Convio eCommerce

Convio eCommerce combines a familiar online store with Internet tools that help you drive support for your mission. With Convio eCommerce, you'll have all of the tools you need to sell merchandise in an online store. You'll also have the tools to encourage shoppers to get involved with your organization in other ways, collect information about them, use that information to communicate relevant information to them, and encourage their ongoing support.

Product/Premium Configuration and Management

Product catalog hierarchies. Organize your online catalog using an unlimited number of product categories and types.

Compelling product descriptions. Create product descriptions that can contain links, images and personalized content.

Multiple attributes. Provide shoppers with choices such as size and color that they can easily select using drop-down boxes. Associate extra fees with items, such as a surcharge for XXL-sized apparel, to help cover production costs for those items.

Flexible shipping options. Assign a standard shipping cost to individual products, set additional rates for express shipping, and charge a supplemental fee per each additional mailing address.

Inventory management. Automatically decrement inventory counts as shoppers purchase products from your site. Generate real-time inventory reports at any time.

Scheduled product publishing. Enable date- and time-based product activation and expiration for limited-time offers.

Online database integration. Associate specific product purchases with Convio interest groups to learn more about your constituents with every shopping transaction, and to target them more effectively in the future.

Large purchase notification. Identify your most valuable shoppers by automatically flagging constituents who exceed a specified purchase threshold in your store.

Memorial/honorary integration. Use integrated Web forms to capture honorary or memorial information to be engraved or printed on commemorative certificates, plaques or other items.

Reporting. Download real-time order reports in a comma separated value (.csv) file and send it to your fulfillment house or use it internally for tracking your success.

Tax calculations. Provide tax calculations for online sales interactions through an integrated Convio partner product, CERTICALC™, by eSalesTax.

> ### The Convio Difference
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> Designed to meet the unique needs of nonprofit organizations, Convio's integrated software suite includes products for fundraising, advocacy, events, ecommerce, online community, Web content management and email communications.
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> All products include Constituent360™, a sophisticated online database that centralizes constituent data and integrates with offline databases. It shares data about all online interactions, ensuring you have a complete view of each constituent, which is critical to effective online programs.

Online Store Configuration and Management

WYSIWYG configuration. Quickly and easily customize your online store pages with text, pictures, personalized information and links using Convio's What-You-See-is-What-You-Get (WYSIWYG) HTML editor.

Customizable cover page. In addition to your catalog pages, create a custom landing page to describe special offers and featured items, cross-promote fundraising and advocacy initiatives, and more — while maintaining full store functionality.

Multiple store support. Create an unlimited number of stores on your Web site to offer different product selections, presentations, shipping rates, and order confirmation and auto-responder emails. This is useful for such purposes as building a members-only store or creating a discount store for clearance items.

Simple product assignment. Define each product offering one time in one location and then add it to, or remove it from, the appropriate stores with just one click.

Scheduled store activation. Enable date- and time-based store activation and expiration for stores that correspond with particular events or programs.

Configurable auto-responders. Create HTML and plain text email auto-responders for purchase confirmation. These messages can invite buyers back to your site for donation opportunities or advocacy alerts that map to each constituent's interests.

Discount codes. Create discount codes for entire stores, individual items or shipping costs. Specify discounts as either a percentage or dollar amount, and limit them to a number of purchases. You also can link discounts to specific groups within the Constituent360™ database for purposes such as members-only pricing.

eCards for gift notification and viral marketing. Integrate Convio eCards into your store to provide product- and organization-specific messaging in gift notifications. You also can create coupon eCards containing a special discount code to encourage shoppers to recruit friends to shop in your store.

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Store preview. Preview your store to ensure everything is just right before making it available to shoppers.

Constituent Shopping Experience

Familiar interface. Provide an intuitive online shopping experience that is consistent with what users expect in an online store.

Catalog navigation and search. Implement a category browser for large stores with multiple product categories that enables shoppers to easily navigate to the products they want to buy. Shoppers can search for products by item name, description, price or type. They can sort product lists alphabetically by name or by ascending or descending price.

Flexible add-to-cart links. Allow shoppers to add a specific item to their shopping cart or link to any point in the catalog from any HTML page on your site.

Cross-promotion engine. Create "You might also be interested in..." messages and links to offer shoppers products that are related to those they have placed in their shopping carts or that are relevant to an existing interest recorded in the Constituent360 database.

Up-sell capability. Define messages to encourage shoppers to spend more to get free shipping or a free gift.

Tax information. Display the fair market value and tax-deductible portions of the item prices in the buyer's shopping cart as well as on a final, printable receipt.

Multiple shipping addresses. Allow shoppers to use separate billing and shipping addresses for gift-giving. Also, allow shoppers to ship to as many addresses as desired to encourage multiple gift purchases.

Additional donations. Provide additional donation fields at both the product listing level and during the checkout process to encourage increased levels of giving.