



Release 13.2 *What's New*



Midmarket
Print Suite

Here's *What's New*

We're very excited to announce the release of MarketDirect StoreFront 13.2. The focus for this release was one thing:

Improving the buyer experience. We think you'll agree that this new version of MarketDirect StoreFront delivers a dramatically improved and modernized user experience that will make it much easier for buyers to not only find the products they're looking for, but to purchase them as well.

Here's an overview of the enhancements we've made to MarketDirect StoreFront with this release:

Improved buyer Experience

- Enhanced and modern user interface for product matrix, kit, ad hoc, and static products
- Exceptionally fast response for mobile devices (phone + tablet)
- Category-driven primary menu bar provides + hyperlinked navigation breadcrumbs provides easier navigation
- New powerful + flexible search and filter ability makes finding products a breeze
- New streamlined, faster path to checkout
- Product pages now support multiple product images (+ product image zoom)
- New Quick Order Workflows allow purchases directly from a product page

Easier Storefront Creation

- Easily brand storefronts (i.e., control fonts, color schemes, etc.) without touching a line of HTML code
- Make worry-free, easily recoverable changes to storefronts that are non-destructive to underlying code
- Create separate, full-page product detail pages
- Create a consistent SEO experience using product page SEO title, URL slug, and meta description
- Integrate from anywhere with easy-to-use product page links

MarketDirect® StoreFront 13.2

Highlights AT-A-Glance

Formatting Ease

With SmartStore Builder 2.0, administrators can change logos, color schemes, fonts(), and layouts on storefronts with ZERO HTML Coding.

Advanced Configurations

Administrators will find that making Advanced Style Configurations while using SmartStore Builder 2.0 is as easy as modifying a single value in an existing code block.

Angular framework

A deliberate shift was made to an Angular Framework, a future-proof Strategic Backend Technology that provides a modern visual appeal and leapfrog mobile device response and friendliness.

Brand-centric Storefronts

SmartStore Builder v2.0 delivers a truly Brand-Centric Storefront Experience for EVERY customer. Leveraging category- and product-level security, the available product categories or individual products displayed on a storefront can dynamically change based on the user login — providing a truly individualized user experience.

Quick order Workflows

- Available for most product types
- Gets buyers to shopping cart FASTER
- Provides a more intuitive interface than traditional Visual Product Builder
- Allows buyers to quickly transition to the Visual Product Builder as needed to define the more advanced job settings (e.g., tabs, bindery, etc.)

Flexible search + Filtering

- Search ALL categories for a product or constrain search within a category
- Filter by product keywords on all category + sub-category pages
- Sort results by Best Match, Featured Products, Name, or Turnaround Time



Scan to learn more about



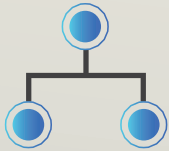
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Improved Buyer *Experience*

What's New with MDSF 13.2 Page 4 MarketDirect StoreFront 13.2 delivers a markedly improved experience for administrators with the addition of our new SmartStore Builder 2.0. Using a new, Angular Framework (v12) development platform, SmartStore Builder 2.0 allowed us to dramatically improve and modernize the buyer experience.

Improvements Abound

Flexible Category Display



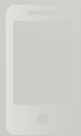
- Category Menu
- Hero Blocks
- Featured Categories

Faster Click - to - Cash



- Reduce Abandon Rates
- Allows Quick Order of Products
- Hyperlinked Breadcrumb Navigation
- Flexible Search + Filtering

Moder + Mobile



- Faster Response
- Easier Navigation
- Mobile Friendly
- More Visually Appealing

Search engine optimization



- Faster Response
- Easier Navigation
- Mobile Friendly
- More Visually Appealing

The Numbers

95%

of the effort to improve MDSF 13.2 was focused on creating a better storefront buyer experience.

+0.1

second increase in load speed can improve conversion rates + total cart value by 10 percent.¹

58.6%

of carts were abandoned in the last three months of 2021.²

¹ *Milliseconds Make Millions, Deloitte, 2020*

² *The Keys to Abandoned Cart Recovery and Reducing Lost Sales, Big Commerce, 2022*

SmartStore Builder 2.0 Makes Storefronts and Pages Load Quickly

Why this is important: A .01 second improvement in load speed improves click conversion rates and can increase total cart value by up to 10 percent.¹ Removing as much friction as possible from the buyer experience results in an increase in sales AND a reduction in the number of abandoned carts.

Buyer's Path to Checkout Requires *Less taps or Clicks*

Why this is important: Consumers now prefer using their smartphones to make purchases (Deloitte) — meaning retail websites are being accessed by buyers via mobile devices before laptop or desktop computers. With SmartStore Builder 2.0, all users — especially mobile users — will benefit from a noticeably increased level of responsiveness from your storefronts.

New Enhanced + *Modern user Interface*

Incorporating SmartStore Builder 2.0 in MarketDirect StoreFront 13.2 allows you to offer buyers a new, modernized yet familiar user experience. By design, buyers will find navigating and making purchases from a MDSF 13.2 site extremely easy. Moreover, SmartStore Builder 2.0 eliminates unnecessary clicks to make the purchasing process as frictionless as possible.

NEW SmartStore 2.0 | Enhanced User Experience

Primary Header

Secondary Header

NEW Category Menu

Banners

NEW Featured Categories

NEW Featured Products

NEW Hero Block

NEW Flexible Search + Filter

NEW Breadcrumb Hyperlinked Navigation

New quick order *Workflow*

SmartStore Builder 2.0 provides Quick Order Workflows that:

The screenshot shows the '11x17 4C Landscape' product configuration page. It includes a 'Job Preview' on the left showing a sample of the 'BUSYCAT CRACKERS' brochure. The main configuration area on the right includes fields for 'Unit Price' (\$2.56) and 'Total Price' (\$2.56), a 'Buy Now' button, and an 'Add Files' button. Below these are input fields for 'Quantity' (1) and 'Page Count' (3). The 'Print Options' section includes 'Paper/Media' (Premium White 24#) and 'Print In Color/Sides' (Print in Color - Double Sided). The 'Binding & Covers' section has a 'Binding' dropdown set to 'No Binding'. The 'Additional Services' section has a 'Staple' dropdown set to 'No Stapling'. A 'Special Instructions' text area is at the bottom. A pink line points from a text box at the bottom left to a 'More Options' button at the bottom right. The text box says: 'For more complex print options click the More Options button to go to the Visual Product Builder'. The button is labeled 'More Options'.

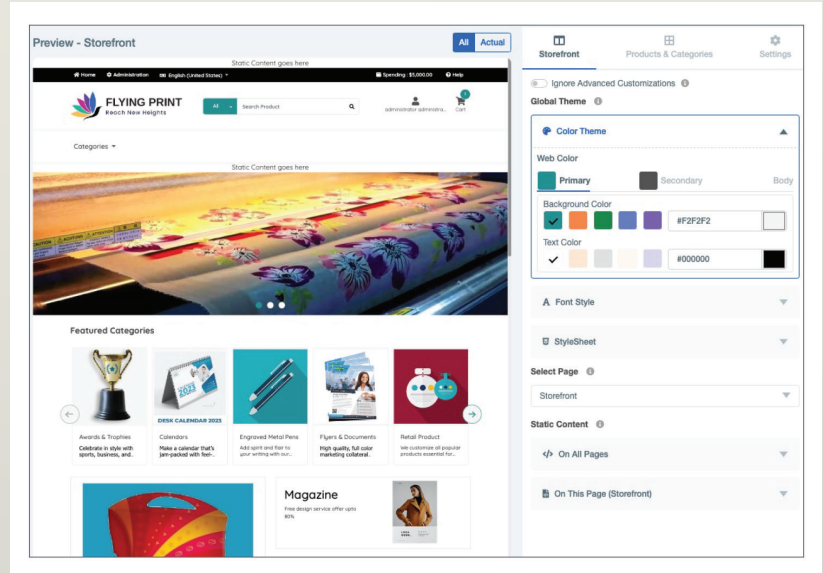
Why this is important: A .01 second improvement in load speed improves click conversion rates and can increase total cart value by up to 10 percent.¹

Removing as much friction as possible from the buyer experience results in an increase in sales AND a reduction in the number of abandoned carts.

- Allow a buyer to configure and order a product directly from the product detail page.
- Gives the buyer the ability to preview an item after it has been configured.
- Allows buyers to define simple product configurations (i.e., choosing media type, colors, sides printed, binding type, stapling selection, etc.) — which comprise an estimated 80 percent of all print jobs received.
- Allows the use of more robust Visual Product Builder for advanced features (e.g., tabs, page sorting, page deletion, etc.)
- Available for static, ad hoc, and product matrix product types.
- Anything that uses a Ticket Template in the previous versions of MDSF will be able to use Quick Order Workflows.
- Quick orders will reduce orders lost due to the frustration buyers may experience with the complexity of Visual Product Builder.

Demonstrably Easier *Storefront Creation*

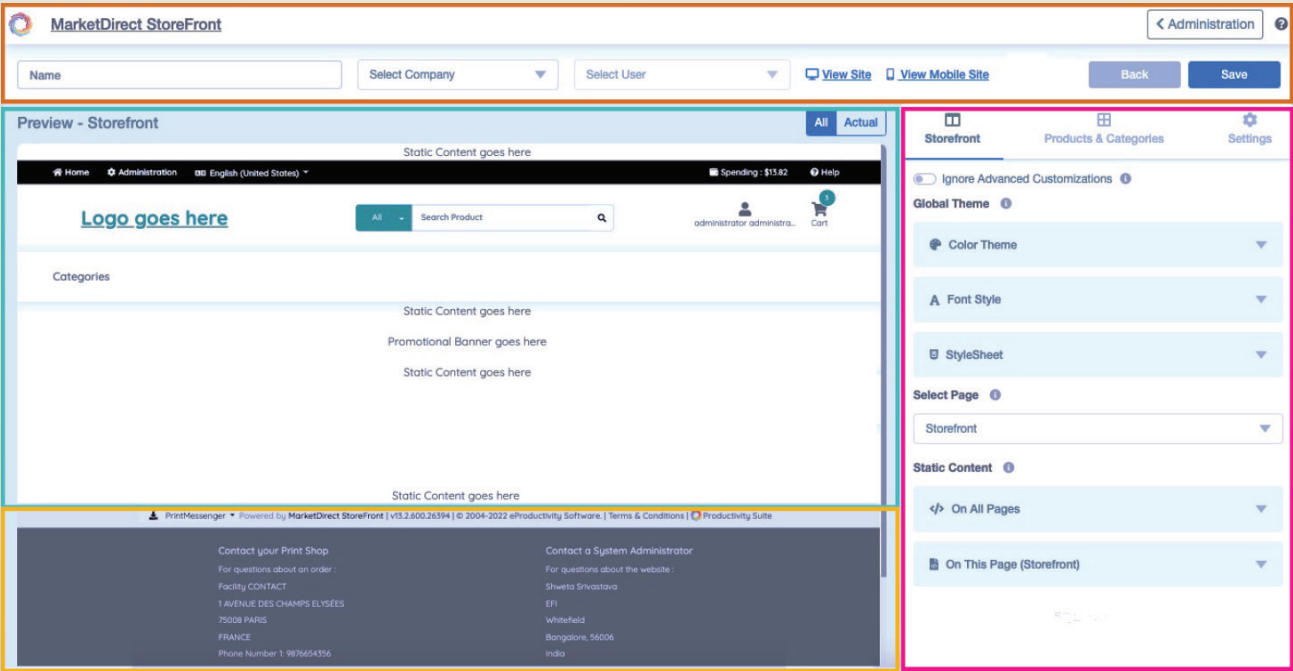
- ALL SmartStore 2.0 elements: Category Menu, Banners, Hero Block, Featured Categories + Products, and Static Content is added and configured through the SmartStore Builder.
- Fonts, Colors and Style sheet Overrides are configured through the SmartStore Builder.
- Many options are LIVE; others require users to Save only.
- AChanges are non-destructive to the default page code, so it's easy and fast to back changes out that affect page load or display.
- 95 percent of SmartStore Builder 2.0 is NO CODE based.
- Administrators can edit storefronts from Windows, MacOS, or even Linux devices.



Powerful New + *Intuitive administrator Interface*

Administrative Header

Preview, Save, Return to Administrative Landing Page



Page
Preview
Area

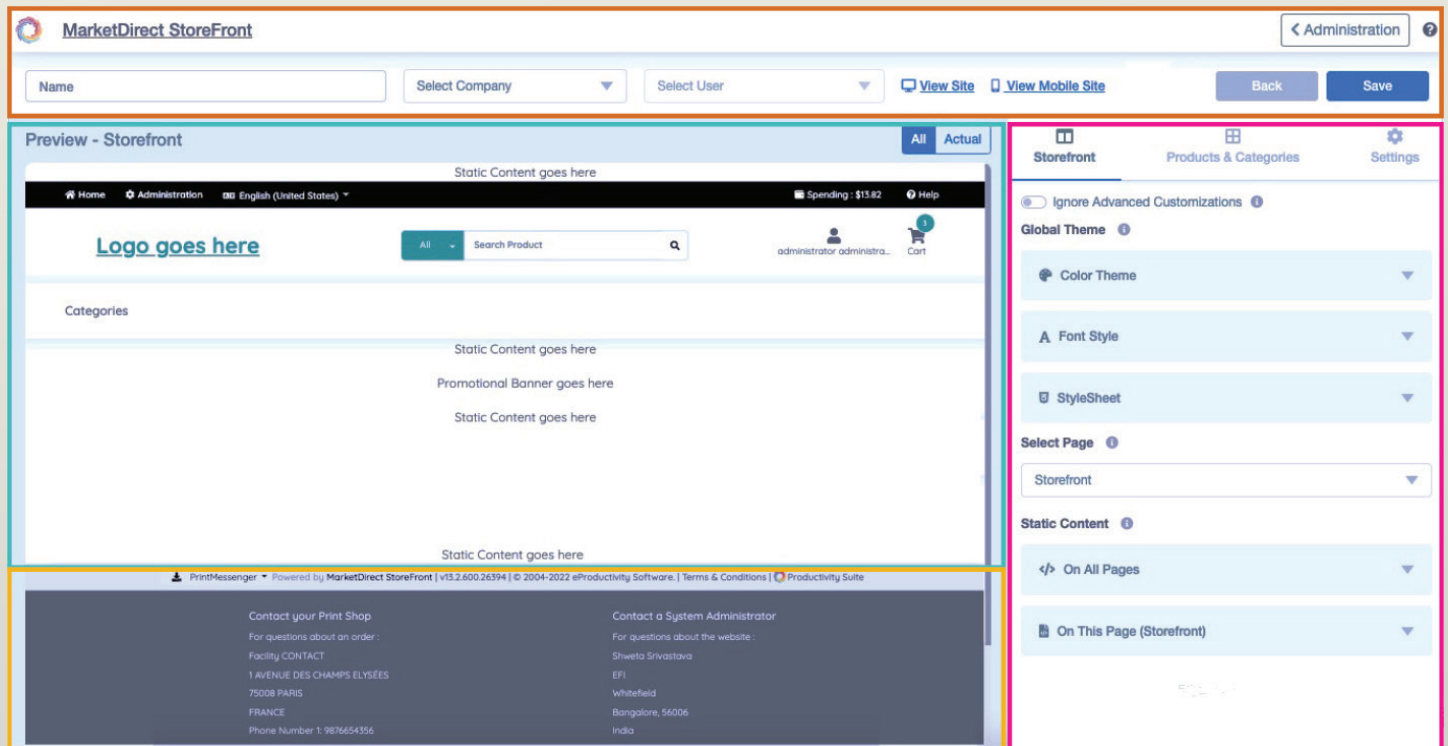
Site Footer

Version, Contact Information, Third-Party Download Availability

Settings Area

Color Theme, Fonts, Style Sheets

Powerful New + *Intuitive administrator Interface*



SmartStore Builder 2.0 provides a greatly enhanced administration interface to make all aspects of creating and implementing a new storefront as easy as possible. From the convenient dashboard view shown above, Administrators have the ability to:

- Change/edit the color theme, fonts, and global style sheets used in their storefront
- Add or edit individual products, service or their categories
- Create and edit Featured Categories to highlight specific products
- Add logos and static content to their storefront,
- Preview changes made to a storefront — in real-time — via the Page Preview Area
- Preview the storefront as it will appear for a specific group or individual user
- View the desktop or mobile version of their storefront in a new browser window
- Save or Cancel any changes made to a storefront



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What's New MarketDirect® StoreFront 13.2
e-Commerce and Web-to-Print Solution
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