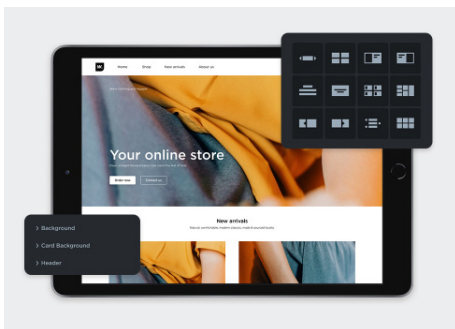




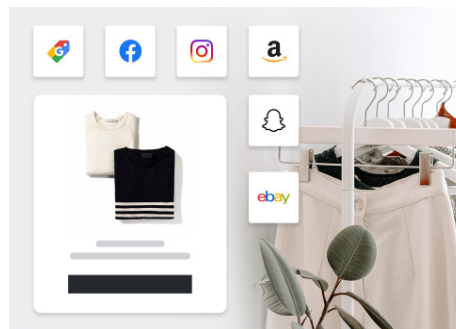
## Lightspeed eCom

Lightspeed makes selling online **easier for everyone**. Whether you're launching your first online store or gearing up to go global, our one-stop commerce platform makes it simple to add eCom and manage your entire business—online and off—all from a single platform.



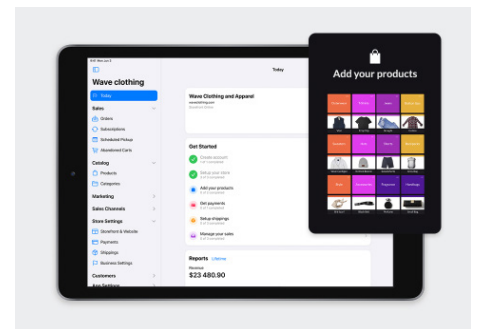
### Easily create a store

Connect eCom to an existing website builder in seconds or **create your first website from scratch** with our simple customizable design tools and 30 free professional themes. No coding or design experience required.



### Sell your products everywhere

Expand the reach of your online business by showcasing and selling your products wherever your customers browse—on social media, online marketplaces, search engines, and beyond.



### Import your inventory in seconds

Use your Lightspeed POS to instantly import your inventory, sales and product data directly to your eCom store. Then easily track stock levels online and off with our synchronized inventory system.

### Sell on social media, marketplaces and more

Expand your store to sell across social media like Facebook, Instagram and TikTok, marketplaces like Amazon and eBay, Google Shopping and beyond. Build a multi-channel online strategy by connecting to the platforms of your choosing and manage all your inventory and orders easily from Lightspeed.



## Create exceptional customer experiences

With Lightspeed, you can build and scale your business from the ground up by delivering experiences to your customers that make them keep coming back.

- ✓ **Sell anything**, including physical products, e-goods, subscriptions, digital gift cards and more
- ✓ Offer hands-on service with **scheduled local delivery**
- ✓ **Take payment online or at the curb** for a flexible omnichannel shopping experience

## Built-in tools to reach new customers, anytime, anywhere

- ✓ Advertise on Facebook, TikTok and Google with **automated product ads and advanced targeting**
- ✓ Improve customer loyalty and increase your cash flow by **selling gift cards online**
- ✓ Recover abandoned carts through **automated emails** to help **boost your conversion rates**
- ✓ Clear out slow-moving inventory by offering a **variety of discounts** (coupons, volume, multi-tier, or customer group specific)



## Fast, secure, integrated payment processing—right out of the box

Lightspeed Payments gives your customers the flexibility they crave, all while protecting their data. Accept credit cards, offer one-click payments with Apple Pay and Google Pay and more.

- ✓ **Simple pricing and no hidden fees (2.6% + 30¢)**
- ✓ **Accepts all major credit and debit cards**
- ✓ **PCI DSS validated Level 1 Service Provider**