

consumer-driven e-commerce

Introducing PurchLive,[™] a consumer-driven e-commerce platform that allows retailers to bring the 'in-store' experience online.



Bring the 'In-Store' Experience Online

PurchLive allows you to bring the proven principles of real-world retailing online, extending the depth and reach of your site and creating a more powerful (and profitable) e-commerce experience. Using a proprietary social interaction framework, PurchLive allows shoppers to connect to other shoppers — or customer service agents — in real-time, to see what others are browsing and buying, and to share ideas and opinions.

Leverage Your Existing Site

At its core, PurchLive is an advanced user-generated content engine.

Shoppers create new product collections, and post comments, ratings and ideas to share with other shoppers at your site — or with their friends via Facebook, email or IM. By adding a new dimension to your site, PurchLive leverages your existing investment and creates a valuable new viral marketing channel.

Retail in Real-Time

PurchLive uses real-time shopper interaction data to drive the user environment, creating a virtuous cycle of increasing utility and value; the more people create and share through PurchLive, the more powerful and relevant it becomes.



KEY FEATURES

Real-Time User Presence & Identity

Shoppers and sales staff are provided easy access to real-time data like: 'Who's online', 'Where are they from', and 'What do they like?'

Real-Time Activity Tracking

It's one thing to know 'who's online' but the more relevant question is often 'what are they doing while online?' Whether a shopper is creating an outfit or browsing for new ideas, each shopper's activity is shared action-by-action with the real-time community, thereby allowing for spontaneous social interactions and potential up-sells.

Outfit Builder

Proprietary Outfit Builder component allows shoppers to create, discover, manage, tag, and rate outfits.

Share Outfits to Facebook, Email, and IM

Share selected products, outfits, and identity info to popular content outlets. Shared content also provides path back to the relevant experience.

Popularity and Suggestion Engine

Not only does PurchLive suggest new products and outfits based on relevant tags and trends, but it also provides

shoppers with the tools they need to post suggestions to other online shoppers.

Real-Time Community Interaction

Empowered by the data made available through our real-time framework, shoppers can easily engage the real-time community with tools like our identity page 'Shout Box' or our user-generated popularity and suggestion framework.

Social Discovery

Shoppers not only browse, search, tag and rate product and user generated content, but they do it within our real-time social framework, allowing shoppers to explore content by geo-location or real-time popularity and ratings.

Administration Portal & Analytics

Retailers can control PurchLive from a simple administration interface that includes detailed analytics. Because of its revolutionary real-time social shopping capabilities, PurchLive provides a direct view to your online shoppers. Use data generated by PurchLive as the basis for true interactive merchandising, including demand modeling, product assortment, price/promotion optimization, customer segmentation, and more.

HOSTED SOLUTION

PurchLive is a fully hosted solution. Thanks to our SaaS delivery method, adding PurchLive to your e-commerce site is easier than you might think. Of course, if you want to customize PurchLive we can help. Our professional services team can integrate PurchLive with your e-commerce platform and complementary third-party applications.

[Learn more about PurchLive at www.purchlive.com.](http://www.purchlive.com)