storefront That You Need to Start Making Sales Today

Increase Your eCommerce Online Storefront Sales

- ➔ Your eCommerce online storefront is open 24/7/365 so customers can place orders anytime, even holidays! This allows people to carry out business without the barriers of time or distance.
- ➔ xSellit eCommerce Online Storefronts have real-time credit card billing for electronic fund transfers. This means you receive payment for your products or services immediately when the order is placed. There's no waiting for payment by mail or phone
- ➔ With xSellit eCommerce online storefronts, you can have the opportunity to allow your customers to buy related products and increase their order.
- ➔ xSellit [eCommerce shopping carts](#) expand the size of your market from regional to national or national to international, which can drive in more sales.
- ➔ You're not only able to use xSellit's Online eCommerce Online Storefronts to sell your products or services, but our custom business economic solutions also let you use your eCommerce online storefront as an informational tool to draw your customers into your stores. Use your eCommerce online storefront to attract Suppliers!
- ➔ Your eCommerce online storefront allows you to give your customers more information about your products or services, and your eCommerce online storefront gives your customer confidence to purchase from you. It also leads to customer satisfaction since customers have a better idea of what they are purchasing. This will cause repeat & word of mouth sales.

xSellit's Custom Business eCommerce Solutions Will Help You Decrease Costs

- ➔ xSellit can save you money on marketing material. Costs to make changes to Product Catalogs are virtually free with an eCommerce online storefront. There is no need to print a new version every time you add, remove or change product pricing and features!
- ➔ With xSellit's custom business eCommerce solutions, the direct cost of sale for an order being placed on a website is lower than through traditional means such as retail, paper based & telephone. This is because there is no human interaction during the online purchase & order process.
- ➔ By using xSellit's eCommerce Online Storefront, processing errors are virtually eliminated so there is less time spent in resolving invoice and order discrepancies.
- ➔ In addition to lessening overtime and supervision expenses, xSellit's custom business eCommerce solutions can help minimize delivery times and labor costs associated with document and mail preparation. Furthermore, xSellit can reduce the amount of time spent on error detection/correction, telephone calling and data entry.
- ➔ With an xSellit eCommerce Online Storefront, your company can have more employees working from home. This decreases HR costs for companies due to smaller office buildings, less parking spaces, fewer IT services, etc.

➤ Distribution costs dramatically decrease since the customer is able to download information from your website or view your Catalog online. There is no longer a need to mail CD's or Catalogs!

An eCommerce Online Storefront Will Help You Increase Response Times

➤ With xSellit's custom business eCommerce solutions, you can email your customers online offers. Customers respond more quickly to online offers. If they are emailed a "We're having a Sale notice," they are more likely to immediately log onto your storefront to purchase your products or services.

➤ xSellit reduces a buyer's searching time. This means that customer's do not need to drive to different stores looking for a specific product or price, which can delay your sale by days or even weeks! With xSellit eCommerce storefronts, your customers can quickly and easily search for their items online and purchase right away, anytime!

Promotion Expenses Can Offer Better Results for Your eCommerce Online Storefront

➤ With our custom business economic solutions, you can target a market segment through Search Engine Optimization or Pay-Per-Clicks which allows you to focus on a more select group of customers and therefore have a competitive advantage in satisfying them.

➤ xSellit is ideal for niche products. Customers for these products are usually few but in the Internet market place, even these products could generate a considerable volume in sales.

Scalable Custom Business eCommerce Solutions

➤ An xSellit [eCommerce shopping carts](#) is scalable and grows with your online business. It is easy to upgrade and can allow you to tailor your store to your business needs.

XSELLIT COMPARISON CHART

FEATURES	xSellit Express	xSellit Standard	xSellit Elite
Setup Fee	\$49	\$49	\$49
License Fee	\$1895	\$1895	\$1895
Monthly Fee	\$25	\$69	\$129
Allows Unique, Corporate Web Site Design	X	X	X
Allows Custom Modifications	X	X	X
Content Management System	X	X	X
Unlimited Content Pages	X	X	X
Unlimited Updateable Drop Down Navigation Menu	X	X	X
Updateable Secondary Navigation Menu	X	X	X
Updateable Bottom Text Navigation Menu	X	X	X
Full Featured Shopping Cart:	X	X	X
Billing Information	X	X	X
Alternate Payments - Bypasses Credit Card Process	X	X	X
Customer Feedback	X	X	X
Shipping Information	X	X	X
Order Confirmation Page, Emailed & Printable Receipt, Unique Order Number: Automatically assigned	X	X	X
Emailed Order Notification - Alerts your personnel of a new order	X	X	X
Secure Orders Area - Your orders are kept in a secure folder in your Management Console	X	X	X
Secure Server (SSL) - 128 bit SSL encryption for security of order data	X	X	X
Online Credit Card & Check Gateway with Virtual Terminal	X	X	X
Automatic Shipping & Handling Calculations	X	X	X
UPS & International Shipping - Automatically compute fees by total weight and Destination & package	X	X	X
Flat Fee: Charge a flat fee per product	X	X	X
Percentage Fee – Assigns a percentage of the total order as the shipping total.	X	X	X
Order Total Ranges - Set shipping fee based on order total amount. Up to 5 ranges.	X	X	X
FedEx/USPS/DHL Shipping - Automatically compute fees by total weight and destination	A	A	A
Shipping Estimator - Estimates how much shipping will be prior to checkout	A	A	A
Custom Tax Tables – Build tax tables as you need them!	X	X	X
Tax on Shipping Support	X	X	X
Tax Exempt Support	X	X	X
Updateable Product Catalog	X	X	X
Unlimited Product Categories (C) / Subcategories (S) with Previous/Next Links	S	S	S
Show or Hide Category's & Products	X	X	X
Number of Product Listings	250	2500	unlimited
Display Number of Products – Displays the number of products in a category on the listing page and/or on the menu	X	X	X
Allow products to be listed in more than one category.	X	X	X
Custom Engravings	X	X	X

XSELLIT COMPARISON CHART

FEATURES	xSellit Express	xSellit Standard	xSellit Elite
Updateable Product Catalog (Continued)	X	X	X
Show All – Choose to view all products listed in a category on one page without Previous Next links.	X	X	X
Sort By feature – Sort products in a category Alphabetically, Price Low to High, Price High to Low & Popularity	X	X	X
Product Filters – Filters on particular product options such as Size, Color, Scent, etc.	X	X	X
"More Info" Page	X	X	X
Item Notes – can show or hide on the More Information page	X	X	X
Product Options with “What’s This” Feature	X	X	X
Ability to have 3 different images per product, thumbnail, medium & large view	X	X	X
Simple Imaging – Show product pic in thumbnail, “more info” (medium) and large views	X	X	X
Product Picture Gallery with automatic image resizing.	X	X	X
Photo Resizing – xSellit automatically resizes your images for you!	X	X	X
Sale Items - Cross out price on items that are on sale.	X	X	X
Manufacturer/Vendor per Product	X	X	X
Full Carton Quantity	X	X	X
Quantity Discounts/Price Breaks Per Product	X	X	X
Gift Wrapping & Gift Messages – Allow products to be gift wrapped along with a gift message.	X	X	X
Non-Taxable Products – Allows you to not charge tax per product.	X	X	X
Single Quantity – Allows for only 1 quantity to be purchased of an item.	X	X	X
Free Shipping Per Product – Designate free shipping per product.	X	X	X
Breadcrumb Trail – Great for easy navigation of your storefront!	X	X	X
Minimum Order Amount on Checkout	X	X	X
“Add to Cart for Pricing” feature per Product	X	X	X
“Call for Pricing” feature Per Product	X	X	X
Email Product to A Friend	X	X	X
Robust Standard Inventory Control	X	X	X
Quantity on Hand Per Product or Option	X	X	X
Quantity Auto-Reduction after purchase	X	X	X
Re-Order Levels	X	X	X
Out of Stock tag	X	X	X
Allow buy if out of stock	X	X	X
Price Variation Per Product Option	X	X	X
Wholesaler Feature	X	X	X
Turn off Public pricing – only will show pricing for logged in users	X	X	X
Customer Price Breaks	X	X	X
Customer Special Pricing Per Product	X	X	X
Reorder/Reminder System	X	X	X
Saved Orders, Wishlists/Favorites & Scheduled Emailed Reminders	X	X	X

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FEATURES	xSellit Express	xSellit Standard	xSellit Elite
Electronic Downloads - Sell digital products like MP3, PDF, and more.	X	X	X
Related Item Listings – Display other items on a more info page that are similar to that particular item.	X	X	X
Cross Sell Listings – Display other items on a more info page that compliments that particular item.	X	X	X
Social Networking Web 2.0	X	X	X
Facebook storefront & product integration	X	X	X
Twitter storefront & product integration	X	X	X
AddThis™ storefront & product integration	X	X	X
Breadcrumb Trail – Great for easy navigation of your storefront!	X	X	X
"Featured Product" Listing	X	X	X
Product Searches	X	X	X
Search on a Product's short description, long description & name	X	X	X
Additional Search Keywords – allows to add in more terms per product to be used in Product Searches	X	X	X
Join Our Mailing List	X	X	X
Tell A Friend	X	X	X
Promotion Codes – Offer discounts and sales, set expiration dates, add a custom message, set promotions per category	X	X	X
My Account:	X	X	X
Login Area, Updateable Contact Information, Order History	X	X	X
Order Status – Internal use (I) / Displayed in My Account (M) / Emailed to Customer (E)	I,M,E	I,M,E	I,M,E
Display General Customer Messages & Customer Specific Message	X	X	X
Password Discovery – Allows customers to get emailed their password if they lost it	X	X	X
Updateable Categorized What's New / Press Releases	X	X	X
Store/Office Locator - Build a listing of your stores or offices which will allow your storefront's visitors to search for a store or office by state or zip code by proximity.	X	X	X
Updateable Favicon image	X	X	X
Integrated Google Translate - Allows your website to be available in other languages	X	X	X
Search Engine Friendly	X	X	X
Customizable URL ReWriting & Page Mapping	X	X	X
Updateable META Title, Keyword & Description tags Per Page	X	X	X
Utilizes proper H1, H2, H3 Tags	X	X	X
Automatically updated Google Sitemaps & RSS Feeds	X	X	X
Category Listing page has two updateable content blocks for SEO enriched content	X	X	X
Product Listing page has two updateable content blocks for SEO enriched content	X	X	X
Link Summary block great for SEO enriched content	X	X	X
Integrated into Google Analytics	X	X	X
Integrated into Google eCommerce Tracking	X	X	X

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FEATURES	xSellit Express	xSellit Standard	xSellit Elite
Search Engine Friendly Cont.			
Custom 404 Error Page Not Found	X	X	X
Integration to Cobalt Email Marketing System			
Tell A Friend	X	X	X
Join Our Mailing List	X	X	X
Ordered List – Creates a general list of customer’s email addresses who have placed orders on your storefront	X	X	X
Per Product List – Creates a list for each product and places customer’s email addresses in the product mailing list for each particular product ordered. Great tool to generate repeat sales!	X	X	X
Secured Administration Area (Management Console)	X	X	X
Unlimited User & Group Permission Based Administration Security	X	X	X
Order Handling	X	X	X
Abandoned Cart Tracking & Support	X	X	X
Add/remove order items from an order	X	X	X
Manually update Shipping charges	X	X	X
Print a packing slip	X	X	X
Print an updated receipt	X	X	X
Set an order status, ie Open, Processing, Shipped, Closed	X	X	X
Email Shipping notice to customer	X	X	X
Update and save shipping notice per order	X	X	X
Accept & process phone orders	X	X	X
Import/Export Customers/Product/Categories/Product Options	X	X	X
Downloadable Orders (XML or CSV format)	X	X	X
Hosting / Email / Site Statistics	X	X	X
Disk Space	250 MB	500 GB	1 GB
Bandwidth	15 GB	20 GB	50 GB
E-Mail Boxes / Auto Responders	25/25	50/50	100/100
Shared SSL	X	X	X
Dedicated SSL	A	A	A
24/7 System Monitoring, Unlimited E-Mail Aliases, Vacation E-Mail, Email Forwarding, "Catch-All" Email Alias, Browser Based Email System, POP3 Email Client Compatibility, Web Calendaring, Virus & Anti Spam Protection, Website Statistics - (LiveStats, DeepMetrix)	X	X	X
Integrated Payment Gateway	A	A	A
US Based Technical Support	X	X	X