

MONO & ECWID E-COMMERCE

The Ecwid E-commerce integration provides SMBs using the Mono Platform with more advanced e-commerce options and multi-channel selling.



ADVANCED CAPABILITIES

The integration of Ecwid E-commerce to the Mono Platform offers small businesses the ability to access more advanced e-commerce capabilities. With Ecwid E-commerce, your small business customers can customize every aspect of the shop layout, including deciding what information will be shown, product image size and more. Adding new products and managing inventory is easy, and product categories can be added for more structure. Ecwid E-commerce also offers small business owners flexibility with shipping (flat rate, custom, self pick up), taxes (automated tax calculation) and payment methods (more than 40+ gateways).

MULTI-CHANNEL SELLING

Offering products on multiple online platforms provides small businesses with new sales opportunities and can help to grow their reach. Ecwid E-commerce is directly integrated with a variety of online channels such as Facebook, Instagram, or Google Shopping which allows the SMB to apply a multi-channel selling approach with just a few clicks. Inventory and orders are automatically synchronized across platforms, ensuring flawless stock management. Depending on the subscription type, the small business can also easily list its products on marketplaces like Amazon and eBay.



MOBILE STORE MANAGEMENT

Managing your business while on-the-go is more important than ever. Ecwid E-commerce delivers a mobile store management app that makes it easy for your small business clients to add products, take and upload photos and update product details, prices, and stock levels. Business owners will also be notified of new orders, and can update order details and status in the app that will be automatically sent to the customer. The app also features more advanced functionality, such as contacting customers directly, setting up promotions and selling on Facebook and Instagram.



FEATURES

There are 3 different Ecwid E-commerce subscriptions that you can choose from:

- ▶ Ecwid E-commerce Essential
 - Up to 100 products
- ▶ Ecwid E-commerce Professional
 - Up to 2,500 products
- ▶ Ecwid E-commerce Unlimited
 - Unlimited number of products

Ecwid E-commerce provides an advanced set of features, including:

- ▶ Multichannel selling: Facebook, Instagram, Google Shopping, Amazon*, eBay* and Etsy
- ▶ Option to offer discount coupons and gift cards
- ▶ Automatic inventory and order synchronization
- ▶ Responsive design across desktop, tablet, mobile
- ▶ Single-page checkout
- ▶ Mobile store management through app
- ▶ Built-in storefront translations
- ▶ Integrated shipping methods: Automatic rates from most popular carriers, flat rate shipping, custom rates and self pickup
- ▶ 40+ different payment gateways, incl. Stripe, PayPal and many other regional options
- ▶ Abandoned cart recovery
- ▶ Product filters
- ▶ Option to display product variations
- ▶ Multilingual storefront
- ▶ Advanced SEO tools
- ▶ Complete security (Level 1 PCI-DSS Provider)
- ▶ Point of sale: Seamless synchronization with Square, Clover, and Vend
- ▶ Custom branded shopping app**

- ▶ Automatic tax calculation in the US, Canada, EU, Australia
- ▶ Easy advertising: Facebook, Google Shopping, Pinterest, Snapchat
- ▶ Option to include Facebook Messenger live chat

For more details on which features are included in each subscription, please reach out to the Mono Team.

*May require third-party application outside of the US
**This may incur an extra fee

HOW IT WORKS

Ecwid E-commerce is integrated to the Mono Editor. Once a subscription is added, a new tab appears in the Mono Editor called E-commerce+. In this tab, you can access all the Ecwid E-commerce functionality that your applied subscription includes. Ecwid E-commerce can be administered as an add-on to a Mono Website subscription, or as a standalone subscription.

SETUP DETAILS

- ▶ Enabling Ecwid E-commerce in your product portfolio requires an amendment to your existing contract
- ▶ All Ecwid E-commerce subscriptions can be administered via RAI.
- ▶ For the standalone subscription, use the Ecwid E-commerce embed subscription and then add either the Ecwid E-commerce Essential, Professional or Unlimited subscriptions.

CONTACT

For more information, please contact your Partner Success Manager or send a mail to sales@monosolutions.com