



Partners

Ecwid by Lightspeed

Training Presentation





Forward-looking statements

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Agenda or topics

- 1 The Market Opportunity
- 2 The Ecwid Solution
- 3 Key Features
- 4 Competitive Comparisons
- 5 Troubleshooting and Support
- 6 Basic Setup & Live Demo

Market Opportunity



E-commerce continues to grow

10%

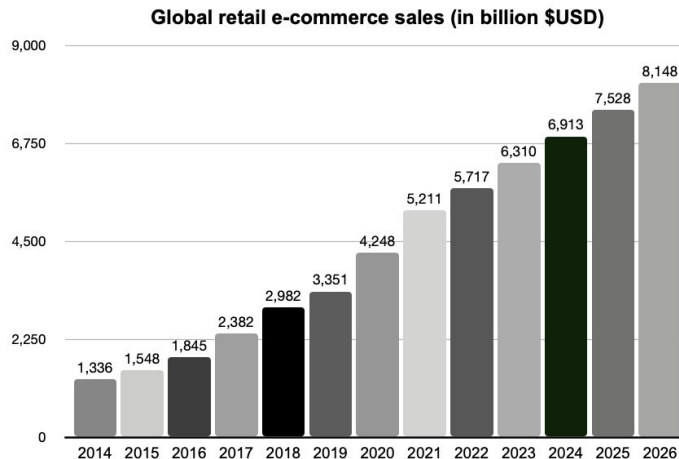
Ecommerce sales growth worldwide in 2022

24%

Projected share of global retail by 2026

\$6.3T

Projected global ecommerce sales in 2023



And consumer demand has never been higher

84%

of shoppers think retailers should do more to integrate online and offline

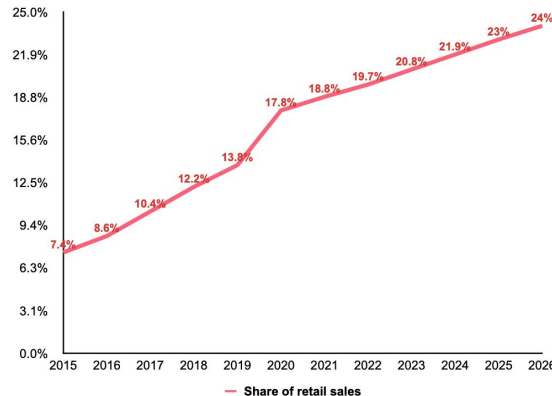
31%

of shoppers say they'll buy online more often

81%

of shoppers start their search online

Ecommerce share of total global retail sales



But small businesses are lagging behind

WHAT'S STOPPING THEM?

- They think their business is too small
- They don't think their business needs to be online
- They don't know how to get started
- They think it is too complicated
- They think it is too expensive
- They don't have time to set up or manage a store

1 in 4

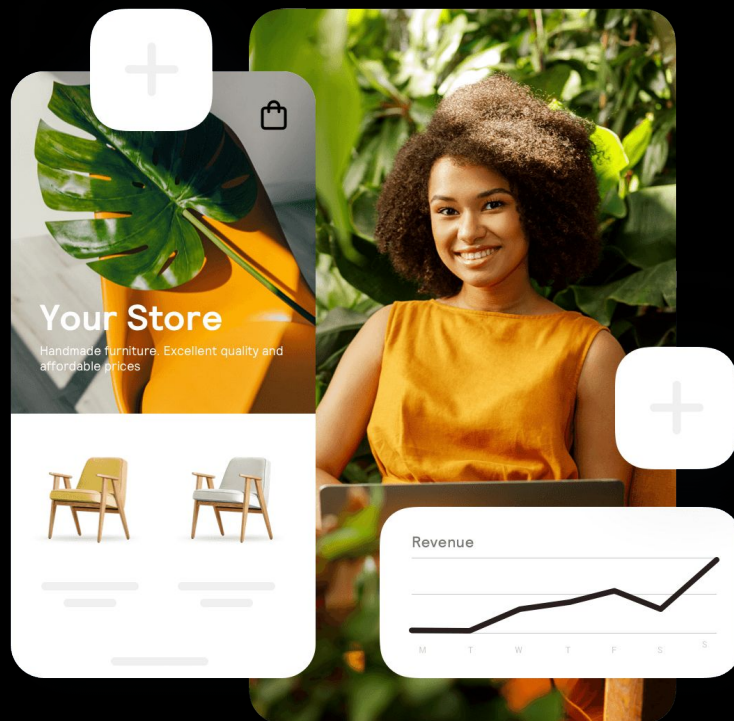
of small businesses don't have a website

92%

of consumers start their search for local businesses online

The opportunity for you?

- **Differentiate your business**
by offering a fast, easy way to sell online
- **Boost sales volume**
by attracting ecommerce customers and upselling current customers
- **Increase customers' sales**
by adding a store to their websites, social media sites, and marketplaces
- **Retain customers**
by helping them find success with a multichannel business



85% of consumers want an integrated experience across online and in-person retail channels

About Ecwid by Lightspeed

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Ecwid is made to help businesses grow



Get started quickly, no technical skills required

- Create a website or add to any existing site
- Set up a store with easy step-by-step instructions
- Quickly import or add products
- Choose from integrated payment and shipping options
- Manage from your phone



Increase reach and grow sales with built-in integrations

- Sell on Facebook and Instagram
- Sell on marketplaces like Amazon and eBay
- Use automated marketing and advertising tools
- Sync with POS systems



Solutions for SMBs of all sizes



Facebook & Instagram

- Stores with a social presence have 32% more sales than those without
- Merchants see an average 15% growth in revenue after adding a FB Shop
- Social commerce sales grew to nearly \$500 billion in 2021



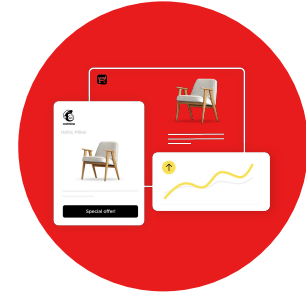
Marketplaces

- Independent small businesses sold \$3.5 billion on Amazon Prime Day
- 63% of shoppers start their search on Amazon



Omnichannel

- Multichannel selling will drive 86% of sales growth in the next 5 years
- 84% of consumers think retailers should do more to integrate online and offline channels
- 73% of shoppers use multiple channels to shop



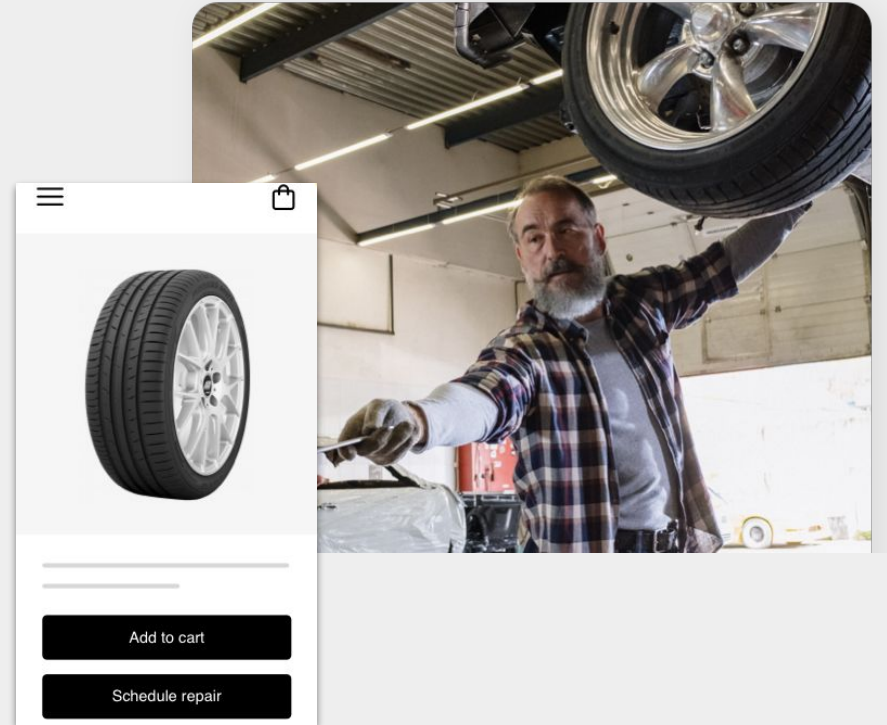
Abandoned Carts

- 28% of all ecommerce revenue comes from successful abandoned cart emails
- Abandoned cart emails average 40-50% open rates
- The average conversion rate for recovery emails is 15-20%

Beyond traditional retail

Businesses of all kinds can use ecommerce features

- Local pickup and delivery
- Inventory showroom
- Services and appointments
- Memberships and subscriptions
- Tips
- Donations
- Shoppable ad campaigns



Example customer use cases

Getting Started

Customer: First-time ecommerce retailer, or a retailer where ecommerce is a low volume of sales.

Objective: Quickly and easily start selling online with a professional website and store.

Key Features:

- Single-page website included
- Easy product upload
- Integration with payment solutions
- Integrated real-time shipping rates
- Social selling on Facebook and Instagram

Looking to Grow

Customer: Existing ecommerce retailer looking to increase sales and manage online and offline channels.

Objective: Reach more customers by adding a store to other sales channels and launching ad campaigns.

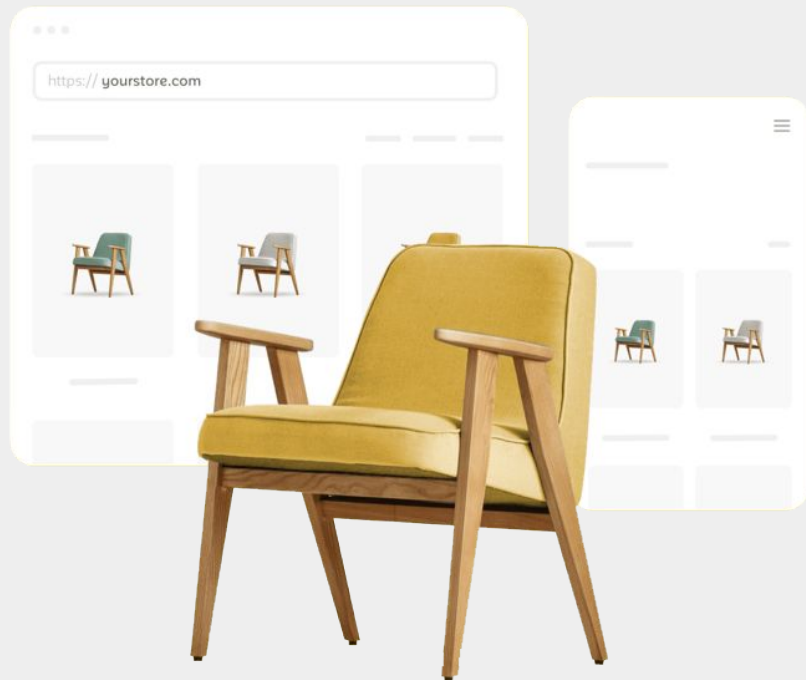
Key Features:

- Social selling on Facebook and Instagram
- Sell on marketplaces like Amazon and eBay
- Omnichannel sales with POS integration
- Abandoned cart recovery
- Automated Google Shopping and Facebook Ads



Key Features

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Compatible with any website

Set up a website in minutes with Instant Site builder tool

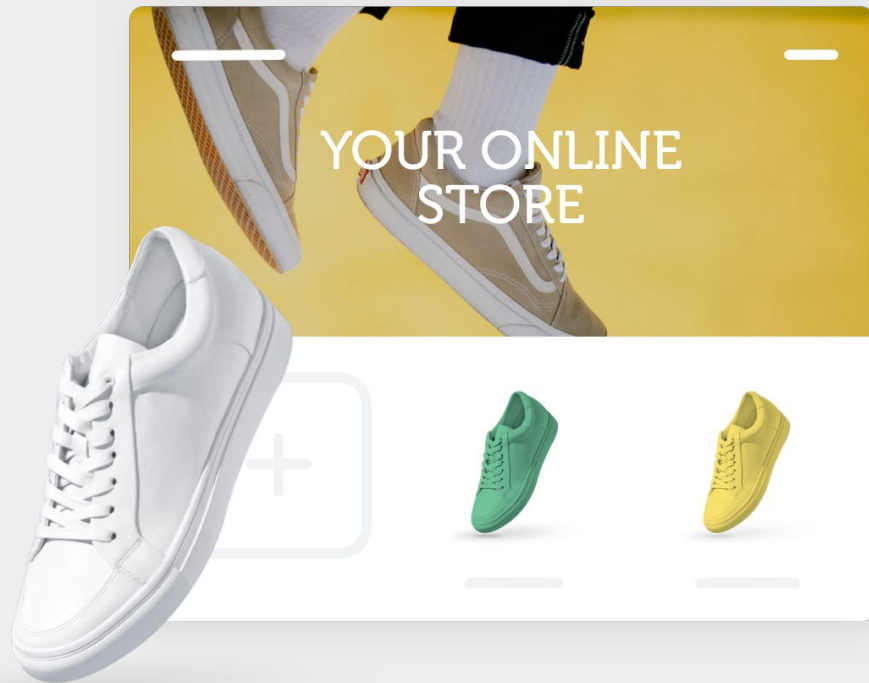
- Dozens of ready-made themes
- Easy-to-use design tools
- Thousands of free stock images

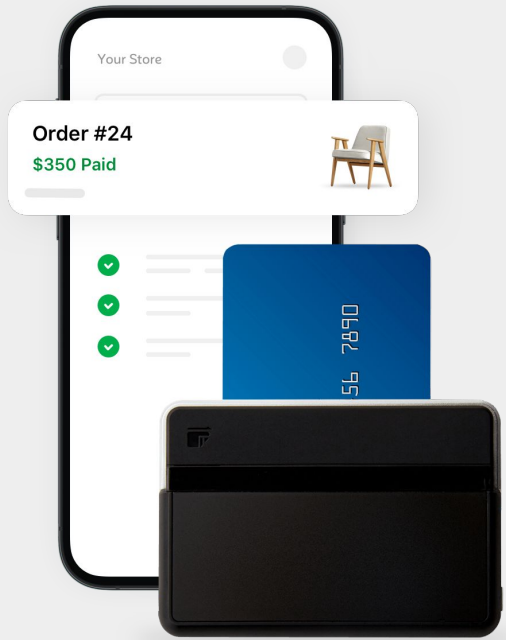
Add to WordPress or any other existing website

- Embeds seamlessly with chameleon design
- Compatible with WordPress themes and hosts
- Automatic updates and data backup

Easy for anyone to create a store

- Easy-to-follow onboarding checklist
- Import products manually or via CSV
- Make updates quickly with bulk editor tool
- Customize pricing, shipping, and delivery options for each product
- Real-time shipping rates from integrated carriers





Integrated with 50+ payment options

- Payment-inclusive platform makes processing simple
- 50+ integrated payment gateways globally
- Connect your own gateway via payment API
- No any additional processing and transaction fees using Ecwid by Lightspeed platform

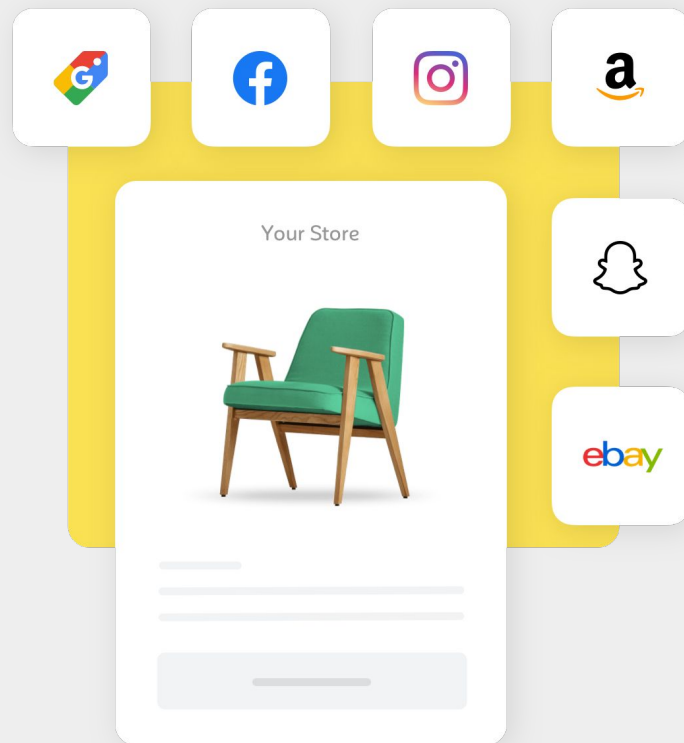


Authorize.Net



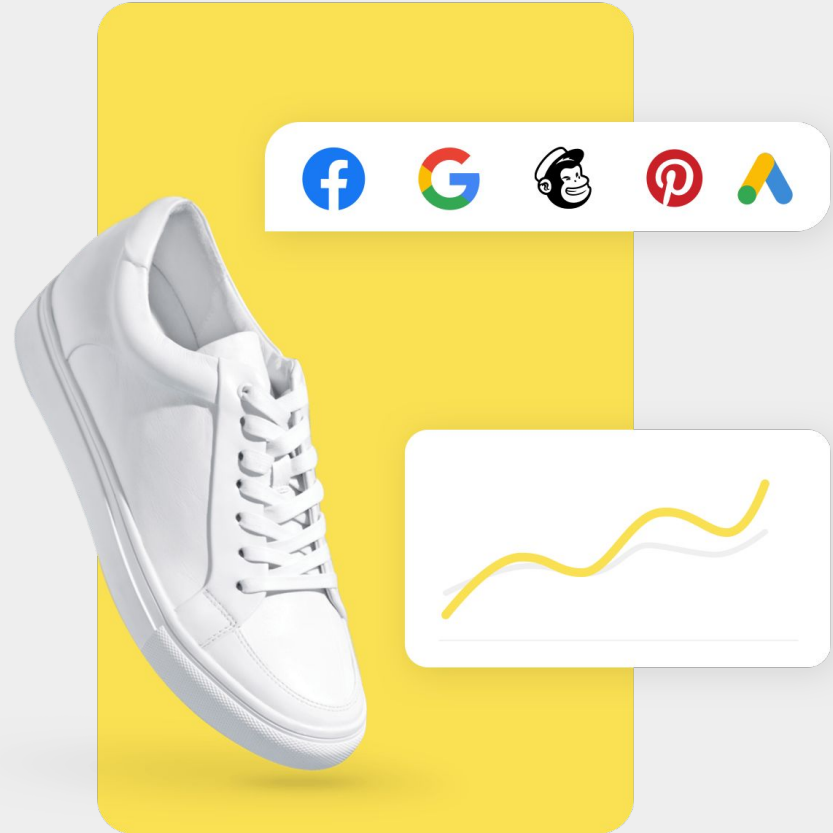
Ready for omnichannel success

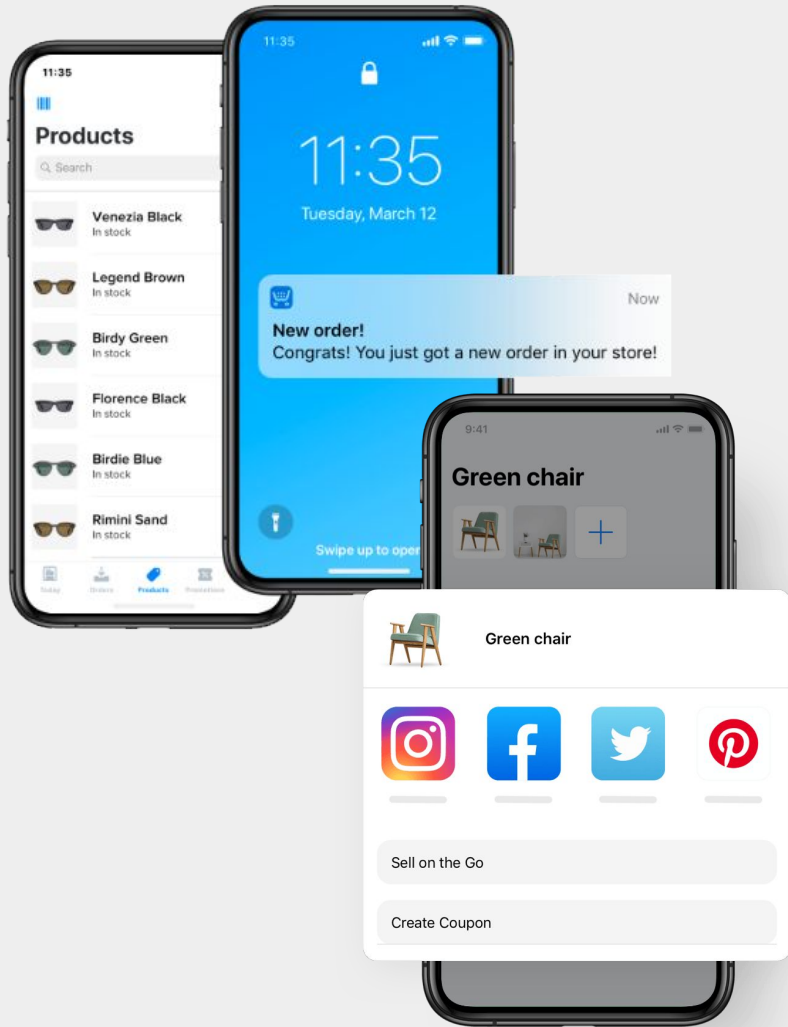
- Integrated Facebook Shop and Instagram Shopping
- Marketplaces like Amazon and eBay
- Product and inventory sync with POS systems
- Centralized store management keeps track of inventory, orders, and pricing across platforms



Built for growth

- Automated Google Shopping campaigns
- Social media tracking and remarketing across Facebook, TikTok, Pinterest, and Snapchat
- Marketing emails based on customer activity
- Automated abandoned cart recovery emails





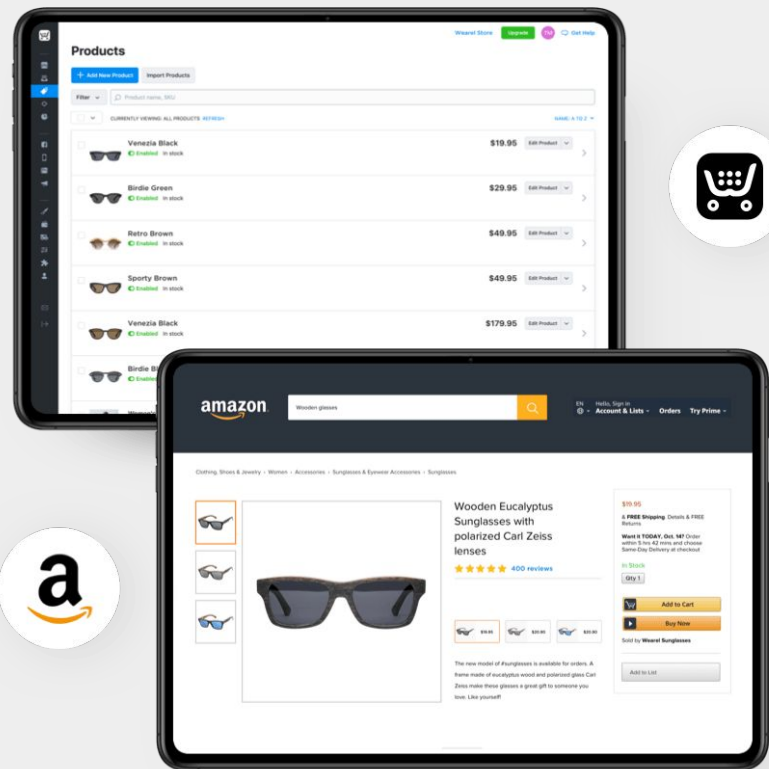
Made for a mobile-first world

- Responsive design means stores look great on any device
- Mobile app enables store and order management from anywhere
- Add and update products, manage orders, set up payments, contact customers, and more

45% of all U.S. retail ecommerce sales is expected to be generated by mobile by 2025

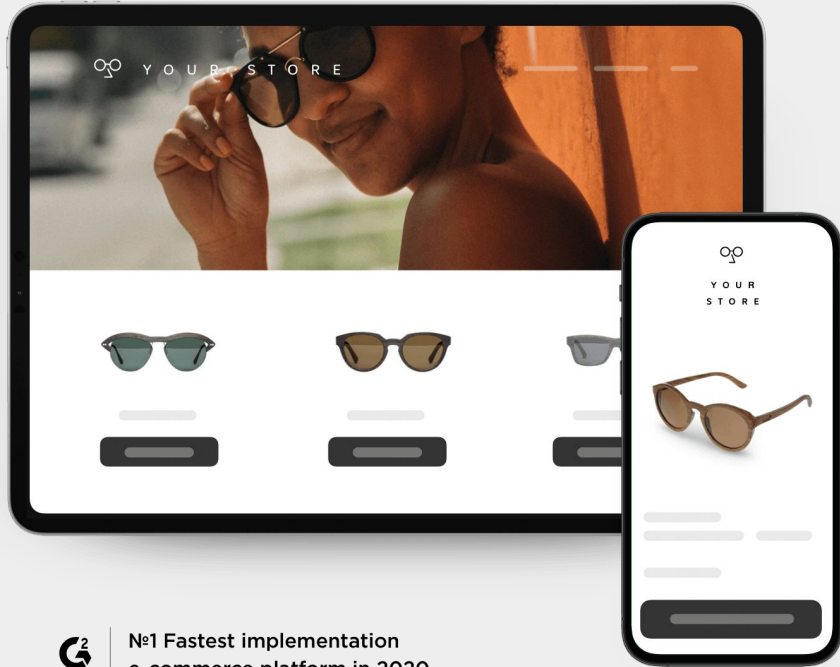
Connected to the world's largest marketplaces

- Create an Amazon Seller account and connect your Ecwid store
- Single inventory management from the Ecwid control panel
- It's a win-win: build up your brand on your website while taking advantage of Amazon's scale



\$3B

in sales by independent small and medium businesses on Prime Day



N°1 Fastest implementation
e-commerce platform in 2020

WordPress eCommerce made easy

Add eCommerce to any existing WordPress site

- Quick setup and automatic updates
- All WP themes and hosts supported
- Top-notch security included

To add your online store to a WordPress site:

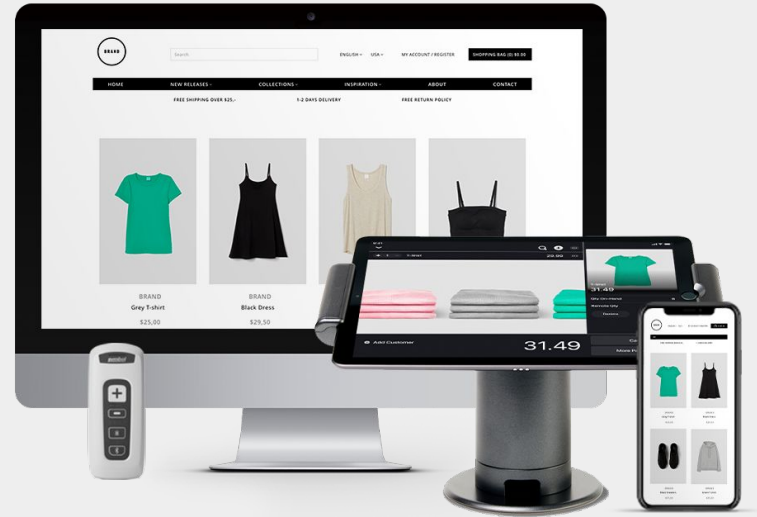
- Contact us to get the plugin for the online store
- Install the plugin on the WordPress site (the installation may take several seconds)
- Click Activate

Check out our guide on [how to add a shopping cart to WordPress](#)

Sync sales online and in-person

For brick-and-mortar stores, connect a point-of-sale system to an online store to sell and accept payments from anywhere

- Process cards or cash and track all your orders in one place
- Automatically sync products, inventory, and orders to keep track of all sales in one place
- Import products from a POS system to an Ecwid store (or vice versa) for easy setup



Works with these powerful POS systems



- From inventory management and sales to retail analytics and payments, Lightspeed covers all your retail needs under one roof so you can grow and thrive.
- Works with your favorite apps, and accepts all payment types.



- Simple, powerful, and free.
- Accept credit cards in less than 5 minutes with no monthly fees and 0 setup costs.
- Compatible with Apple and Android devices.



Connecting an Ecwid store to a Lightspeed Retail POS is simple:

- In the control panel, go to **Other Channels > POS**
- Click **Connect Lightspeed Retail and Go!**
- Create or log in to a Lightspeed Retail account
- Click **Connect**





Square

Connect to Square POS in just a few steps:

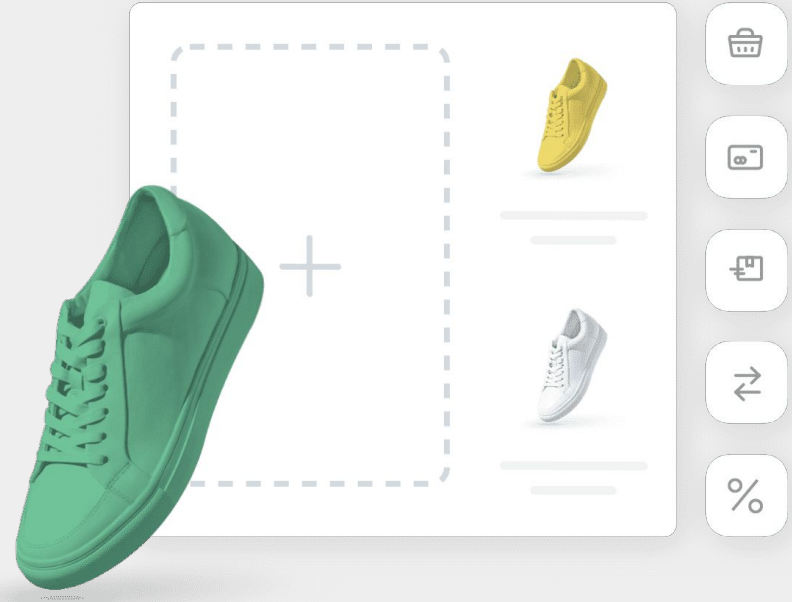
- In the control panel, go to **Other Channels > POS**
- Click **Connect Square**
- Click **Sync Your Inventory**
- Log in to a Square account
- Click **Allow**

To populate the online store with inventory from Square, click **Import Catalog from Square**

Ready to get started? Set up in just a few clicks!

Ecwid seamlessly integrates with existing websites

- Website design is preserved and no programming is needed
- Add a store to as many sites as you want and manage it all from one place
- Any changes are mirrored instantly across all sales platforms



Competitive Comparisons

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Product overview



Target Audience	SMB	SMB + Enterprise	SMB	SMB + Enterprise
Technical Skill Level	Suitable for everyone	Suitable for everyone	Developer	Advanced user
Cost Structure	SaaS subscription, no fees for transactions or add-ons	SaaS subscription, transaction fee	Installation, hosting (not cloud based), maintenance, plugins	SaaS subscription
Transaction Fee	0%	2%	0%	0%
E-commerce Features	Complete eCommerce feature set	Complete eCommerce feature set	Most advanced features purchased separately as 3rd-party plugins	Complete eCommerce feature set
Sales Channels	Multiple Websites Facebook, Instagram Amazon, eBay	Shopify Website Facebook, Instagram Amazon, eBay	WordPress Website Amazon, eBay	Website Facebook, Pinterest
Marketing	Automated Google & Facebook advertising and retargeting	Google & Facebook advertising and retargeting	Via 3rd-party plugins	Google Shopping & Facebook Marketing
CMS Support	Any CMS or sitebuilder	Built-in CMS only	WordPress only	Built-in CMS, WordPress
Mobile-Only Management	Yes	Yes	No	No
Full Control Over Code & Customization	Via creating apps	Via creating apps	Yes	Via creating apps



Shopify has similar functionality and ease-of-use, but doesn't have the same flexibility.

Merchants are locked into the Shopify ecosystem and charged transaction fees for outside payments.

- **Site Builders:** Shopify only works on its own platform, so merchants are limited to their site builder. Ecwid plugs into any CMS or builder, including WordPress and Wix.
- **Transaction Fees:** Shopify requires merchants to use their payments system or pay a 2% transaction fee. Ecwid doesn't charge any transaction fees, and has over 50 integrated gateways.
- **Store Setup:** Getting started with a Shopify store is manual work. Ecwid stores do the work for you and have been awarded for the shortest go-live time out of all eCommerce platforms.
- **Global Selling:** Shopify's language capabilities are limited, reliant on 3rd-party apps and manual translations. Ecwid has over 50 built-in languages and multi-language capability.



BigCommerce is designed for enterprise companies with large budgets.

Their plans are limited by revenue, forcing businesses to upgrade as they grow.

- **Store Management:** BigCommerce offers a basic mobile app with limited store management capability. Ecwid's store management app lets merchants manage their store and sales on-the-go.
- **Site Builders:** Merchants with an existing website have to restart the process with BigCommerce. Ecwid merchants can seamlessly integrate their existing site and retain their SEO and investment.
- **Integrations:** BigCommerce has limited built-in sales channels, and 3rd party integrations can be clunky. Ecwid has built-in sales channels, advertising tools, payment gateways, and more.
- **Premium Features:** BigCommerce offers marketing tools like abandoned cart recovery on their top tier plans at nearly \$80/month, while Ecwid's start at \$35/month.



WooCommerce is designed for WordPress developers and tech-savvy users, not for the average small business. It requires outside hosting, security, and manual updates.

- **Store Backups:** It is difficult to back up stores on WooCommerce, often requiring third-party resources. As a hosted cloud solution, Ecwid backs up all store data and provides a backup storefront in case a site goes down.
- **Ease of Use:** WooCommerce is difficult for beginners, and needs a developer to set up, maintain, and update a store. Ecwid helps anyone easily set up their store - no developer or technical knowledge required.
- **Security:** WooCommerce stores are not secure by default, so merchants rely on their host and additional security features. Ecwid is a PCI DSS Level 1 Service Provider, ensuring all payment and transaction data is secure.
- **Updates:** Merchants have to manually update their stores and plugins with WooCommerce. Ecwid's automatic updates mean no disruption to stores, and no worrying about manual downloads or security patches.
- **Loading Speed:** WooCommerce requires stores to upgrade to more expensive hosting to increase their loading speed. Ecwid handles the server load, so stores load quickly every time regardless of the number of products.



Magento's hosted platform is for large enterprises who can pay high fees (\$2k/month) and have or can hire a development team. Magento also offers a free open source platform, but it is difficult and expensive for non-developers to create and maintain a store.

- **Ease of Use:** Magento is difficult, if not impossible, for beginners with little to no tech experience. It's essential that merchants have a developer to create and maintain their store.
- **Add-On Fees:** Merchants can expect to pay for a variety of add-ons for Magento Open Source including hosting, security, payment processing, and additional features.
- **Design:** Magento does not come with premade themes, so merchants will need to get them from third-party developers. While some are free, the majority are paid. Additional customization typically requires coding.
- **Updates:** Magento Open Source requires manual updates which typically require help from a developer. They even sunsetted the first version of their platform last year, requiring merchants to reinstall.
- **Support:** Magento Open Source has no chat, email, or phone support for merchants. They have some resources available on their site, though most users turn to forums or paid third-party assistance.



OpenCart is an open source platform that's free to download, but it isn't right for everyone. Merchants need a developer to manage their store, and will need to add paid extensions.

- **Ease of Use:** Merchants need to have web experience, or hire someone who does, in order to install and manage OpenCart. Developers enjoy the open source customization, but it is complicated for most others.
- **Add-On Fees:** While it is free to download, OpenCart requires add-ons to be fully operational. That includes hosting and security, along with a lot of features that aren't built in.
- **Scalability:** As businesses grow, they'll naturally want more features. OpenCart gets more difficult to manage as extensions get added, and the platform can even slow down as stores grow.
- **Updates:** It's necessary to download regular updates in order to get the latest functionality and bug fixes. This requires manual backups and installations which take time and some technical knowledge.
- **Support:** OpenCart's support is mostly limited to forums and documentation. They have a support plan available for an additional charge, but even that limits the number and type of requests.



PrestaShop presents similar challenges as Magento and OpenCart with their open source platform. Merchants will need the help of a developer, and will need to pay for additional add-ons.

- **Ease of Use:** As with other open source platforms, merchants will need technical experience or a developer.
- **Add-On Fees:** Along with hosting and security, PrestaShop users will pay for add-ons including social selling, marketplaces, accounting, and more.
- **Setup:** PrestaShop takes more time than others to set up. Reviewers have reported that add-on modules can interfere with each other and lead to a glitchy site. Merchants need developer help to resolve technical issues.
- **Design:** PrestaShop comes with a single free default theme. They offer thousands of templates by third-party designers, but they cost anywhere from \$50 to \$350. Any other customization requires coding.
- **Updates:** Reviewers have also reported that PrestaShop's updates don't always go smoothly. In addition to updating everything manually, merchants may need developer help to resolve issues.
- **Support:** PrestaShop's paid support plans are pricey and offer limited hours of support per year. Otherwise, most support comes from forums and outside help.

Troubleshooting & Support

5

We're here to help

Help Center:

- Search topics and FAQs in the [Help Center](#)

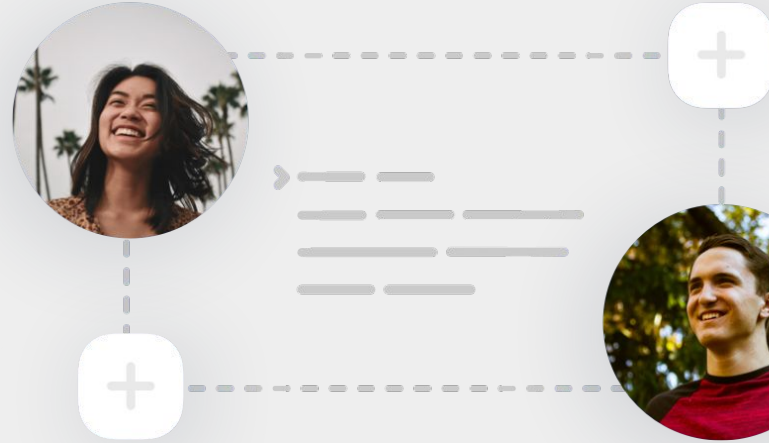
Priority Technical Support

- Product questions, system inquiries, bugs
- Email ec.partnersupport@lightspeedhq.com



Getting started

- First, start off by creating your account
- You can choose to:
 - Sell on Instant Site
 - Sell on your own website
 - Sell on Facebook and Instagram
- Follow the simple step-by-step instructions to set up your store in just a few steps
- Once you sign up and set up your store, you don't have to do anything else – your store is already up and running

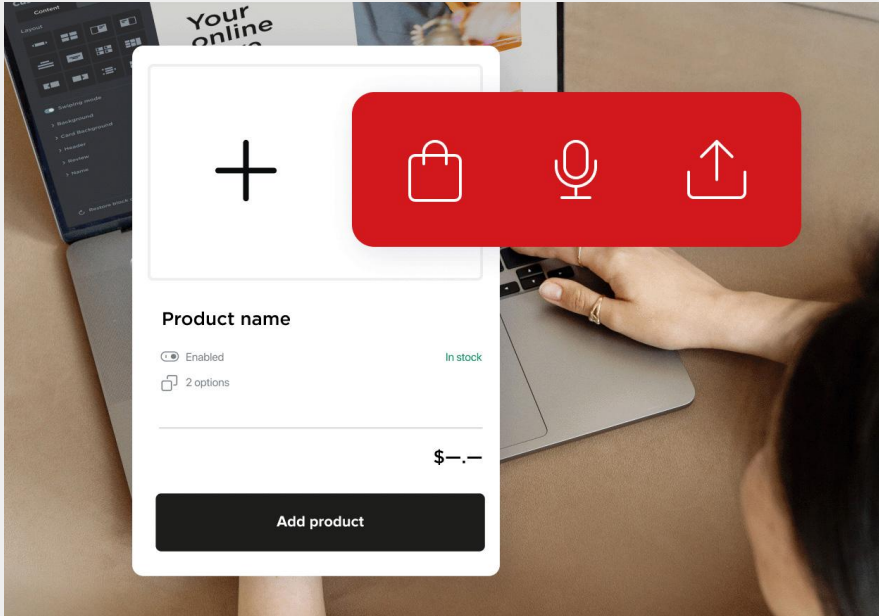


Adding products

To manually add a product to your online store:

- Go to **Catalog > Products**
- Click **+Add Product**
- Enter the name, descriptions, price, and other product details
- Click **Save** and **Preview Product** to see how the product looks in the store

See more on [how to add products to your online store](#)



Importing products via CSV

You can use a CSV to easily import products in bulk, including from an outside source like another platform.

Learn more on [how to import products to your online store.](#)

Create your CSV file

The columns in the CSV contain info on different product attributes (name, SKU, description, price, etc.), while the rows correspond to each specific product

Import your CSV file

Once the file has been set up, go to **Catalog > Products**.

Click **Import Products > Choose File** and select your CSV file from your computer.

Follow the steps for import.

Categories and Variations

Existing variations can be imported via CSV if they have unique SKUs.

You can create or update categories using CSV.

Migrating from competitors

You can easily migrate a store from another platform to Ecwid.

- Create an Ecwid account and complete the initial setup: add the store address, company details, currency and other general store settings
- Migrate product data:
 - Export product details to a CSV file and follow the CSV import process
 - Manually copy and paste details from the old store (best for a small number of products)
- Upload your customer list via the free Import Customers app
- Finish setting up the shipping, payment, and tax options for the new store
- Create a website or add the store to an existing website

Security and bugs

Security:

- PCI DSS stands for [Payment Card Industry Data Security Standard](#), and Ecwid is a PCI DSS validated Level 1 Service Provider. This is the highest international standard for secure data exchanges for online stores and payment systems.

[Read more about security in our Help Center](#)


Report Bugs

- Report Ecwid product bugs to the Customer Care Team at ec.partnersupport@lightspeedhq.com



Checkout

Enter your email address. This address will be used to send you order status updates.

  All data is transmitted encrypted via a secure TLS connection

Troubleshooting

Try refreshing the store as you complete the below steps to see if the issue is caused by one of these common areas:

1. Clear cache and cookies
2. Disable browser extensions one by one
3. Disable antivirus (temporarily)
4. Use another internet connection
5. Report the issue to our team
6. Check the status page to confirm if it is a known issue, and see the ETA for its fix and any workarounds



Troubleshooting : Shipping

Issues

Shipping issues typically fall into two categories:

- Shipping rates or locations do not appear at checkout
- The rates are higher or lower than expected

Examples

1. The customer is unable to place an order
2. The message "sorry, we do not ship to this location" pops up
3. The merchant has set up the shipping method, but the rates do not appear
4. The price for shipping is higher than it should be - this scares off buyers
5. One price was shown at checkout, but the customer was charged a higher price
6. The merchant set up shipping for 5 dollars, but the estimated rate is 10 or 15
7. The merchant set up free shipping, and the customer still paid



Troubleshooting : Shipping

Fixing issues

Resolving a shipping issue requires you to collect additional details from the merchant:

1. The address being entered at checkout (country, state and zip/ postal code are typically enough)
2. Which products are placed in the cart when the error occurs (ask for the exact SKU of the products or the links to them)
3. Order number (if you are looking into why shipping was calculated incorrectly, the order number already contains all the data about the set of products and the selected shipping method)
4. Ask if the merchant has edited this order themselves

Fixing issues (cont'd)

Once you have collected more information, try to reproduce the problem:

1. Go to checkout and add the same products to the cart
2. Enter the same address
3. Go to the shipping page and screenshot the rates and methods that you see

Taking screenshots as you are speaking with the merchant can be especially helpful if you need to troubleshoot the case after the chat, as by that time the merchant may have already changed something in their settings and you will see different rates.

Troubleshooting : Shipping

Fixing product-specific settings

Many problems are caused by **incorrect product settings**, as any **product-specific settings** will override the storewide settings. Check the **Tax and shipping tab** for each product in the cart.

Common problems are:

1. This Product Requires Shipping or Pickup is disabled
2. Fixed rate per item is set (for example, a fixed rate of \$5 per item in addition to the configured shipping rates)
3. Free shipping is set - shipping that product will be free, even if another method is set for the store
4. Specify shipping methods for this product are set - ****only**** the allowed methods for this product will be shown at checkout
5. Weight and Dimensions - is the exact weight and dimensions of the product specified here?

Fixing storewide settings

Other issues may arise from incorrect **storewide settings**. Check the Shipping & Pickup page.

1. Is the right address specified in the **Shipping origin**?
2. Check the **Shipping Method** settings to see if there is a set shipping zone. Is the address entered at checkout included in the zone?
3. If manually configured shipping is enabled, check:
 - a. Settings for **Free shipping, Flat rate, Custom rates - by weight or subtotal**
 - b. Is there a set **Minimum order subtotal**
4. If carrier-calculated rates are enabled, check:
 - a. Is there a **Shipping markup**
 - b. Is there a set **Minimum order subtotal**
 - c. Is the needed delivery method enabled
 - d. If the merchant used the default shipping account or their own account. If their own, make sure that the credentials are correct
 - e. Compare the delivery rate calculations on the carrier's website for an order with the same weight, dimensions, and shipping and delivery addresses



Troubleshooting : Shipping

Fixing regional settings

Finally, check the **Regional Settings** page

- With carrier-calculated rates, it may be that a certain country and currency must be present in order for the shipping rates to be shown on the checkout. For example, Canada Post must have Canada and CAD currency, otherwise the rates will not appear.

Troubleshooting : Payments

Common problems

1. The payment page does not load, or an error occurs when you go to the site of the payment system;
2. Payment by card does not work;
3. Payment by card goes through, but the order status does not get changed (for example, a paid order is in the Awaiting Payment status, or it is labeled as an Abandoned Cart which means that the order has the status Incomplete).

What can be wrong?

1. Payment settings in Ecwid and / or in the account itself in the payment system
2. Problems with the card
3. Problems in the integration of Ecwid and the payment system.



Troubleshooting : Payments

Fixing issues

There are a few ways to try resolving the issue:

1. Check the payment method settings under Payment
 - a. All data (such as API keys, login, and password) must be the same in the store's settings and in the merchant's account in the payment system
 - b. Ask for screenshots of settings from a payment to make sure that all data was transferred to Ecwid without errors

Fixing issues (cont'd)

2. Check that the Test mode checkbox is unticked
3. If the payment is configured correctly, the next step is to search for an error that occurs when switching to a payment or when paying. Error messages will appear in the storefront.
 - a. Search for the text of the error:
 - i. In the Ecwid Help Center
 - ii. In Google
 - b. Try to apply the solution if found. If that doesn't help, escalate to Ecwid Support.



Basic Setup & Live Demo



Setup Wizard

Set up / connect website

- Easily add your entire online store, widgets, single product cards, or Buy Buttons to any existing website or blog

Set up products

- Manually set up each product, or use import/export tool

Set up regional settings

- Establish geo-related settings and confirm language







Set up shipping

- Choose from options like integrated shipping carriers, local delivery, or in-store pickup

Set up payments

- Configure any of the most popular payment options or add your own

Get ready for your first sale. Follow our tips to get started. 17%

- Done Create account** 
Yay!
- Set up your website and storefront** 
Create your own online presence with DreamShop's free customizable website that is almost ready to go. Just fill in your business information, edit the website appearance and content, and start selling. Estimate: 10 min.
- Add your products or services** 
Get started by adding names, prices, and images. Estimate: 5 min.
- Review regional settings** 
Review country, currency, and language settings of your store. Estimate: 1 min.
- Choose how to deliver your goods** 
Select which shipping options are available to customers when checking out. Add local delivery, self pickup, or enable automatic rates from carriers. If you don't sell tangible goods, disable shipping completely. Estimate: 5 min.
- Set up payment options** 
Choose how people will be paying at checkout, including credit and debit cards, Apple Pay, cash, and more. Estimate: 5 min.

Website Configuration

Instant Site

- Create a site with an easy-to-use editor with professional themes

Design

- Personalize your Instant Site and your storefront's appearance to reflect your unique brand

SEO Settings

- Control how your site interacts with search engines like Google

Sell Everywhere

- From social media to marketplaces to Buy Buttons, sell anywhere your customers are

Your website

A global showcase for your business

Instant Site combines everything you need to start selling online on a website. Make quick changes to your Instant Site with the easy-to-use editor. Move to the site builder of your choice at any time and keep the progress you made with DreamShop.

Online Store

store72436560.shopsettings.com

Preview your site to see what it looks like to your customers. Edit your Instant Site at any time to keep its appearance and content up to date.

Site appearance

Customize your site the way you like it. Upload your logo and background image, adjust the color of texts and other elements, change your site's layout and style without getting into code.

Site content

Fill up your site with the info about your business: describe who you are, add social proof and links to your social media. Update the content of your site to promote special events and stay connected with your customers.

Product Setup

Import/Export

- Use a CSV file to import/export products for quick configuration

Bulk Updates

- Edit multiple product properties, including name, SKU, images, price, stock, shipping settings, etc

Categories

- Help customers navigate the store and find the products they need

Gift Cards

- Along with physical and digital products, sell gift cards in your store

The screenshot displays the DreamShop admin interface. On the left is a navigation sidebar with sections: Store management (Dashboard, My Sales), Catalog (Products, Categories, Gift Cards, Search products), Marketing (Reports, Sales channels, Overview, Website, Facebook, Other Channels), Configuration (Design, Payment, Shipping & Pickup, Settings), and Apps. The main content area is titled 'Products' and includes buttons for '+ Add New Product', 'Bulk Edit All', and 'Import or Export Products'. Below these are filter and search options. A table lists sample products: 'SAMPLE. Black Dress 0008', 'SAMPLE. Black Tank 0001', 'SAMPLE. Blue Flannel 0004', 'SAMPLE. Boardshorts 0002', and 'SAMPLE. Flower Woven 0007'. Each product entry shows its status (Enabled), stock level (In stock), and the number of options (1 option). An 'Import Products' modal is open, showing options for 'CSV', 'XCart', and 'LiteCommerce'. The modal includes a 'File' selection field (currently 'No file chosen'), a 'Delimiter' dropdown set to 'Semicolon', and a 'Character Encoding' dropdown set to 'UTF-8'. There is a checked 'Skip First Line' option. On the right side of the modal, under 'Import columns', there is a list of checkboxes for various product attributes: Name, SKU, Product subtitle, Description, Store front page, Category 1, Category 2, Category 3, Image URL, Ribbon, Ribbon color, Weight, Price, 'Compare to' price, and Quantity. The 'Import Products' modal also contains introductory text: 'Importing products is a quick way to upload your products' data from another e-commerce site, DreamShop product catalog with new arrivals, or make multiple changes to existing inventory. For instructions and file formatting rules please visit our Help center.'

Payment Settings

Typical Payment Methods

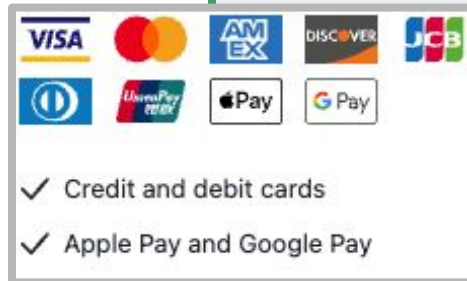
- All of the most popular payment methods are available such as Stripe, Square, Paypal and ACH

Manual Payment Methods

- Add cash on delivery, phone orders, or check to receive payments outside of your store's online checkout

Alternative Payment Options

- With 1,000's of options for merchants to choose to process payments with, we continue to integrate as many gateways as possible



Payment

Current payment methods

These are the payment methods that you have set up in your store. If enabled, they are available for your customers to choose from at checkout.



Pay by cash

Manual payment: Settings

Add new payment methods

Choose a payment provider from our list or set up your own manual payment methods to get paid for your online orders.

stripe

Stripe is a fast and easy way to accept payments with major international credit or debit cards, Apple Pay, and Google Pay. You don't need a merchant account, so you can start accepting payments today.

Click "Connect with Stripe", create a free Stripe account in a few minutes and start processing payments immediately. By enabling payments through Stripe, you will be accepting [Stripe Services Agreement](#). Please refer to the list of [Prohibited Businesses](#) before registering for and opening a Stripe account.

Connect with Stripe

Important Settings

Store Profile

- General settings such as the store's address, company name, and company email

Regional Settings

- Settings relevant to the customer's location: currency, language, weight/size measurements, and date/time

Cart & Checkout

- Settings for the most crucial step in the consumer's journey, the checkout process

Tracking and Analytics

- Settings related to site tracking and analytics to help with advertising and growth

General Settings

[Store Profile](#) [Regional Settings](#) [Cart & Checkout](#) [Tracking & Analytics](#)

Store name and web address

Your store name is the name under which your store appears to customers. Your store's web address is displayed on customer-facing invoices and emails, and is also used when sharing products via social networks.

Store name

The name of your store as you want it to appear in your store's header, email notifications, and invoices.

Store's web address
(URL)

[Specify Address](#)

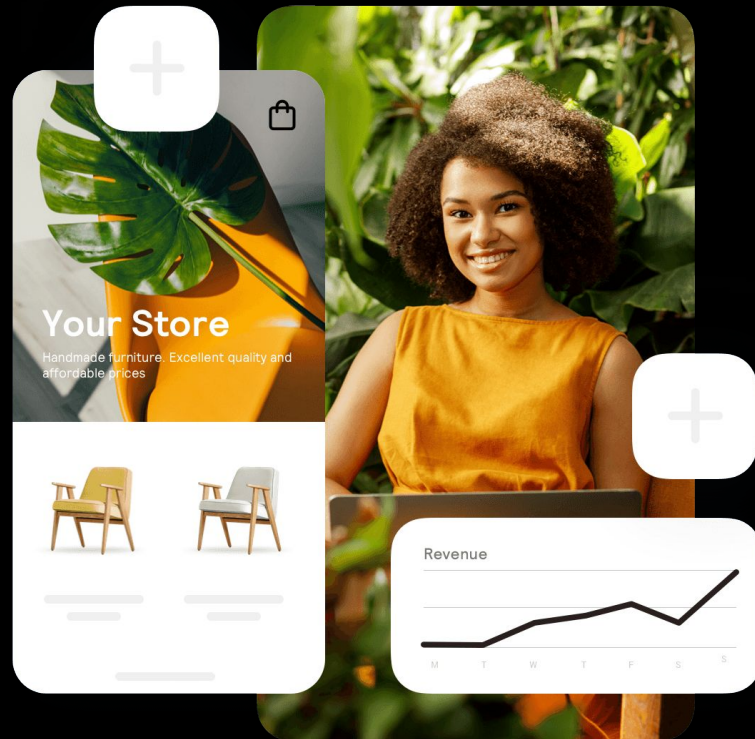
Company name and email

The official name of your business. If you don't have a registered business yet, specify your store name as the company name.

Company name

Company email

Q&A



Quizz



True or false: Ecwid has integrations with Facebook, Instagram, Google Shopping, Pinterest, & Snapchat

True!

Built-in integrations with the most popular social media platforms let merchants sell and advertise their products all over.

True or false: an online store can be set up in 5 easy steps

True!

After you sign up, Ecwid walks you through 5 steps to create a store:

1. Set up storefront on website (add business information, edit appearance)
2. Add products/services
3. Review regional settings
4. Set up shipping
5. Set up payment options

True or false: Merchants can easily import products using a CSV file

True!

You can import CSV files into Ecwid from outside sources like another eCommerce platform or a supplier (after rebuilding them). You can also export a CSV file from your Ecwid store, make changes, and then import it back into your store to update your products.

True or false: Ecwid's partner support team is available M-F 24/7 on live chat or email

True!

Our priority Technical Support team can help our partners with product questions, system inquiries, bugs and several other inquiries.

Reach the team via live chat or by emailing ec.partnersupport@lightspeedhq.com

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What is the best way to troubleshoot shipping issues?

- A. Ask for more details from the merchant
- B. Reproduce the problem with the same conditions as the merchant
- C. Check the Shipping & Pickup page
- D. Check the Regional Settings page
- E. All of the above

What is a common cause of issues that merchants have with payments?

- A. Payment settings in Ecwid and / or in the account itself in the payment system
- B. Problems with the card
- C. Problems in the integration of Ecwid and the payment system
- D. All the above

True or false: We wish we were able to meet you in person and buy you lunch

True!

But check your email for a gift card, lunch is still on us :)