

eCommerce

MLM

Affinity Marketing Power

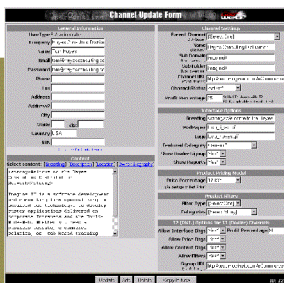
Features & Benefits

- ▶ **eBusiness Tools:** Includes all of the features of LiveWeb eBusiness™...user login and authentication, user database and management tools, cookie management, feedback/workflow management and activity tracking system...all the power you need to track, manage and drive your business on the web.
- ▶ **Full-Featured eCommerce Website:** Includes all of the features of LiveWeb eCommerce™...online store, product catalog (including a products browser, products profiler & product management tools), online shopping cart, order wizard, order processing, dynamic database connections, order management system, shipping solution, automatic credit card processing, customer support tools and more...a full-featured eCommerce website ready for your logo and menu adjustments—just add your content and products!
- ▶ **Affiliate Commission Tracking:** Full commission tracking reports by date for payments.
- ▶ **Visitor/Order Tracking:** Real time link and order tracking for your affiliates, special report for distributors to view dealer statistics.
- ▶ **Automatic Recognition:** Remembers customers and their original channel of entry upon return visits, using cookie technology, and restores affiliate information—ensuring proper credit to the affiliate for sales.
- ▶ **Optional Accounting Module:** Option available for full-featured accounting system with automatic accounting functions (e.g., check writing, invoicing, purchase orders, etc.).
- ▶ **Self-Service Features:** Affiliate content, pricing options, interface options/images and product category filters are all handled dynamically—no need for affiliates to change their HTML code (i.e., affiliate can change interface, images and content on various pages). In addition, affiliates can affect price changes and product category filters—at the discretion of the site operators.
- ▶ **Promotion Tracking:** Track promotional results easily by simply adding the Code=Promo3 to any link into the system – the activity tracking system does the rest.
- ▶ **Dealer Self Enrollment:** The Dealer Self Enrollment form provides an easy, automated mechanism for recruiting new affiliates...for the site operator and/or top level affiliates (distributors).
- ▶ **AutoMessage/Email Marketing System:** Handles email notifications, confirmations and email marketing campaigns. Together, affiliate program marketing and email marketing can build a powerful online presence.
- ▶ **General Preferences:** Many options including company information, email addresses, eCommerce options, AVS Codes, storefront options, shipping, tax, inventory, authorization, charge options, input/output file paths (i.e., specify document paths, image paths, database paths), backoffice behavioral options, etc.
- ▶ **Website Control Center:** Backoffice menu, controls and server status information visible on every page for backoffice users and webmasters, giving quick access to all backoffice maintenance areas.

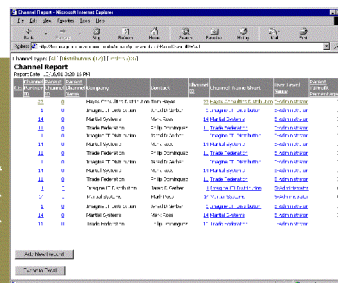
LiveWeb eCommerce MLM/Affiliate Management System™ - Our LiveWeb eCommerce MLM/Affiliate Management System™ gives you the tools and technology you need to setup and administer a successful affiliate program on the Internet. Affiliate marketing tracking, automation and management are expertly handled, plus this solution includes a full-featured eCommerce website ready for your logo and menu adjustments—just add your content and products. Brand affinity groups or individual affiliate stores with unique logos, track orders and commissions for affinity groups or via affiliate links, and provide affiliates with up-to-the-minute, online status reports of click-throughs and orders. The system supports multiple tiers of channels (e.g., distributors and dealers) which allows top level affiliates (distributors) to recruit their own dealers automatically using the Dealer Self-Enrollment form. The Affiliate Profile Form allows affiliates to change their interface, product filters, featured product category, content, pricing, etc. Distributors can set options for their dealers to allow or disallow interface changes, price changes and content changes. They can also set the commission split for dealers. The system can also be used to provide syndicated content. Customization and custom programming is available.



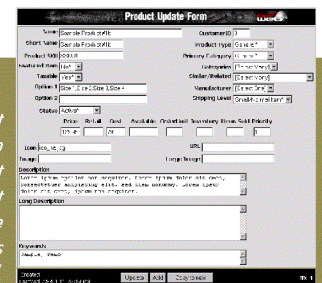
For more information about eCommerceMLM or other LiveWeb™ products, visit: www.imagineit.com.



The Channel Update Form allows affiliates to update their information, as well as modify the look and feel of their affiliate site.



The LiveWeb™ Channel Report tracks each affiliate's information, such as sales numbers, commissions, traffic and more.



As the owner of the product line, you have the ability to add or update the product information using the Product Update Form. Once a change is made, it immediately reflects on each affiliate site as well.