



## Fact sheet:

# Mono Ecommerce+

The Ecwid by Lightspeed integration, known as Mono Ecommerce+, enables you and your SMB clients to manage the website and ecommerce in an all-in-one common interface.

Embed the store on a Mono website for online sale success, or take advantage of additional features and sell via social media, online marketplaces and more.

### **Advanced capabilities**

With Mono Ecommerce+, your small business customers can customize every aspect of the shop layout, including deciding what information will be shown, product image size and more. Adding new products and managing inventory is easy, and product categories can be added for more structure. Mono Ecommerce+ also offers small business owners flexibility with shipping, taxes, and payment methods.

### **Mobile store management**

Managing your business while on-the-go is more important than ever. As a complementary product to Mono Ecommerce+, a white-label mobile app is available for iPhone, iPad, and Android. The mobile store management app makes it easy for your small business clients to add products, take and upload photos and update product details, prices, and stock levels.

Business owners will also be notified of new orders, and can update order details and status in the app that will be automatically sent to the customer. The app also features more advanced functionality, such as contacting customers directly, setting up promotions and selling on Facebook and Instagram.

### **Multichannel selling**

Offering products on multiple online platforms provides small businesses with new sales opportunities and can help to grow their reach. Mono Ecommerce+ is directly integrated with a variety of online channels such as Facebook, Instagram, or Google Shopping which allows the SMB to apply a multi-channel selling approach with just a few clicks. Inventory and orders are automatically synchronized across platforms, ensuring flawless stock management. Depending on the subscription type, the small business can also easily list its products on marketplaces like Amazon and eBay.

## Features:

The blog feature includes the following features:

- Mono Ecommerce+ is available in four different subscription packages (Start-up, Essential, Professional & Unlimited), which enables your SMB clients to choose the subscription whose features best fit their needs.

Mono Ecommerce+ provides an advanced set of features, including:

- Multichannel selling: Facebook, Instagram, Google Shopping, Amazon\*, eBay\* and Etsy
- Option to offer discount coupons and gift cards
- Automatic inventory and order synchronization
- Responsive design across desktop, tablet, and mobile
- Single-page checkout
- Mobile store management through the complementary app
- Built-in storefront translations
- Integrated shipping methods: Automatic rates from most popular carriers, flat rate shipping, custom rates and self pickup
- Many payment gateways, incl. Stripe, PayPal and many other regional options
- Abandoned cart recovery
- Product filters
- Option to display product variations
- Multilingual storefront
- Advanced SEO tools
- Complete security (Level 1 PCI-DSS Provider)
- Point of sale opportunities

- Automatic tax calculation in the US, Canada, EU, Australia
- Easy advertising: Facebook, Google Shopping, Pinterest, Snapchat  
Option to include Facebook Messenger live chat

For more details on which features are included in each subscription, please reach out to the Mono Team.

\*May require third-party application outside of the US

\*\*This may incur an extra fee

## How it works:

Mono Ecommerce+ is integrated to the Mono Editor. Once a subscription is added, a new tab appears in the Mono Editor called E-commerce+. In this tab, you can access all the Mono Ecommerce+ functionality that your applied subscription includes. Mono Ecommerce+ can be administered as an add-on to a Mono Website subscription, or as a standalone subscription.

## Setup details

- Enabling Mono Ecommerce+ in your product portfolio requires an amendment to your existing contract
- All Mono Ecommerce+ subscriptions can be administered via RAI.
- For the standalone subscription, use the Mono Ecommerce+ embed subscription and then add either the Mono Ecommerce+ Essential, Professional or Unlimited subscriptions.