MarketDirect® StoreFront
Web-to-Print and e-Commerce Solution

RELEASE 13.2
WHAT'S NEW

MarketDirect® StoreFront 13.2 | WHAT'S NEW

WHAT YOU NEED TO KNOW

At-a-glance, MarketDirect StoreFront 13.2 provides a new, completely modernized user and administration experience that allows our customers to:

- 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
- Provide an exceptionally fast response for mobile devices (phone + tablet)
- Provide a modern user interface for product matrix, kit, ad hoc, and static products

- Design and implement streamlined, faster path to checkout experience
- Create robust product pages with multiple product images (+ product image zoom) and Quick Orders
- Provide a much easier navigation using a category-driven primary menu bar + hyperlinked navigation breadcrumbs
- 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

SIGNIFICANT LEAP FORWARD IN ADMINISTRATION + USABILITY

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, 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

IMPROVED BUYER EXPERIENCE

With the implementation of the much-anticipated SmartStore Builder 2.0, MDSF 13.2 delivers a markedly improved experiences for users and administrators. By design, the product management team focused their efforts on moving to a new, Angular Framework development platform allowing a dramatic improvment and modernization of the buyer experience.

IMPROVING THE BUYER EXPERIENCE

▶ SmartStore Builder 2.0 Makes Storefronts and Pages LOAD QUICKLY
A .01 second improvement in load speed improves click conversion rates and can increase total cart value by up to 10 percent.[1]

▶ The Buyer's Path to Checkout Requires LESS TAPS or CLICKS
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. The new SmartStore Builder 2.0 uses a new Angular Framework (v12) web development platform that brings new level of responsiveness — especially for mobile users.

MODERN + MOBILE
- Faster Response
- Easier Navigation
- Mobile Friendly
- More Visually Appealing

FASTER CLICK-TO-CASH
- Reduce Abandon Rates
- Allows *Quick Order* of Products
- Hyperlinked Breadcrumb Navigation
- Flexible Search + Filtering

SEARCH ENGINE OPTIMIZATION
- SEO-Friendly URLs
- Dedicated Category Pages
- Dedicated Product Pages

FLEXIBLE CATEGORY DISPLAY
- Category Menu
- Hero Blocks
- Featured Categories

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

NEW ENHANCED + MODERN USER INTERFACE

Incorporating SmartStore Builder 2.0 in MarketDirect StoreFront 13.2 allows our customers 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

5 Products under this category

NEW Breadcrumb Hyperlinked Navigation

Home > Printing > 11x17 4C Landscape

NEW QUICK ORDER WORKFLOW

SmartStore Builder 2.0 provides Quick Order Workflows that:

- ▶ 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

For more complex print options click the **More Options** button to go to the **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

- ▶ **Changes 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
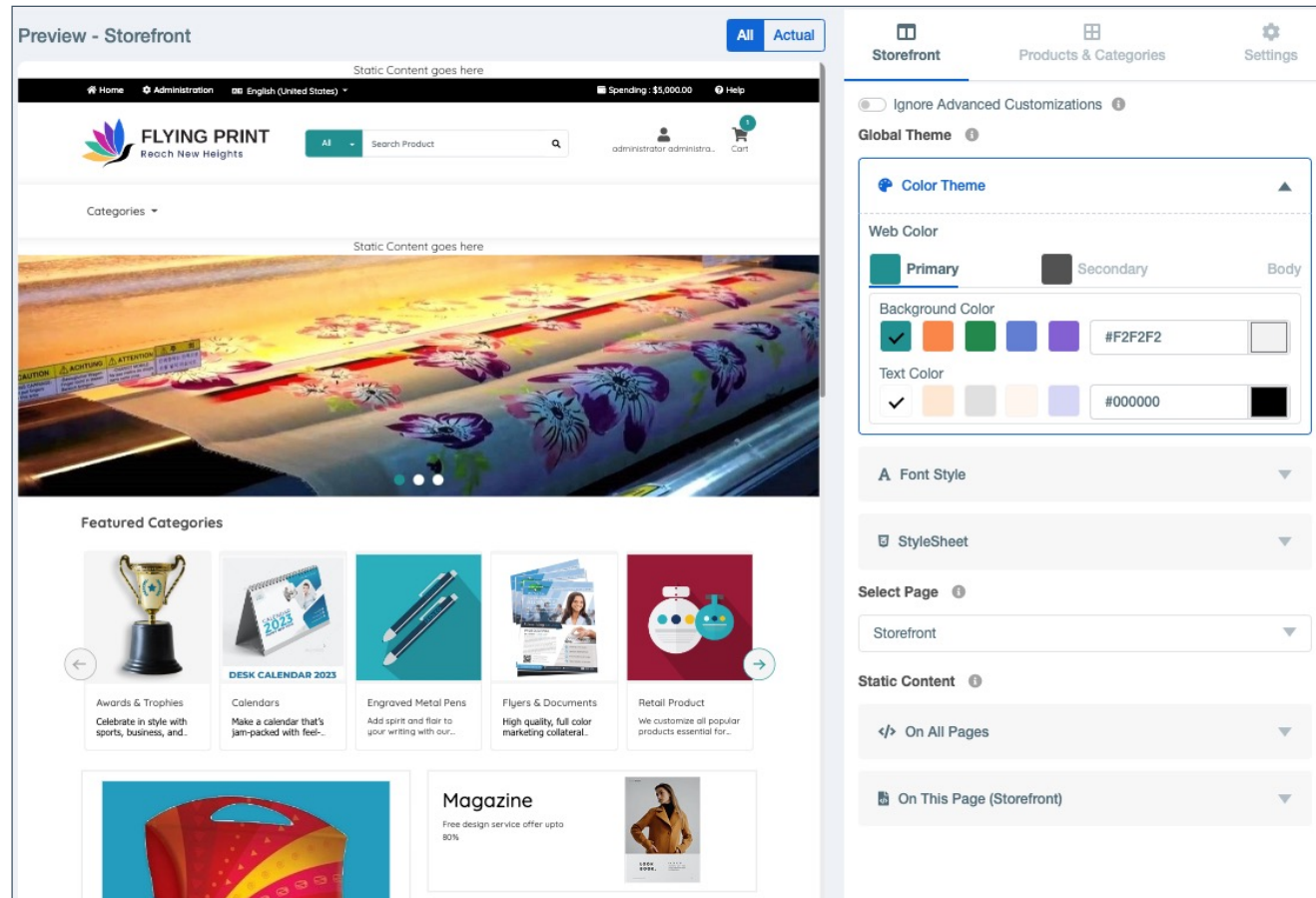
POWERFUL NEW + INTUITIVE ADMINISTRATOR INTERFACE

ADMINISTRATIVE HEADER
Preview, Save, Return to Administrative Landing Page
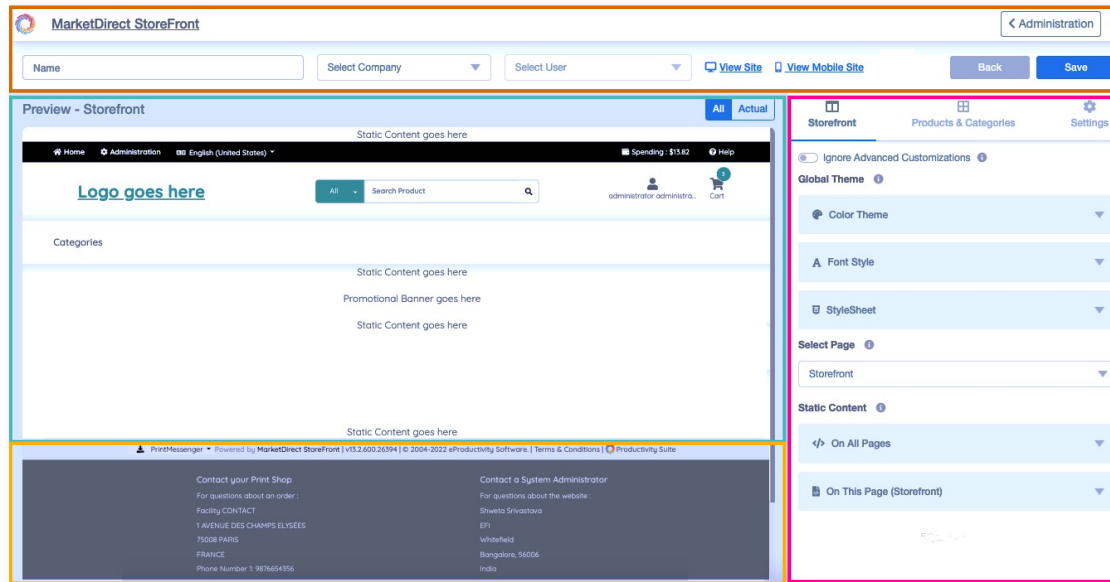

PAGE PREVIEW AREA

SITE FOOTER
Version, Contact Information, Third-Party Download Availability

SETTINGS AREA
Color Theme, Fonts, Style Sheets

NEW POWERFUL + 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

THE ADMINISTRATIVE HEADER

- **MarketDirect StoreFront Link** When clicked, returns the user to the main Storefront page
- **Administration Button** Returns the user to the Administration landing page
- **Name** The name of the storefront (from the Create dialog) displays here
- **Select Company/Select User** Used when implementing a group- or user-segmented storefront to preview for a specific credential
- **View Site/View Mobile Site** Allows a live preview beyond the preview Area for both desktop and mobile views
- **Back/Save** Either cancels or commits the current changes made in the Settings Area

THE SITE FOOTER

- Information entered in both the **Print Shop** > **Contact Information** AND **Site Settings** > **Site Administrative Address** pages
- **Digital StoreFront Print Messenger** download for Microsoft Windows® (if enabled)
- Copyright, version information, and Terms & Conditions

THE PREVIEW AREA

The Preview Area displays a preview of the site being built. Elements that are defined by Color, Font, Pick List (Products and Categories), or Image will Preview dynamically, while elements requiring code (Static Content) will require a **Save** prior to displaying in Preview.

THE SETTINGS AREA

- **Storefront Tab** Colors, Fonts, Style Sheet overrides, Static Content, Promotional Banner configuration, and page selection
- **Products + Categories** Tab Defines the Categories to use for the Menu bar, "Hero" block, and as Featured Categories. Also selects Products for Featured Products
- **Settings Tab** Site behavior settings (Site Details, Login, Shopping Cart, VAT, Cookies Consent, Header tags, Terms & Conditions)