

RICH MEDIA

Consumers expect quality images when shopping online to ease concerns regarding the product, and analysts agree that images are imperative to online success. Leverage advanced visualisation techniques including product zoom, image resizing, alternative views or colour swatching to create interactive selling tools that engage shoppers and increase profits.

THESE RICH MEDIA FEATURES HELP RETAILERS:

- ✓ Boost conversion rates by arming shoppers with detailed product information
- ✓ Engage shoppers by increasing time spent on your webstore
- ✓ Decrease product returns by giving shoppers a complete product story
- ✓ Increase consumer confidence in buying decisions
- ✓ Preview images on your website before publishing
- ✓ Configure views for mobile and tablet devices

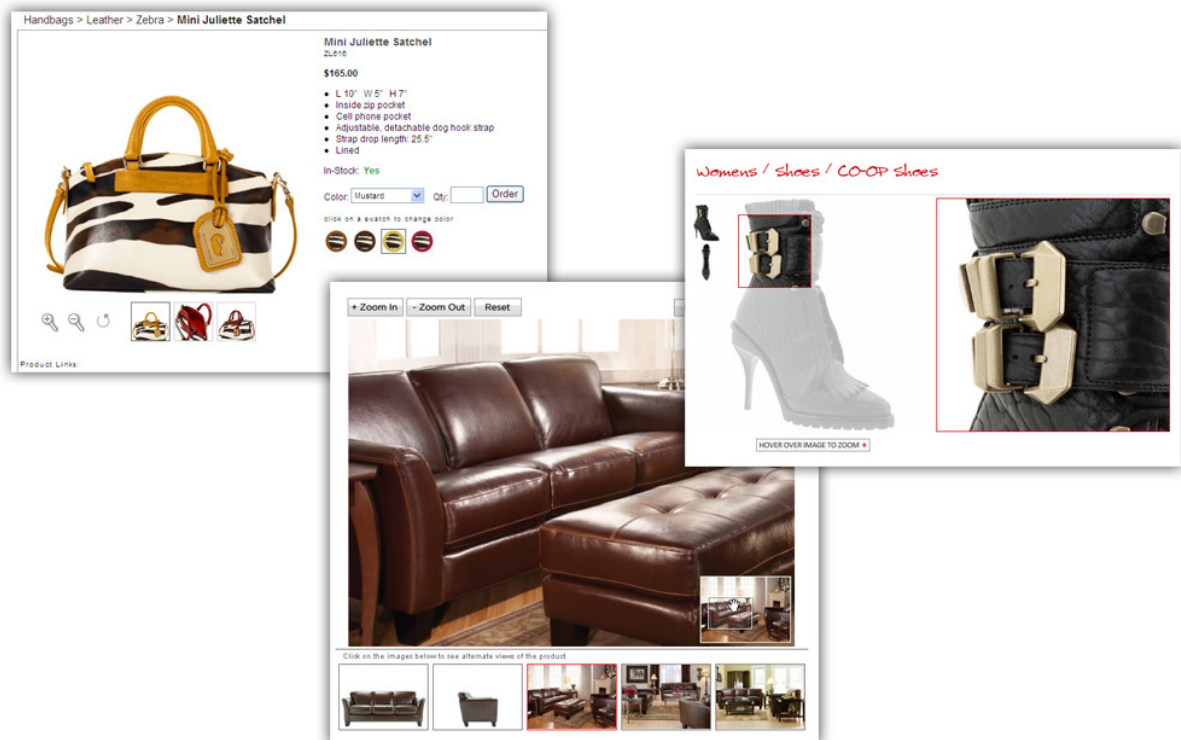


IMAGE ENHANCEMENTS



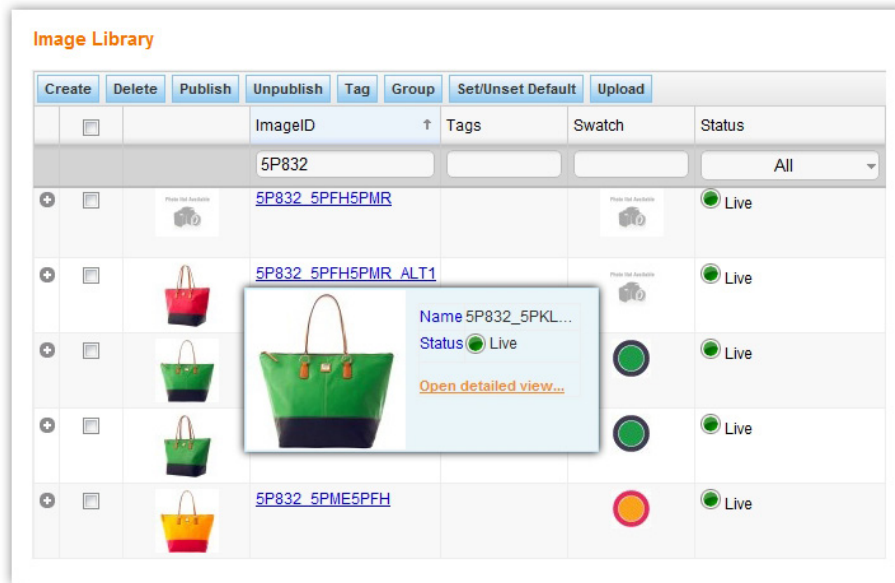
IMAGE ENHANCEMENTS

Product zoom, image resizing, alternative views, colour swatching, rotation and image overlays combined together create the interactive selling tools that engage shoppers and increase sales. Give shoppers accurate representations of your products to enhance the shopping experience and ease any concerns a buyer might have regarding the product. Consumer confidence means higher conversion rates.

IMAGE ENHANCEMENTS FEATURES AND BENEFITS

Feature	Benefit
Image Zoom	Provides shoppers with zoom capabilities to focus attention on product details, showing the true nature of the product before purchasing.
Panning Flexibility	Allows shoppers to zoom into their desired level of magnification then pan around the image to view all areas of the product.
Rollover Zoom	Allows shoppers a no-click option to zoom in on an image using a Rollover viewer.
Image Resize	Automates the task of creating the right image at the right size.
Alternative Views	Provide shoppers additional angles and image details within one viewer to facilitate product understanding and increase browsing time.
Colour Swatching	Gives shoppers accurate representations of all choices while preserving original shading and textures to ensure more realistic results.
Mobile and Tablet Support	Configure viewers for mobile phones and tablet devices.

ASSET MANAGEMENT & CREATION




ASSET CREATION & MANAGEMENT

As with all ChannelAdvisor products, Rich Media is a Software-as-a-Service platform providing the management of all your digital assets. Using Rich Media you can efficiently upload and organise source images, manage workflow, then test and deploy your images all through a simple web interface. The Rich Media solution makes your team more efficient, creating invaluable time-savings.




ASSET CREATION & MANAGEMENT FEATURES AND BENEFITS

Feature	Benefit
File Patterns	Automatically populates asset metadata based on values included in the image URL.
Workflow	Manages workflow by tracking and uploading tasks as they are completed to facilitate launch.
Default Image	Sets a stock image when the requested images are not found in the platform.
Image Recipes	Creates a preset configuration for a specific image type (e.g. Thumbnails) and allows for management of that image without coding.
Asset Search	Searches photo assets by keywords for quick accessibility.
Asset Organisation	Organises your images with item ID, file name, date uploaded and status tags.
Multiple Format Support	Supports JPEG, GIF and PNG file formats.

INTEGRATION & HOSTING



ROLL-OVER ABOVE TO ZOOM

O-Ring Shopper
5P832

\$248.00

- L 12" W 8" H 12.5" (measurement guide)
- Two inside pockets
- One inside zip pocket
- Cell phone pocket
- Zipper closure
- Lined
- Feet
- Strap drop length: 8"

In-Stock: Yes

Color: Kelly Green/Marine Qty: Order

click on a swatch to change color

INTEGRATION & DELIVERY

Easily integrate your enhanced images with your e-commerce platform or shopping cart to drive shoppers to purchase. Be assured that your media and content will be optimised and delivered by the largest Content Delivery Network on the globe.

INTEGRATION & HOSTING FEATURES AND BENEFITS

Feature	Benefit
Seamless Integration	Seamlessly integrates with your existing e-commerce solution with minimal customisation and learning curve.
Fully Configurable Viewer Interfaces	Customises viewer interfaces using technologies such as HTML and Javascript to create a look and feel that is unique to your website.
Preview Mode	Allows you to preview images on your website before publishing.
Mobile Features	Supports compatible features on popular mobile websites.
Hosting Services	All images are hosted by ChannelAdvisor and served by a leading Content Delivery Network to ensure performance.

ABOUT CHANNELADVISOR

ChannelAdvisor is a global e-commerce platform provider that helps retailers sell more online through channels such as marketplaces, paid search and comparison shopping, and with webstores and rich media solutions. Widely respected as a trusted advisor for more than 3,000 top e-commerce brands, ChannelAdvisor calms the chaos of online selling by enabling retailers to submit one inventory feed to the ChannelAdvisor platform where it is translated to fit the specifications of hundreds of e-commerce channels and distributed accordingly. In 2011, ChannelAdvisor managed more than GBP 1.9 billion in annual gross merchandise value (GMV) on behalf of retailers of all sizes including Joe Browns, Republic Retail, Speedo, Dell and JD Williams. ChannelAdvisor's European headquarters are located in London, United Kingdom, with additional offices in Ireland and Germany; global headquarters are in North Carolina, USA and other offices are located in New York, Seattle and in Australia. For further information, visit www.channeladvisor.co.uk.

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