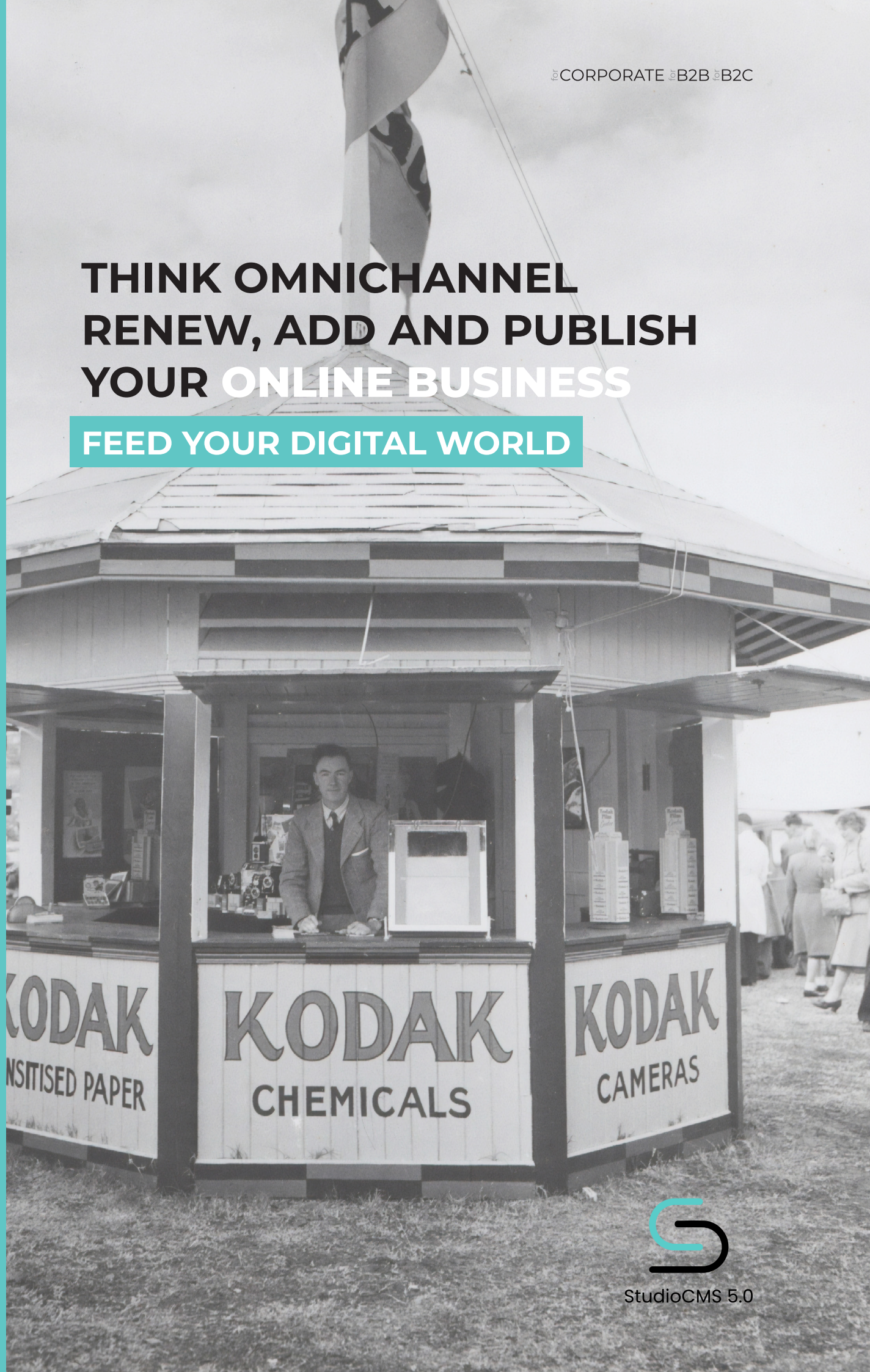


THINK OMNICHANNEL RENEW, ADD AND PUBLISH YOUR ONLINE BUSINESS

FEED YOUR DIGITAL WORLD



WHAT IS STUDIOCMS?

FULLSCREEN STUDIOCMS WAS DEVELOPED TO ENABLE THE **DIGITAL TRANSFORMATION** OF ANY TYPE AND SIZE OF BUSINESS, WHETHER FOR CORPORATE PRESENCE, B2B OR B2C.

INTUITIVE SCALABLE ROBUST RELIABLE

MAIN ADVANTAGES

Ability to adapt to any type of UI/UX

Free and responsive content creation and management

Marketing automation through time-based content management

Conversion rate analysis in one place through a dashboard

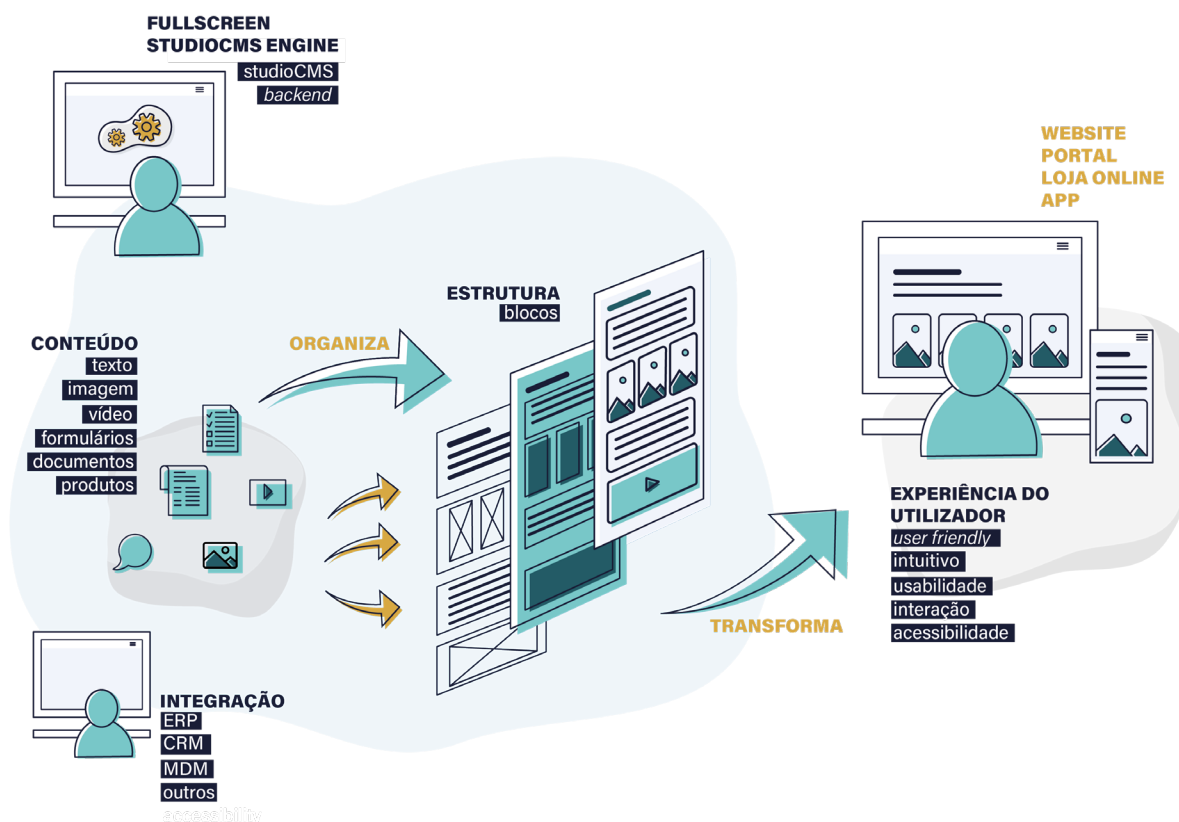
Integration via StudioBUS with any external software

Integration of intelligent search

Ability to integrate specific B2B/B2C rules

SEO optimization capabilities for search engines

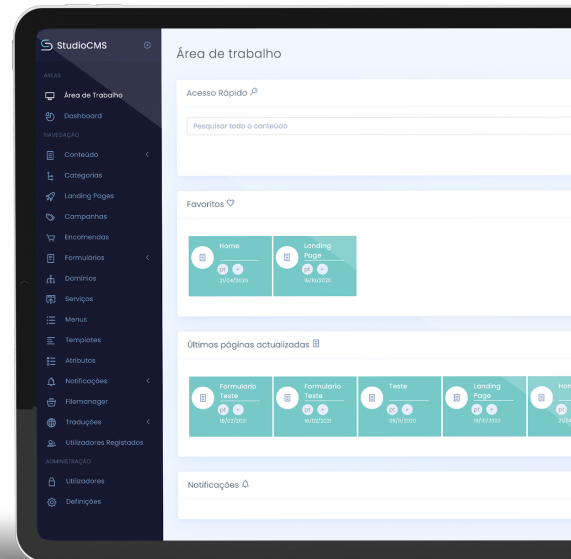
Compatible with all hosting platforms



A COMPLETE ECOMMERCE SOLUTION







A COMPLETE SOLUTION THAT ALLOWS YOU TO MANAGE, TRACK, AND EXECUTE THE ENTIRE ONLINE SALES PROCESS INDEPENDENTLY OR INTEGRATED WITH YOUR ERP.

Adapted to the current needs of the digital market and equipped with the best features so that your organization can maximize its online sales.










CREATE

Tools to create and manage content

-  Page Management
-  Product Catalog Management
-  Order Pipeline Management
-  Customer Management
-  Checkout with Payments and Shipping
-  Multi-language and Multi-market


INVOLVE

Tools to engage the customer

-  Segmentation by Personas
-  Campaign and Promotion Management
-  Vouchers and Gifts
-  Blog, Reviews and Comments
-  Alerting system
-  Favorites
-  Chat, Help, and Online Sales Assistant

MEASURE

Tools to measure results

-  SEO Management
-  Analytics Management
-  Feeds for online advertising
-  Dashboard e Relatórios

INTEGRATIONS

StudioCMS has integration experience with the following ERPs, Gateways, Platforms, and Marketplaces, among others.

- EXCEL | PHC | PRIMAVERA | MOLONI | SAGE | DYNAMICS NAV | SAP | GIT
 MAILCHIMP | EGOI | SURICATACRM | CRM DYNAMICS | XSTORE | AMAZON
 KUANTOCUSTA | EBAY | STAND VIRTUAL | OLX
 DHL | CTT | MRW | TNT
 MB | MBWAY | VISA | MASTERCARD | PAYPAL | IFTHEN

CREATE

CONTENT MANAGEMENT

Tools to create and manage content



PAGE MANAGEMENT

Page creation using master templates in responsive format

Creation of content blocks via drag and drop, such as text, images, videos, banners, hotspots, and custom elements

Creation of a 100% customizable homepage

Creation of landing pages with specific layouts

Creation of menus and dynamic forms

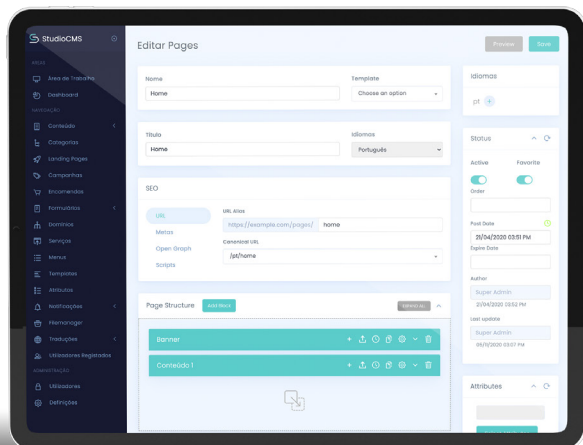
Timeline for activating content blocks over time via calendar

Workspace area for quick access to favorite pages, searches, notifications, and log of the latest updated pages

Configuration of all used expressions via variables

Configuration of emails and customer-sent content

Pre-configured system pages



PRODUCT CATALOG MANAGEMENT

Creation of different product catalogs

Creation of differentiated product attribute structures via StudioMDM

Creation of dynamic layouts for product or product pack presentation

Creation of navigation structures via categories or others

Unlimited loading of categories and products

Product import via StudioBus for integration through Excel files

Automatic product import and synchronization via StudioBus and your ERP

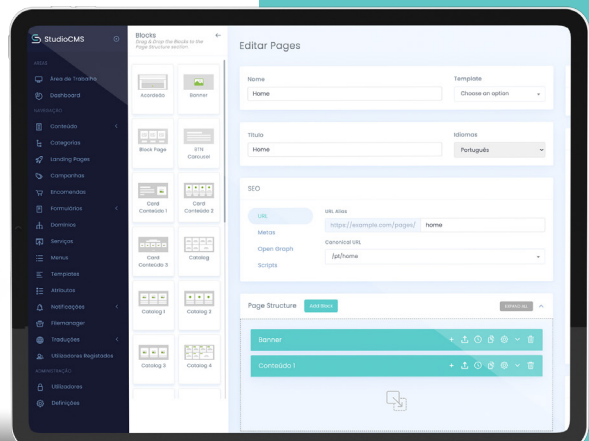
Product information management by language and lifecycle zones

Definition of filters, sorting, and classifiers for advanced searches

Assignment of price lists for B2C and B2B customers

Integration of rules for stock availability display

Creation of product-related campaigns



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ORDER PIPELINE MANAGEMENT

Order pipeline consultation

Management of the various order statuses, including abandoned carts

Management and sending of emails related to the order pipeline

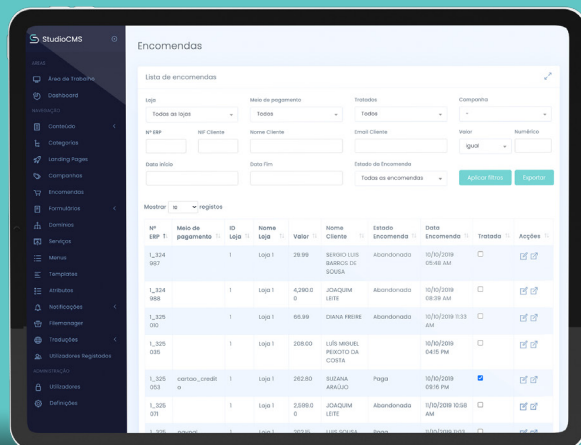
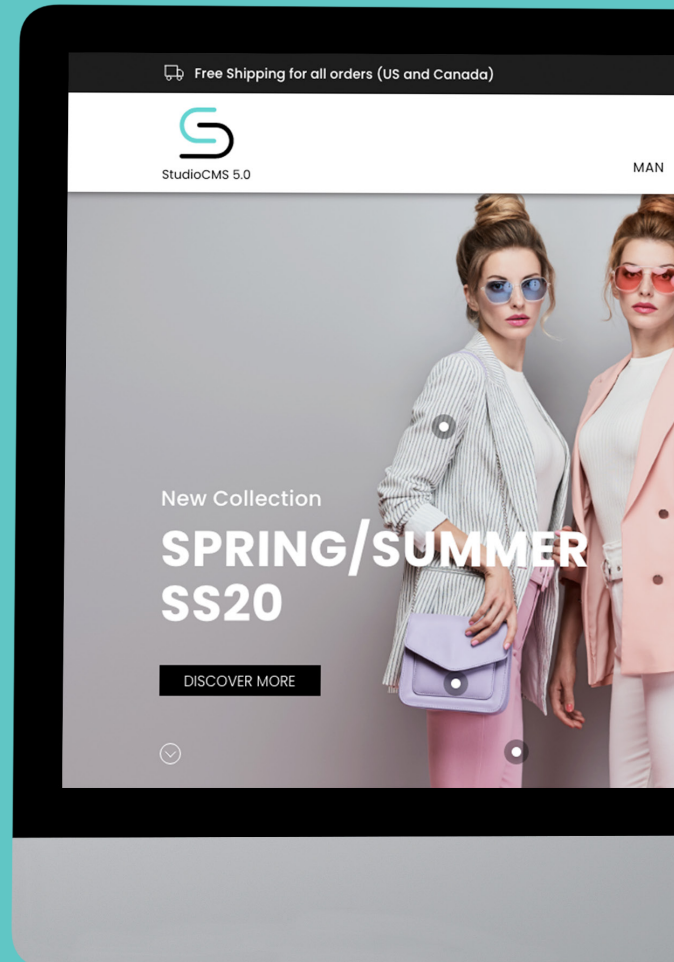
Ability for customers to place orders

Tracking code entry

Return reason entry

Export of orders by status to Excel files

Export of the order pipeline context to the dashboard



CREATE

CONTENT MANAGEMENT

Tools to create and manage content



GESTÃO DE CLIENTES

Customer information consultation linked to the record

Consultation of newsletter subscriptions and areas of interest

Sending of personalized automatic emails

Customer registration in the front-end with social login options

Guest checkout in a B2C context, i.e., without the need to create an account

Dedicated customer area for B2B

Dedicated customer area for B2C



CHECKOUT WITH PAYMENTS AND SHIPPING

Checkout with all payment gateways already configured

Checkout with all shipping gateways and shipping cost calculation already configured

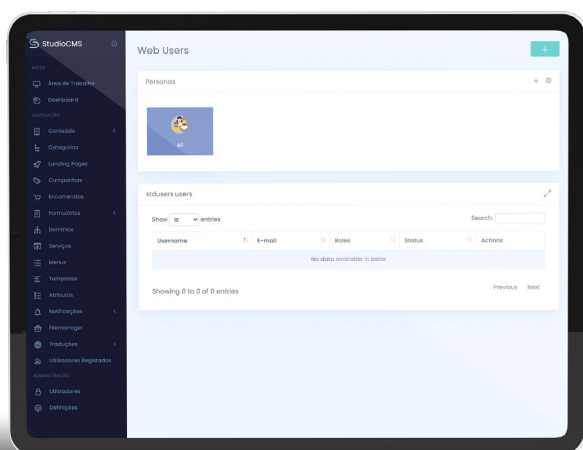
Order tracking status consultation

Management of shipping conditions in case of return/exchange

Integration of payment rules by lifecycle zones

Integration of shipping fee rules by lifecycle zones

Integration of voucher codes for free shipping or discount campaigns



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MULTI-LANGUAGE AND MULTI-MARKET

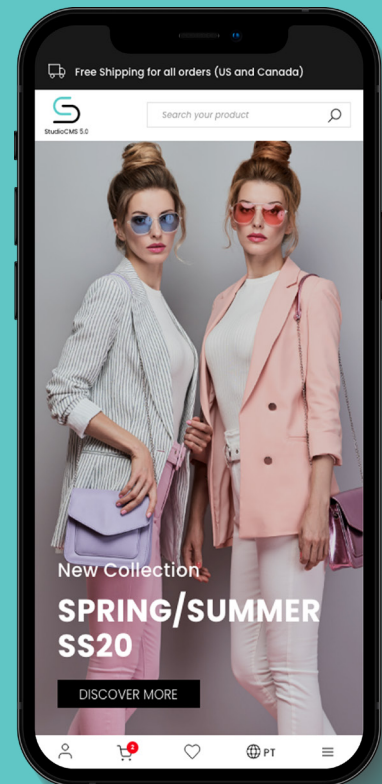
Definition of lifecycle zones for managing associated languages and markets

Page management by language

Currency assignment by lifecycle zones

Ability to differentiate all business rules by lifecycle zones

Dashboard view by lifecycle zone



INVOLVE

CAMPAIGNS

Tools to engage the customer in the online store and increase their engagement



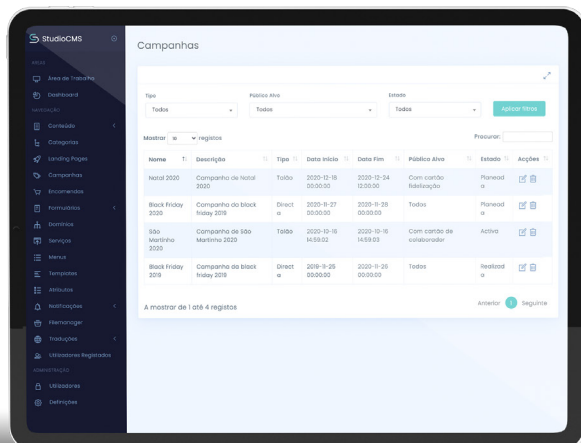
SEGMENTATION BY PERSONAS

- Creation of customer segmentation by Persona
- Persona dashboard view for analysis, for example retention rate, etc.
- Export of Personas to the universal campaign context
- Export of Personas for data processing



FAVORITES

- Ability to add products to a Favorites list
- Ability to manage the Favorites list in a customer account area
- Ability to add products from the list to the shopping cart



CAMPAIGN AND PROMOTION MANAGEMENT

- Creation of campaigns by promotion type
- Creation of campaigns offering discounts on the next order
- Creation of campaigns offering discounts on the first purchase
- Creation of campaigns offering free shipping
- Creation of campaigns for abandoned carts
- Creation of campaigns offering discounts after sharing on social media
- Campaign configuration through custom settings
- Product discount configuration by percentage or fixed value
- Persona-based campaign configuration
- Offer configuration
- Configuration of pre-defined campaign zones, checkout, cart, top section
- Configuration of pop-ups and landing pages for campaigns
- Ability to generate campaigns by lifecycle zone and time interval
- Highlighting of campaigns and promotions on the homepage
- Direct management of discounts within a campaign
- Email management
- Campaign dashboard view

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VOUCHERS AND GIFTS

- Management of gifts and discount vouchers
- Sale of gifts in the online store
- Sending of gifts and discount vouchers by email
- Definition of business rules for gifts and vouchers by fixed value or percentage



CHAT, HELP AND ONLINE SALES AS- SISTANT

- Availability of an online help chat
- Message flow by predefined departments in the back office
- Ability to set online and offline status by department
- Automatic monthly notification of conversation history
- Automatic offline message notifications
- Ability to integrate StudioBOT Virtual (coming soon)
- Integration of social media sharing tools



BLOG, REVIEWS AND COMMENTS

- Creation of blog pages using a specific master template in responsive format
- Creation of blog articles using drag-and-drop content blocks such as text, images, videos, banners, hotspots, and custom elements
- Creation of specific tags for blog filtering
- Creation of specific tags for products in an upselling context
- Management and approval of comments
- Management and approval of reviews
- Ability to activate a post-checkout review of the ordering process
- Ability to integrate with review platforms via StudioBus
- Integration of social media sharing tools



ALERTING SYSTEM

- Stock availability alert request notifications
- Notifications for unavailable items with alternative suggestions
- Remarketing campaign notifications
- Notifications for items entering campaigns or promotions
- Ability to create specific notifications for B2B or B2C

MEASURE

MANAGEMENT DASHBOARD

Tools to measure results and obtain KPIs related to the performance of the online



SEO MANAGEMENT

Team training to raise awareness of SEO best practices, in accordance with the Google algorithm

Structuring of data content for images and texts

Configuration of H1 to H3 headings for each page

Configuration of title tags and meta description for a language

Schema.org configuration

Sitemap configuration

SEO-friendly URLs



ANALYTICS MANAGEMENT

Google Analytics

Google Analytics with enhanced e-commerce

Google Customer Reviews

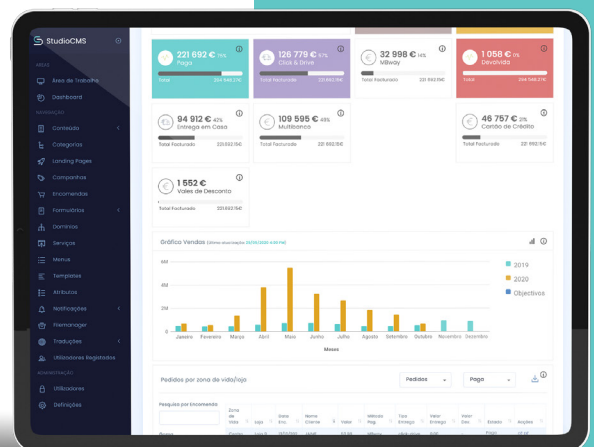
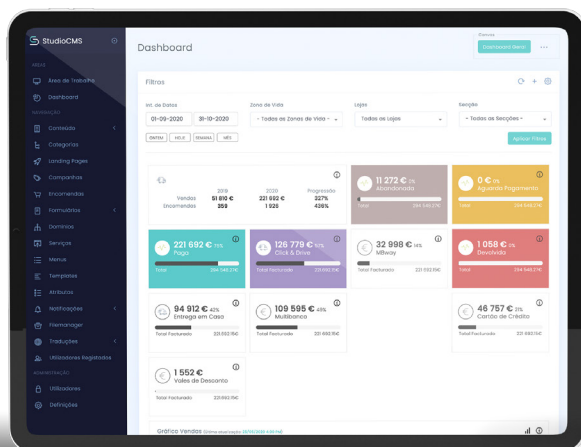
Facebook Pixel



FEEDS FOR ONLINE ADVERTISING

Feed configuration: Google Shopping, Facebook Ads, and KuantoKusta

Ability to create custom feeds



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DASHBOARD AND REPORTS

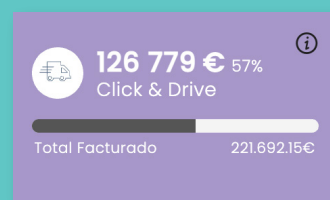
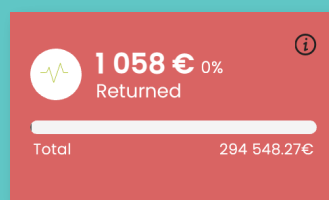
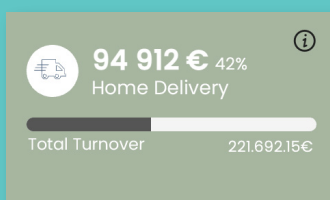
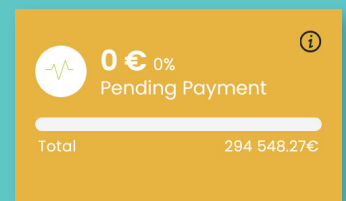
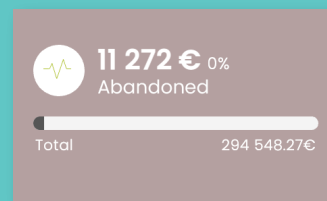
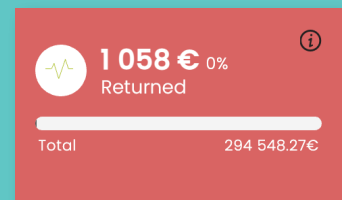
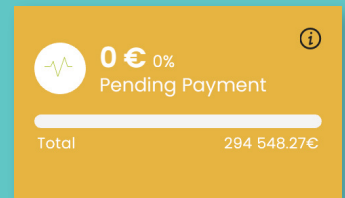
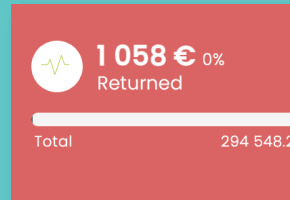
360° view of the online business

View by lifecycle zone filters, campaigns, and product category

Configuration of dynamic dashboards via data widgets

Creation of multiple dashboards via canvas

Data maps and results for consultation



**Authorized
partner**



StudioCMS 5.0



CONTACT US

We will be happy to review with you the benefits of this solution for your organization.

FULLSCREEN

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