



eStore

Empowering SMBs

Enabling customer's
to go **online** and sell **online**

Product Overview

01

**Built for
small businesses**

- ☐ The SMB market is a growing and profitable segment
- ☐ We make getting online simple for people with no experience
- ☐ All our products are designed to deliver a first-class mobile experience

02

**Everything
needed for success**

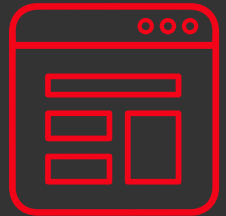
- ☐ Create a website in minutes and publish instantly
- ☐ Fully integrated store and payment gateways
- ☐ Everything required for SEO, analytics and domain connection

03

**Simple but
powerful**

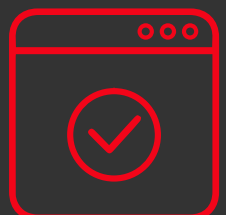
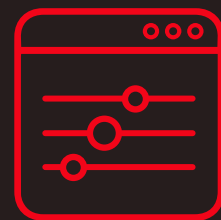
- ☐ Create a professional looking website without hiring a web designer
- ☐ Use your computer, phone or tablet to update your website any time

Product **Features**



More than a thousand free, ready-made template designs to pick from

Drag and drop design and editing features



An online store with easy to upload and publish features

Pre-integrated with etisalat by e& and leading payment gateways*



Marketing and reporting analytical features

*Respective payment gateway subscription charges apply



Product Features

Marketing

- ☐ Website stats
- ☐ Custom page URLs
- ☐ Search engine optimisation

Store main features

- ☐ Integrated store setup
- ☐ Create product categories and variations
- ☐ Create your price list and calculate taxes
- ☐ Easy checkout
- ☐ Inventory control
- ☐ Create voucher and discount codes for your customers
- ☐ Setup and manage your store from desktop and mobile
- ☐ Pre-integrated with etisalat by e& and leading payment gateway(s)*

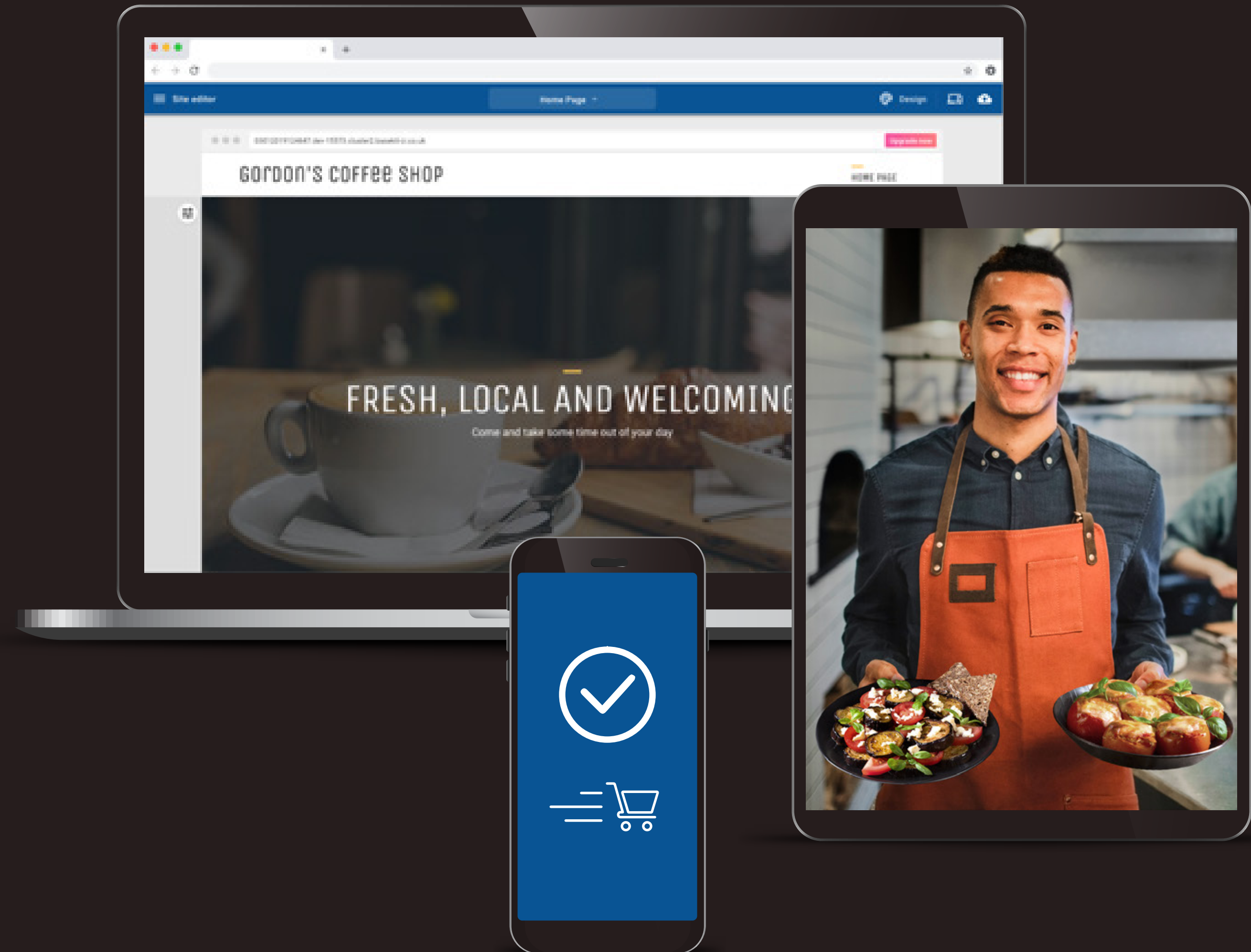
Sitebuilder main features

- ☐ Drag and drop editing
- ☐ Fast website loading
- ☐ Dynamic templates
- ☐ Custom template content sets
- ☐ End-to-end functionality on mobile devices
- ☐ Unlimited pages
- ☐ Autosave
- ☐ Multi-language site content
- ☐ Translations available
- ☐ Photo editor
- ☐ Video (from YouTube or similar source)
- ☐ Free stock images
- ☐ Slideshows
- ☐ Image optimisation
- ☐ Photo upload
- ☐ Blogging
- ☐ Import Wordpress XML
- ☐ Forms
- ☐ Google Maps



Product Differentiators

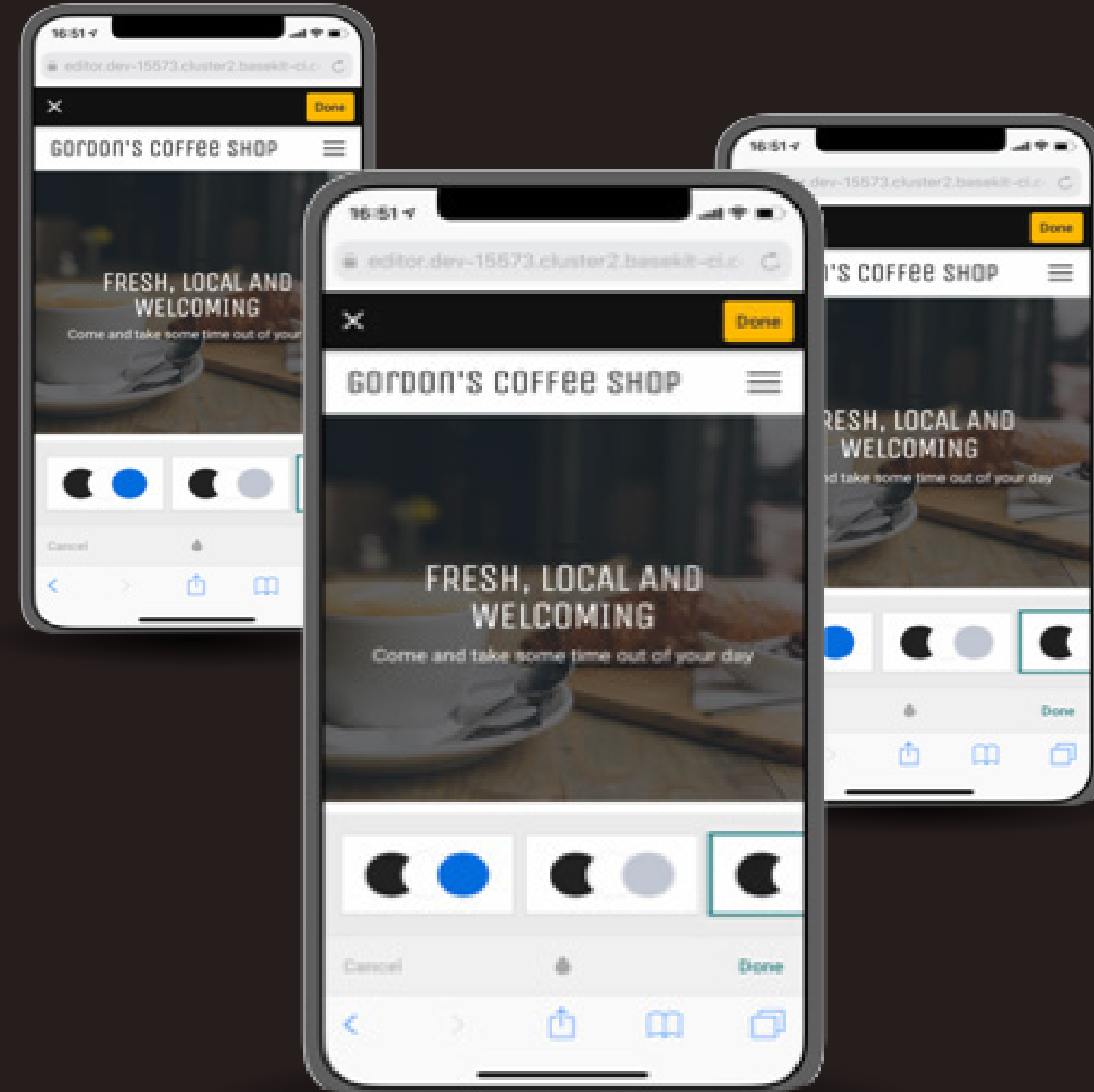
- ☐ Simple, mobile web presence application
- ☐ Built with small businesses in mind
- ☐ Easy to learn and use
- ☐ Works across most devices: computer, iPhone, iPad and most Android phones and tablets
- ☐ Boosts SEO for businesses to be found on search engines like Google
- ☐ Integrated store: sell online and take payments via popular payment gateways or credit cards
- ☐ Used by over 9 million customers



Product Differentiators

Compared to other web builders, we offer:

- ☐ A better mobile experience
- ☐ A simpler method of updating
- ☐ Support for more devices e.g. Amazon tablets
- ☐ Better localisation through content sets and languages
- ☐ Better suited for creating small business sites
- ☐ No reliance on complex third-party plugins with a poor track record for security

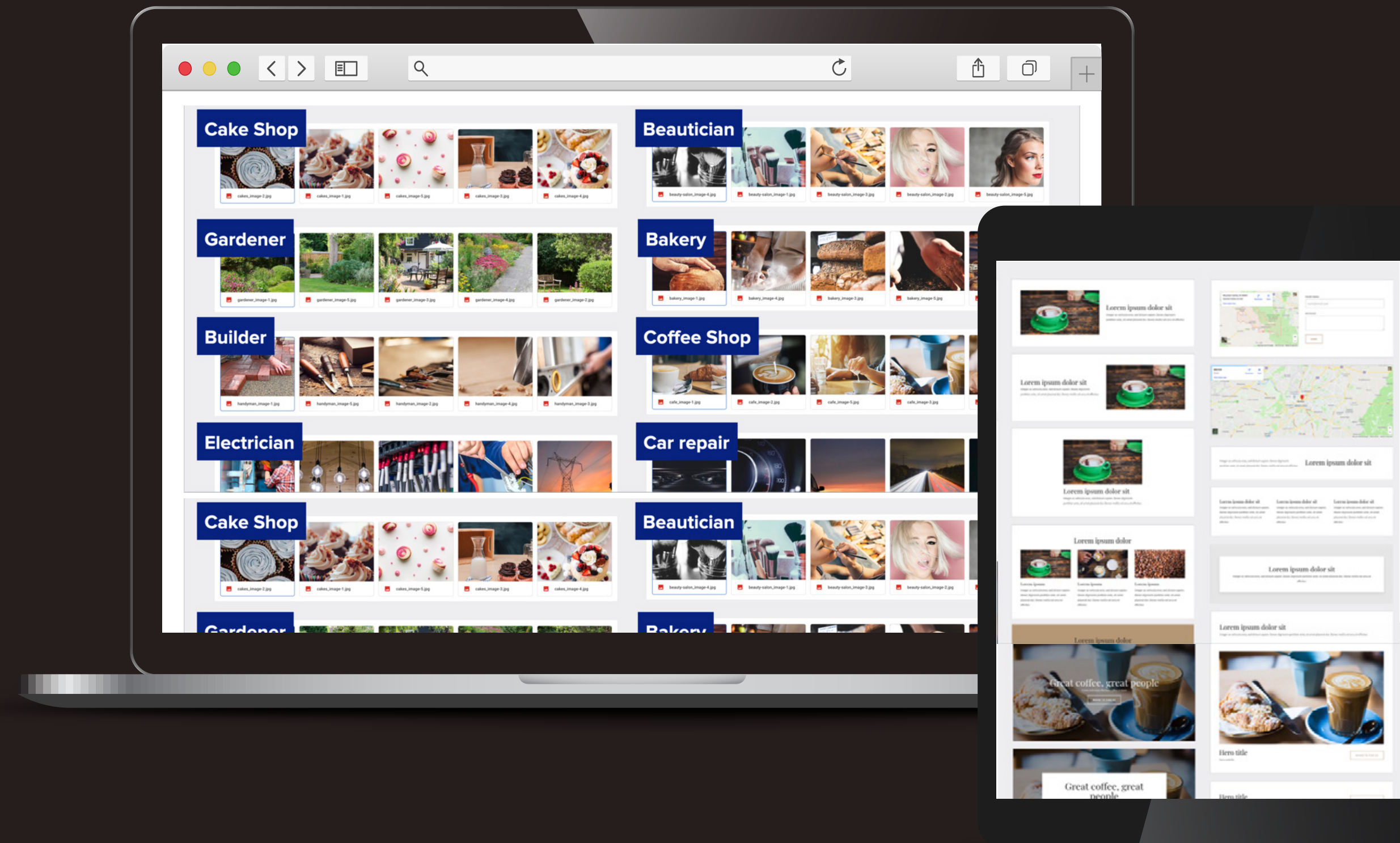


Product Differentiators

Dynamic templates

- ❑ Combining content, styles and layout in real-time creates a huge range of design choices
- ❑ Our unique, dynamic template model makes it easy for anyone to create a great website
- ❑ Templates designed for verticals
- ❑ Drag and drop, easy editing of text and images, shape dividers, background

More design choices



Better value at **zero price**

Free from

etisalat by e&

Powered by

BK basekit