

# Store Settings: How Many Configurations Are Available In The mStore Dashboard?

mShopper's Mobile Commerce Dashboard offers dozens and dozens of exciting configurations to customize your mobile store for your unique Marketing and Merchandising needs. Many features are added periodically so be sure you stay tuned for emails from mShopper's team, webinars, read through the vast mHelp section and other news from your mShopper Support contacts to keep learning about best-in-practice mobile features/functionality to make more money in mobile!

Over 100+ configurable options include, but are not limited to:

- \* Store Settings (All Pages, Home, listings, details and login) - Enable or disable specific parts of your mStore as well as uploading images
- \* Payment Configurations - Turn on Paypal, Google Checkout and Amazon Payment gateways to increase conversion
- \* Shipping & Taxes - Configure your unique shipping rules and tax needs for shipping products
- \* Color Theme - Synergize with your existing brand guidelines with our color theme options
- \* SEO Keywords - Add up to 10 keywords to improve findability for mobile search engine activity
- \* Solr Configuration - Tune your search settings to edit the search engine results from when keywords have been entered
- \* Buyer Sync - Upload your existing database (email, password, name, shipping, billing) for streamlined checkout process
- \* Confirmation Page - Customize order confirmation and GFD sign up confirmation page with html
- \* Custom Page - Create any pages you desire to feature products, store locator, warranties, etc using html
- \* Sign Up & Save - Provide a coupon code at "Add To Cart" page to build your mobile database and offer shopper instant savings
- \* Track Your mStore - Include 3rd party tracking codes on your mStore pages
- \* Gift Wrap & Messaging - If you currently offer gift wrapping and messaging (or plan to) turn on these features to spoil your shopper
- \* Store Locator - Build a custom page with a store locator similarly to how you created one on your e-Commerce site or simplify for mobile

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\* Manage Coupons - Mobile shoppers are deal seekers so be sure you promote your mStore header logo and hero banner with special coupon codes and to drive traffic to your mStore send out emails and social media messages with exclusive coupon codes

\* Abandoned Cart - mShopper captures your cart abandoners and you can follow up with them via SMS or Email to convert

Some features are further explained here:

## a) Store settings:

Store settings is an exciting feature with the Mobile Commerce Dashboard configuration module. You can configure your own mobile store homepage, search pages, product pages, details and login credentials quickly and easily.

Just toggle the Upload, Save or Show/Hide buttons and observe the iPhone preview screen to see your changes in real-time. Also, some pages require you to press save (bottom of screen) to reveal your changes in the iPhone preview screen.

The image shows the 'Store Settings' interface in the mShopper dashboard. On the left is a desktop view of the settings page, and on the right is a mobile phone preview showing the resulting storefront.

**Store Settings Desktop View:**

- Upload Logo:** Includes a text input, a 'Browse...' button, and a red 'UPLOAD' button. A note states: 'Header Logo size should be between 320x40 and in the PNG, JPG, GIF, or BMP file format.'
- Display Full Site Link:** Includes 'Show' and 'Hide' toggle buttons. A note states: 'Use this option to display a "Full Site" link in the footer of every mStore page. If you Show this link, enter the full URL of the non-mobile-optimized website page that visitors will visit if they click this link.'
- Full Site Link:** A text input field.
- Request Custom Logo Image:** A section with a note: 'Let mshopper help you create a customheader image for your mStore. Just send us your requirements and we will respond within 2 business days.' It includes a 'Requirements:' text area and a checked checkbox for 'Contact Me Via Email For More Details' with a red 'SEND' button.
- SAVE & UPDATE PREVIEW:** A large red button at the bottom.

**Mobile Preview (iPhone):**

- Header: 'Demonstration & Trial' with a search bar.
- Section: 'Hot Deals' with 'Show All' link. Two product cards are visible with prices \$24.99 and \$29.99.
- Section: 'Top Brands' with 'Show All' link. A list includes 'Sri' (760), 'Line' (1), and 'Knit' (3).
- Section: 'Popular Categories' with 'Show All' link.

## b) Payment Configuration (2):

Payment Gateways:

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Mobile Commerce Dashboard configuration module powers with most trusted payment gateways such as PayPal, Amazon and Google checkout along with credit cards acceptance. Our Payment configuration will be a handy feature for you to set a payment gateway and can enable/disable with a single click at any time.

Credit Card:

mShopper has another vast dynamic feature for Credit card acceptance. Only the selected credit card types will reflect on your mobile store payment page.

Payment Gateway Configuration    Credit Card Configuration

Check out with **PayPal**  
The safer, easier way to pay.    Show Hide

Username :

Password :

Signature :

Environment :    
(If you would like to test a payment gateway then we recommend you to set it on Sandbox environment)

Google Checkout

Checkout with **amazon**  
The Simple, Trusted Way to Pay    Show Hide

c) Shipping & taxes:

Shipping is the backbone of all commerce and mShopper gives you various options to set up rules that fit your unique needs:

- 1) Integrate with Magento
- 2) Permit free shipping
- 3) Include shipping in your data feed
- 4) Integrate with common carrier APIs and set up price % exceptions (Fedex, UPS, USPS)

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5) Create a unique table for pricing rules

6) Your mobile store will only apply the sales tax to the orders shipped to the selected states on this page.

## Shipping And SalesTax Preferences

Enter Shipping Information

Display Shipping cost on Product Detail screen

Note: This feature provides shoppers with helpful shipping information to encourage them to check out, helping to reduce your cart abandonment.

Select the shipping cost arrangement that best matches your current e-commerce site. Use the last option to set specific rules by price level.

Use Magento Shipping

Use mShopper Shipping

Shipping is always free

Shipping cost is included in my datafeed

Shipping cost is calculated using common carrier API  
(To charge additional cost into the calculated shipping cost then please enter additional cost value in percentage in the below text boxes.)

FedEx    UPS    USPS

**NOTE:** Your datafeed must contain data in the Shipping Weight field for each product in order to choose this option.

Shipping cost is calculated using following table

Starting Price	Ending Price	Shipping Cost	Operation
\$0.00	\$256.00	\$5.00	<input type="checkbox"/> <input type="button" value="✖"/>
\$256.01	\$1000.00	\$6.00	<input type="checkbox"/> <input type="button" value="✖"/>

### Enter Sales Tax

Select the state(s) in which you maintain a physical business location. Your mStore will only apply sales tax to orders shipped to these states. (Your home state is checked by default)

<input type="checkbox"/> Check All	<input type="checkbox"/> Alaska	<input type="checkbox"/> Arizona
<input type="checkbox"/> Alabama	<input type="checkbox"/> California	<input type="checkbox"/> Colorado
<input type="checkbox"/> Arkansas	<input type="checkbox"/> Delaware	<input type="checkbox"/> Florida
<input type="checkbox"/> Connecticut	<input type="checkbox"/> Hawaii	<input type="checkbox"/> Idaho
<input type="checkbox"/> Georgia	<input type="checkbox"/> Indiana	<input type="checkbox"/> Iowa
<input type="checkbox"/> Illinois	<input type="checkbox"/> Kentucky	<input type="checkbox"/> Louisiana
<input type="checkbox"/> Kansas	<input type="checkbox"/> Maryland	<input type="checkbox"/> Massachusetts
<input type="checkbox"/> Maine	<input type="checkbox"/> Minnesota	<input type="checkbox"/> Mississippi
<input type="checkbox"/> Michigan	<input type="checkbox"/> Montana	<input type="checkbox"/> Nebraska
<input type="checkbox"/> Missouri	<input type="checkbox"/> New Hampshire	<input type="checkbox"/> New Jersey
<input type="checkbox"/> Nevada	<input type="checkbox"/> New York	<input type="checkbox"/> North Carolina
<input type="checkbox"/> New Mexico	<input type="checkbox"/> Ohio	<input type="checkbox"/> Oklahoma
<input type="checkbox"/> North Dakota	<input type="checkbox"/> Pennsylvania	<input type="checkbox"/> Rhode Island
<input type="checkbox"/> Oregon	<input type="checkbox"/> South Dakota	<input type="checkbox"/> Tennessee
<input type="checkbox"/> South Carolina	<input type="checkbox"/> Utah	<input type="checkbox"/> Vermont
<input type="checkbox"/> Texas	<input type="checkbox"/> Washington	<input type="checkbox"/> West Virginia
<input type="checkbox"/> Virginia	<input type="checkbox"/> Wyoming	<input type="checkbox"/> Washington DC
<input type="checkbox"/> Wisconsin		

d) Color Theme:

Integrate your mobile store with the colors of your existing Marketing guidelines. You can select a gradient theme color that matches with your brand or request a custom theme.

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Color Theme Help

► Please select from the available color themes below. Don't see what you want? Use the form at the bottom to request a custom theme.

**Gray Theme** **APPLY THEME**

**Green Theme** **APPLY THEME**

**Blue Theme** **APPLY THEME**

**Pink Theme** **APPLY THEME**

**Golden Theme** **APPLY THEME**

**Black Theme** **APPLY THEME**

**Lavender Theme** **APPLY THEME**

► Didn't see what you wanted? We're here to help. Contact us to request a custom theme..

**REQUEST CUSTOM THEME**

**Demonstration & Trial**

Search by brand, model# or keyword

**Demonstration & Trial**

Hot Deals Show All

\$29.99 \$1.75 (90% off)

**Top Brands** Show All

Sri	760
Line	1
Knit	3

**Popular Categories** Show All

## e) SEO keywords:

Boost your SEO (search engine optimization) by entering in robust keywords. List up to 10 SEO keywords and we'll automatically incorporate them via our mobile commerce dashboard software logic. These will be added to the Meta keyword field of your mStore's code to help your mStore show up more prominently when your mobile shoppers perform related searches. Consider using the same ones from your e-commerce site or add more. Do not use quotes, we'll auto quote for you.

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SEO Keywords Help

Add SEO Keyword

- ▶ Enter up to ten keywords below that best describe your brand or the products you sell. You can use the same ones from your e-commerce site.
- ▶ These will be added to the Meta keyword field of your mStore's code to help your mStore show up more prominently when your mobile shoppers perform related searches.

Keywords

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

## f) Solr configuration (Product Search Configuration):

Your mStore is featured with Solr Search which is a highly touted search results configuration. Solr is highly scalable, providing distributed search and index replication. The Mobile Commerce Dashboard provides you this exclusive feature to configure your search results of your mStore.

You can set priorities to your datafeed fields while displaying search results on your mStore. However, these are powerful tools so you should only change them if you are sure. Ask us for more details.

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## Solr Configuration

### Manage priority for search result

- ▶ This mShopper exclusive allows you to customize your search engine's logic to reflect how your shoppers perform mStore searches and deliver more relevant results.
- ▶ Use the numbers below to assign weights (or priorities) to the following datafeed fields.
- ▶ Example: Product A has the shopper's search term ("baby carrier") in the Product Name field. Product B has the same term in the Description field. Assigning a higher weighting to Product Name means that Product A will be displayed ahead of Product B when a search for baby carrier is performed. Contact mShopper for more info.
- ▶ Note: **Please do not modify the value unless and until you are sure.**

Product Name :	100 ▼
Brand :	70 ▼
Category Name :	50 ▼
Product Description :	45 ▼
Keyword :	40 ▼
Model :	30 ▼
Price :	20 ▼
Image :	1 ▼

SAVE

RESTORE DEFAULT

### g) Buyer Sync:

Implementing your existing Customer Database will make it easier for your existing customers to login to your new mobile store. They login with your e-Commerce site credentials and the fields, such as email, name, shipping and billing details will auto-populate for a seamless check out! Ask about our Customer database template to ensure synergy.

## Customer DB Sync.

Help

### Retrieve Your Customer Database

#### Select File To Upload

File Name :

#### IMPORTANT NOTE ABOUT SECURITY

mShopper takes your customer information VERY SERIOUSLY. Please note that this file transfer process is done using PCI compliant protocols and standards. The file transfer is taking place using SSL protocols, XML payload, and done across an mShopper VPN that is not open to the Internet. Your customer database is stored on secure servers that are not connected directly to the Internet and behind two firewalls. Finally, your information is stored in encrypted database. Absolutely nobody from mShopper or your institution can view customer information through the mShopper Mobile Commerce Platform. We do this for everybody's protection!

### Customer Datafeed Sync. Summary

Last Sync Date	
Number of Customer Records Synchronized	0 new customer records
Total Customer Records	3 total customer records in database

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Unique solution ID: #1032

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Last update: 2012-08-06 23:35