



# DirectScale Ecommerce

Powered by Rave Retailer

The effective branding, design and functionality of DirectScale Ecommerce guides your customers through a frictionless online shopping experience creating an experience they'll want to come back to time and again.

The brilliantly simple yet powerful checkout process drives your online sales by guiding your customers through an enjoyable buying experience. The entire platform is more manageable and is easier for both your buyers and admins to use. And its unmatched attribution ensures your influencers and reps get the appropriate commissions every time.

**Our ecommerce platform delivers a seamless experience to all users.**

- Mobile app
- Quick onboarding
- Replicated websites
- Social media sharing
- Enhanced categorization options
- Easy-to-manage visual page builder
- End-to-end personalization with DirectScale's multifaceted configuration
- Seamless digital marketing (plugins included without separate MSAs Shopify requires)

We took the best of Shopify and built upon it to strengthen and improve not only the customer experience, but also the Admin controls specific to our industry needs.

*"DirectScale Ecommerce helps you sell more by providing the best tools available on an ecommerce platform all at an affordable price."*

*"The brilliantly simple yet powerful checkout process drives your online sales by guiding your customers through an enjoyable buying experience. The entire platform is more manageable and is easier for both your buyers and admins to use."*

## PLATFORM INTEGRATION:

Your ecommerce websites are fully integrated with the DirectScale platform, including your payment processing, complete product catalog, replicated websites, inventory management, autoships, order statuses and more.

## TECHNOLOGY:

We handle all the technical aspects for you, such as secure and stable hosting (99.9% uptime), SSL certificate management and a lot more.

## CUSTOMER JOURNEY:

DirectScale eliminates the customer frustrations with online buying experiences of poor design and complex flow. We help you decide on effective designs and placement of banners, product images, social icons, and more. This not only captivates, but also guides your customers through their simple online shopping journeys—seamlessly—so they look forward to making their next purchase.

## SUPPORT:

Your dedicated Account Manager will walk you through setting up and managing your site, and consult with you to accelerate your growth. From website design and edits, marketing and training, we help you with every step.

## SALES BOOSTER PERFORMANCE OFFERING\*:

Our Sales Booster package tracks which referral link customers click so you can quickly reach more of the three critical target audiences who buy your products: 1. new, 2. existing, and 3. potential customers. Sales Booster drastically increases your sales conversions and overall revenue.

## EMAIL MARKETING\*:

Email campaigns can generate a substantial part of your overall revenue. We help you create effective email campaigns that drive customer sales to increase your ROI upwards of 10:1!

## ABANDONED SHOPPING CARTS\*:

Recover more of your lost revenue. One study showed 85% of mobile shopping carts were abandoned in 2019, totaling \$18 billion! Our abandoned cart recovery features have helped our customers reclaim 14% or more of that lost revenue every year!

## REMARKETING ADVERTISING\*:

Using our tracking technology, highly specialized and targeted remarketing ads are shown to those who have visited your site in the past without buying. Retargeted B2C site visitors have proven to be 5x more likely to convert compared to site visitors who are not retargeted, and they typically have a 30% higher average order value. Our solution helps you do it automatically!

## CONSULTING\*:

Our technical team members are ecommerce experts and will help ensure that you're following best practices to help you run, know and grow your business. They'll deliver the secret sauce for growth acceleration.

*Let us share with you how our clients have achieved triple-digit growth.*

## NUMBERS TELL THE STORY

- 3,000+ online stores
- In 45 states & 6 countries
- \$1 Billion+ in retail sales
- 376% sales increase (2020)

