

Facebook Storefront

Monetize the social web and sell within Facebook with innovative social commerce features to generate revenue and extend your customer reach.

Let your Customers Discover, Buy & Share your Products - in Facebook

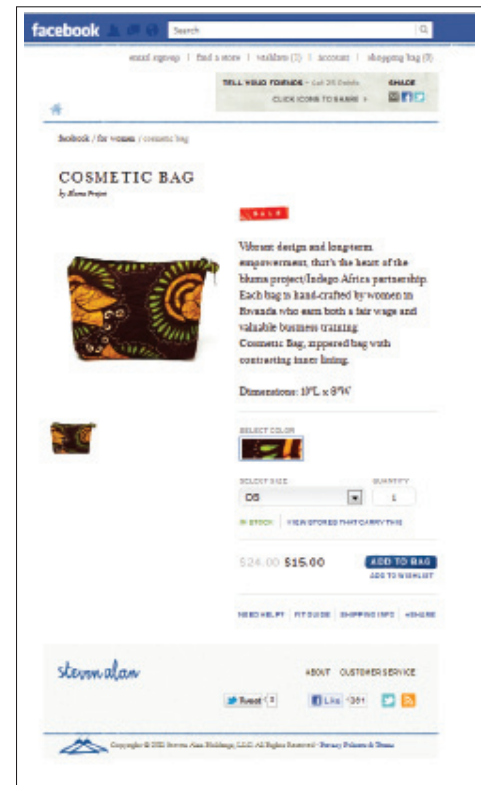
Your Customers are on Facebook

Today, 95% of social networking time is spent in Facebook (Comscore, 2011). And customers aren't just there to share photos and play games - they are discovering new things, asking friends for advice, sharing the brands they love, and even buying products.asdf

Your Products Should be too

Facebook is the best place on the web today to build social momentum for your products and to engage your social customers. Our most innovative clients are using their Facebook Storefronts as the foundation for social commerce promotions and programs such as:

- Private Collections for VIP Customers
- Flash Sale Promotions
- Voting for upcoming Products
- Social Product Launches
- Seasonal Showcases
- Group Buy for gifts and products

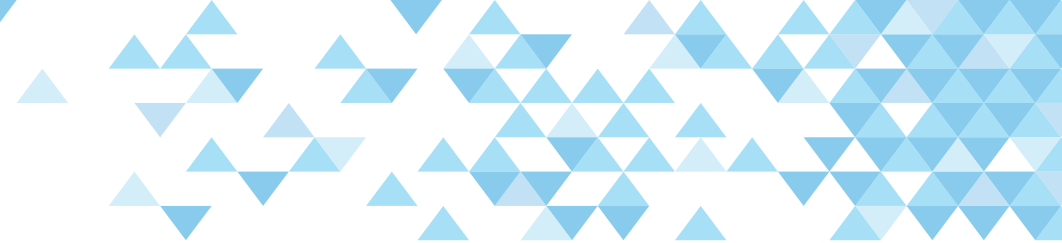


Social promotions can increase visit rates as much as 4 times when compared to email campaigns.

Drive Revenue & Extend Reach

Sell Inside of Facebook With A Storefront

that has all the rich functionality and branding of a traditional eCommerce website. Extend your social marketing reach and convert your prospects into purchasers with real, measurable, transactional results.



Facebook Storefront (cont.)

Own Your Store On Facebook

Why compromise on your eCommerce features inside of Facebook? ShopIgniter enables you to control products, pricing, options, categories, collections, brands, and more in a fully-branded Facebook application. Your customers can easily find what they are looking for with store-wide or per-category faceted search, select the products they want, and complete their purchase without ever leaving your application or Facebook.

Enable Your Customers to Amplify your Reach

Promotional coupons can powerfully influence buying decisions, especially when they are delivered by friends. ShopIgniter enables you to create, control, and push shareable, trackable coupons socially in Facebook. Your customers can incentivize their friends with offers specifically tailored to them from your store, before or after they have purchased from you. Reach millions of potential customers through the power of your customers' established networks of trust.

Increase Customer Trust Through Your Network

Turn evangelists into your global sales and marketing force. Reach tens of thousands of potential customers through the power of your customers' established networks of trust. Customers can comment on products and share those comments with their friends via social networks, driving traffic back to your site. Commerce promotions and special offers are a great way to create momentum on your Facebook Wall - and gain new fans.

Enterprise Class Store Management

Our intuitive administration panel easily manages tens of thousands of SKUs with multiple options and supports advanced retail functionality such as private sales and time based sales. You have the option to integrate your Facebook store to any existing eCommerce, inventory, or order management systems, providing you a holistic eCommerce solution.

About ShopIgniter

ShopIgniter helps leading brands engage their customers through social promotions, storefronts and rewards programs. Find out more at www.shopigniter.com.

"We reviewed all the Facebook Store offerings available and chose ShopIgniter for its unique Social Promotions Engine and best overall functionality."

Kristi Wilson,
Senior Director of Retail,
Portland Trail Blazers

