

Cider: An Indispensable eCommerce Platform for Subscription Marketers

Overview

Marketers enjoy lightning-fast concept-to-market for their promotions, with Cider, Advantage's eCommerce platform. Cider offers a marketing portal for speedy creation and assignment of promotions, built-in support for third-party plug-ins and a flexible administration panel for customizing the look and feel of the site.

Powerful widgets in Cider allow you, for instance, to highlight special products in a carousel, offer a rotating deal (hourly, daily, etc.), or highlight special products in a sidebar with an advertising widget.

Advanced shopping cart and self-service capabilities are part of Cider, as is a flexible theme design allowing you to tailor your brand(s) and improve the customer experience.

And Cider shares the same business logic engine as Advantage, giving your online presence access to the thousands of Advantage features. The platform is also designed with key architectural considerations: security, scalability, and extensibility—you can be sure that Cider is ready to handle your demanding online needs.

Key Benefits Offered by Cider

- Accessible marketer tools – The web-based dashboard offers an easy way to utilize the Advantage promotion engine and access the powerful Advantage marketing features for maximum business benefit.
- Data intelligence – Clients will be able to analyze online data analytics along with Advantage sales data to understand customer habits through rich data relationships; marketers will have more information available to them for promotion and refinement of business strategies.
- Extensible platform – The platform is designed so ACS and clients can extend it to support custom client or future requirements; the chosen CMS facilitates this development model.
- Seamless Advantage integration – A fully integrated system is a key strength so clients do not have to support multiple systems, wrestle with different data models, or engineer integration touch points.

Central Components

There are three fundamental components of this platform.

- Shopping Cart – Sophisticated shopping cart incorporating many of the base Advantage features
- Customer Self-Service – Allows customers to manage their account and orders
- Marketing Dashboard – Portal for marketers to set up promotions and landing pages

Feature Highlights

Shopping Cart

- Promotion codes
- Coupons
- Variable checkout
- Upsells / cross-sells
- Credit card integration
- PayPal
- Apple Pay
- VISA Checkout
- Hosted payment page
- Gift certificates
- Suggested products
- Guest checkout
- Theme application
- Gifts
- Subscribed products
- Downloadable products
- Conference & Events
- Memberships
- Packages
- Donations
- Real-time inventory
- Product search
- Recently viewed items
- Multi-currency
- Discount hierarchy
- Product reviews

Customer Self-Service

- Social login / Single Sign-On
- Order history
- Receipts
- Saved payment updates
- Address updates
- Communication preferences
- Newsletter opt-in/out
- Subscription maintenance
- Membership maintenance
- Conference registration maintenance
- Recurring donation maintenance
- Payment application
- Shipment tracking
- Account recovery
- Customer service issue tracking
- Semi-authenticated payment
- Semi-authenticated renewal

Marketing

- Promotional landing page builder
- Add promotions / offers
- Set promotional pricing
- Configure marketing language
- Set effective dates on promotions
- Order confirmation emails
- Product metadata
- Upsells / cross-sells
- Premiums with offers
- Highlighted products
- Category pages
- SEO
- Checkout pipeline
- Newsletter sign-up at checkout
- Abandon cart
- Google Analytics
- Adobe Analytics

Administrative

- Theme application
- Product metadata
- Product catalog
- Taxonomy
- Widget control
- Workflows
- Feature control / customization
- Media management
- Multi-language
- Roles and permissions
- Error tracking
- Multi-tenant
- Standard CMS functions
- reCAPTCHA