Supercharge your online shop with ShopFactory Cloud

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ShopFactory Cloud (subscription plans) with ShopFactory 14.5 software is jam-packed with features. It's your one stop fully featured eCommerce, shopping cart and sales solution.

Offer discounts, marketing and gift coupons, provide memberships and reward programs. Manage your customers, incoming payments, orders, shipping and much, much more.

Whether you sell one product or thousands, Whether you sell to end-users or other businesses: ShopFactory Cloud gives you the simplicity you need when you start out and the power and flexibility you require when you are successful.

ShopFactory Cloud compliments ShopFactory 14.5 software with additional functions and features to supercharge your business and optimize your profitability.

ShopFactory is a windows-based PC software and leading ecommerce platform which can be bought or rented (subscribed) with additional functions, features and services available separately as needed.

The latest ShopFactory 14.5 software comes with many new functions and features and access to ShopFactory Cloud to supercharge your business.

ShopFactory Cloud combines all of the current and old subscription, rental and server-based services and features developed over ShopFactory's almost 25 year history. The current and previous subscription-based services such as the ShopFactory Cloud, ShopFactory Total Care , ShopFactory TC - Powered by Santu, GlobeCharge, ShopFactory Rental (free updates and upgrades) and the hosting service are now always included in the ShopFactory Cloud subscription when you pay for a ShopFactory Pro, ShopFactory Gold or ShopFactory Platinum rental or subscription package as outlined on your list of features and on our pricing page.

ShopFactory Cloud compliments ShopFactory 14.5 software with additional functions and features to help you grow your business and optimize your profitability by combing the strength of a Window-based PC software and a server based (Cloud) ecommerce solution.

This means that a ShopFactory subscription (rental) not only gives you access to the latest ShopFactory software but also to the ShopFactory Cloud services such as:

Unlimited updates & upgrades to stay competitive

Free access to the latest ShopFactory updates and upgrades to keep your shop up to date with the latest developments. Contact us at any time with your support questions and we will help you resolve them.

Customer management to save time

Online order management allows you to access your orders from anywhere in the world at any time. Avoid losing your orders if your e-mails are lost! Another advantage: Because of several anti-spam filters and other existing protections on the Internet, some emails end up not reaching their recipients. This can also happen to order emails. With the online order manager you don't risk losing

your order emails anymore. This allows you to maintain your reputation and increase your profits.

Fraud Protection to save money

This service allows you to protect yourself against online fraud by alerting you to the most typical fraud scenarios. Is the customer really in the country where he pretends to be? Is he hiding behind a free email address? Is he from a high-risk country, or is he trying to hide his IP address? You will be warned of all similar fraud scenarios before they take action. An order may look perfectly fine to you - until ShopFactory Cloud warns you of a fraud attempt you didn't see coming.

Gift voucher and coupon engine to sell more

Most people are sensitive to bargains. By offering a discount to visitors who have already shown interest in your products, you increase the chances that they will buy from you. Offer them a coupon for a fixed amount or a small percentage to be deducted at checkout immediately. Be creative. When you send a package to your customers, don't forget to include a coupon as a gift to entice them to make their next purchase on your merchant site.

Membership / Loyality Programs to sell more

This service allows you to build customer loyalty and increase your profit. Let buyers join as members of your store and turn them into loyal customers by offering them special deals, membership discounts, loyalty points or free shipping. The Customer Member Management tool allows you to create and promote to your Customer Membership clients. Offer your customers a loyalty program by getting them to sign up and enter their personal information. Offer discounted or free shipping fees to your members according to the amounts of their orders in your online store! This service also gives you the option of restricting access to your site only to your registered members. Your members can gain access to prices and navigation on your site once they sign-up!

Reseller Management and Affiliate Reseller Tracking to sell more

Build a reseller customer base. Set up a dedicated list of resellers, who buy products from you at reduced prices when reselling to them. Create different product groups with different discount levels depending on your profit margins.

This service also allows you to keep an eye on your resellers and to build a network of affiliated resellers. Offer different discount levels to your resellers according to their qualities. Offer different discounts to different types of products. Restrict access to your prices for your resellers and prevent others from visiting your site. Track your resellers on 5 levels and let your affiliate resellers register themselves.

Advertising Campaigns tracking to promote your shop better

Advertising can be an expensive business. Track your advertising campaigns and measure their impact on your sales! Launch several advertising campaigns and test their effectiveness. Follow-up on your advertising campaigns to save your money and increase your profit - see what advertising campaigns work and what campaigns do not. It provides you with the information you need to budget your future advertising campaigns. Whether you buy PPC / Pay Per click keywords from search engines, place banners on other websites or send mailing campaigns to your prospects - the tracking system allows you to know exactly which campaign brings you the most profit.

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There are far more features in ShopFactory Cloud than we can list on this article. Simply check our list of features and/or Pricing page to see all the features and services which are included as part of a subscription. Try a few or all of them depending on your business needs.